

Investigating English–German translation of ideational grammatical metaphor in business articles

Metaphors in/and/of Translation RaAM specialised seminar



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Ideational
grammatical
metaphor in
translation

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Editing and
translation

Manuscripts
in corpus
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Übersetzt von Kirsten Brandt

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Roman

Herausgegeben von Reger Willemsen



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Stage	Sub-process	Agent	Product
Writing ¹	Planning	Original author	Source text
	Translating	Original author	
	Reviewing	Original author	
Translation ²	Orientation	Translator	Draft Manuscript
	Drafting	Translator	
	Revising	Reviser	
Publication	Stylistic editing	Editor	Target text
	Copyediting	Editor	
	Structural editing	Editor	
	Content editing	Editor	
	Publication	Publisher	

¹adopted from Hayes et al. (1987)²adopted from Jakobsen (1999)

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Methods studying the language of translation

- process-oriented research (Göpferich & Jääskeläinen 2009; Alves & Vale 2011)
- studies of self-revision (Brunette et al. 2005; Parra Galiano 2005; Künzli 2005)

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'authentic data attested in texts' (Kenny 2009)

↪ published sources

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Main argument

Editors exert influence on translated language → manuscripts should be incorporated into corpus-based language study

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Nominal style

German is a 'high informational density' language
(Nord 1997:60; Fabricius-Hansen 1999:203; Schäffner &
Wiesemann 2001:94; Hansen-Schirra et al. 2009:112)

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- translation into German turns nominal constructions into verbal ones \leftrightarrow explicitation (Konšalová 2007)
- literal translation of verbal structures
(Hansen-Schirra 2011:147)

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Result of conflict: **hybridisation**

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Hybridisation (Hansen-Schirra 2011:136)

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- ② translation adapted to meet norms of TL: 'normalisation' (Baker 1996) / 'covert translation' (House 1997)

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↪ nominal style

'Translated language'

normalisation, shining-through, explicitation, hybridisation, ...



attributed to translator

Research questions

In German translations of English business articles,

- is there a tendency towards metaphorisation of nominal or verbal forms?
- do translators and editors act differently in this regard?

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Definition by Halliday & Matthiessen (2004:637)

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Nominalisation of processes (Halliday & Matthiessen 2004:656)

- normal ('congruent') realisation → verb (Process in clause)
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It is expensive *to maintain* a house.

congruent

The *maintenance* of a house is expensive.

metaphorical

Maintaining a house is expensive.

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Translation as de-metaphorisation (Steiner 2001)

- understand meaning – recreate the understood meaning
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This claim can be tested by examining the frequency of grammatical metaphor (nominalisations) in translated texts

The textual metafunction (Halliday & Matthiessen 2004:642ff)

Metaphorical realisation (as a nominal group) allows

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- drawing on 'Given/New' organisation of the information unit
- treating a proposition textually as a discourse referent.

(1) If the organization obliges, the units that don't receive such treatment may become **resentful**. (HBR 9/09,90)

a. *Wenn das Unternehmen den Wünschen der Einheit*
 If the company the wishes of-the unit
stattgibt, macht sich bei den anderen Einheiten
 permits spreads REFL among the other units

Verärgerung breit. (man16)
 resentment wide

b. *Gibt aber das Unternehmen den Wünschen*
 Gives however the company to-the wishes

einer Einheit statt, so reagieren die anderen
 of-a unit in then react the other

Einheiten, die leer ausgehen, verärgert.
 units that left-without are resentfully

(HBM 12/09,78)

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The interpersonal metafunction (2004:645)

Metaphorical realisation (as a nominal group)

- no interpersonal status of proposition or proposal → utterance made 'inarguable' or presented as established.
- cannot be modalised, doubted or argued

ST People may even shun the development of new resources in order **to preserve** existing values and **retain** power. (HBR 7/10,102)

man *Bisweilen sind die Motive gegen die Entwicklung neuer Ressourcen auch in der **Bewahrung** vorhandener Werte oder in der **Wahrung** von Macht zu suchen.* (man22)

['Sometimes the motives against the development of new resources are to be sought also in the **preservation** of existing values or in the **retention** of power.']

TT *Häufig wollen Mitarbeiter vorhandene Werte **bewahren** oder ihre Macht **sichern**.* (HBM 2/11,84)

['Staff often want to **preserve** existing values or **secure** their power.']

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HBR 1/10,94	Increasing brand equity is best seen as a means to an end, one way to build customer equity.
----------------	--

draft18	Die Steigerung des Werts einer Marke wird bestenfalls als eine Methode zur Erreichung des wichtigeren Ziels, der Steigerung des Werts der Kunden, betrachtet.
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- Search: deverbal nominalisations (*-ung*, *-ieren*), denominal verbalisations (*-ieren*)

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 - ↪ allows qualitative analysis later on

Abbr.	ST form	Translator	Editor	Instances
VNN	verbal	nominalisation	—	275
VNV	verbal	nominalisation	verbalisation	167
VVN	verbal	—	nominalisation	13
NNV	nominal	—	verbalisation	64
NVV	nominal	verbalisation	—	5
Total				524

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- **Publication stage:** 286 N 236 V – 33% assumed literal

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Translation and editing have been called 'mediated language' that should have 'mediation universals' (Ulrych & Murphy 2008)
↔ different metaphorisation patterns argue against this

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Style vs correctness

Importance placed on style, not on correctness or faithfulness of translation?

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Obstacles & drawbacks

- Are particular verbs more likely to be changed?
- analysis of process types might shed light on this

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