Analyzing English Translation of Cultural Specific Items of Urdu Language in Peer-e-Kamil

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Abstract- The research has used mixed method design of Creswell & Clark (2007) from hcraeser lanoitacude to conduct this study.Kreswell's (2007)explanatory research model has been used for the purpose to deal with both quantitative and qualitative form of data. The research's data was obtained from the Urdu novel Peer -e-Kamil and its English translation. Using this model, cultural specific items from Urdu novel and its English translation have been categorized through different translation techniques which are found as borrowing from source text, literal translation, gloss, omission, neutralization and cultural substitution. The main objective of the study is to find out which translation techniques have been used frequently to deal with the cultural specific items. The research arises out of the belief that effective handling of cultural specific items makes the process of communication among different cultures smooth and easy.

Keywords: Target text, source text, cultural specific items, gloss, borrowing

I. INTRODUCTION

The activity of translation has an age-old practice and has been widely adopted throughout the ages, but in this quickly moving globalized world, its role has become part and parcel of life. These days, information technology through which cultural interactions take place have been expanding, its pace is speedy and worldwide, and the phenomenon of translation has become compulsory now. Cultural specif items are typical items found in a cluture which are specid to one culture and are not found or partially found in another culture. There are several CSIs in languages; nevertheless, it is difficult to determine precisely what can be erutluc sa denifed-txet a ni cificeps. "txet eht fo stnemelE eht fo saedi esoht ot detaler era tahtinternational culture (history, poetry, literature) that may be unfamiliar to the readers of the TT," Aixela)1996) (p .14 .(As a consequence ,it can be inferred that CSIs trigger an intercultural divide between the LT eht dna LS. ekil diov A TS eht ni tcejbo na erehw stsixe siht doesn't occur in the TL community or the nseod LT' t ti rof eman a evah.

Translation researchers have suggested various techniques and procedures to ssorc- taht noitalsnart elbisneherpmoc a etaerc dna segaugnal neewteb secnereffid larutluc eht slellarapserutluc owt eht fo stnetnoc.Aixelá (1996) divides CSI seuqinhcet noitalsnart spuorg owt otni: " noitavresnoc" dna"noitutitsbus" (álexiA, 1996: 61). noitalsnarTtechniques such as "repetition, orthographic adaptation, linguistic (non-cultural) translation, extratextual ssolg[dna] ssolg lautxetartni" (álexiA, 1996: 61-62) ,fall under the restrictive translation strategies of CSIs .Ramière's (2006) has used six

translation procedures, borrowing, literal translation, gloss, omission, neutralization, and cultural substitution to deal with the cultural specif items.

Furthermore, cultural studies has taken a dominant place in translation studies. The major aim of cultural studies is to bring different cultures closer together to develop understandings of cultural items particular to specific cultures item in this global environment. In fact, translators are cultural ambassadors of different cultures and translations are their cultural communications.

Background Observations

Translators are cultural ambassadors of different cultures and rieht era snoitalsnart larutlucCommunications. As globalization has increased the importance of translation studies in a cultural context itlum siht ni- larutlucenvironment, it has also developed some common global language environment erehwdifferent lexical items, phrases, and even sentences are becoming popular and understandable around the ebolg(mret ehT snaem noitazilabolg" segnahcxe dna stnemevom fo pudeeps(sgnieb namuh fo, sdoog, dnaservices, capital...) all over the planet. Translation was once thought of as a subset of Linguistics. The formal analysis of translation started in the 1950s and 1960s. It was built on linguistic concepts. The research concentrated on core topics such as meaning, equivalence, and change. Translation ideas used to be more concerned about meaning and expression (interpretation and paraphrase). Linguists illustrated the role and significance of culture in translation in 1990. The most well -known translation theorist who played their role in this process were Susan Bassenet, Nida ,Catford, Andre Levefre, and the theory of Lawrence Venuti.

According to Hatim, TS has grown tremendously over the last 20 years and is now consolidating . TS has increasingly developed into a distinct field that builds from a variety of other disciplines (Hatim 2001, p. 8). Susan Bassnett (1990) stresses the value of cultural understanding or the role of culture in the translation studies. In 1990, Andre Levefere and Susan Bassnett extended the theory of translation beyond linguistic research by contrasting SLT and TLT to explore how society affects translation.

II. METHODOLOGY

Translation is an intercultural practice and requires a top to bottom intercultural quest that depends on an itemized examination of both the TL culture and the SL culture. This very investigation has made thetranslation of cultural specific items its main issue , which can expose how societies of the SL and the TL have been introduced in the shared content.

The research is based upon mixed method approach. The data of the research was collected manually from the source novel entitled Peer-e-Kamil and its English translation. The main instrument of the research is the text of the novel Peer -e-Kamil. The categorization of data is based on the techniques of translation from the concepts of Aixila, Newmark and NataliRamiere (2006). Ramière's(2006) has used , six translation techniques: borrowing, literal translation, gloss, omission, neutralization and cultural substitution to classify the cultural specific items.

This research will deal with the kinds of translation techniques used in the novel Peer-e-Kamil as an objective and as research question, which technique is dominant from the

translations techniques used in the English translation of Peer-e-Kamil? Or in other words which technique of translation is higher in percentage from other techniquesin English translation of Peer-e-Kamil?

Data Analysis

The investigation of the story so as to find translation techniques in it is given as follows: The researcher has collected the following techniques in the text.

Borrowing:

Borrowing is utilized to move a CSI from the Source Text to the Targeted Text by spelling out it. CSIs which have been acquired from the Urdu text are presented here .The complete table1 is in Appendix.

Table 1

Borrowing			
S.N	P.N	Target Text/English	ST/Urdu
1	37	Motia	موتیا
2	38	Pan	پان
3	38	Ghazals	غسلیں
4	124	Nikah	وکاح
5	411	PalakGhosht	پالک گوشت

Seventy seven cultural items have been found as borrowing from the source text like Motia, Pan, Ghazals, Nikah, Mohallah, PalakGhosht,Rukhsati etc. The frequency of occurrence is 44 % from the total other items.

Literal Translation

In this technique , those expressions are investigated which have been actually translated literally without any change of meaning while making an interpretation of this story into English. The complete table2 is in Appendix .

Table 2

S.N	P.N	Target Text/English	Source Text/Urdu
1	33	Need stream of words	لفظوں کے دریا بہاوا
2	59	Exalt to seventh heaven	ساتویں آسمان پر بٹھاوا
3	81	A silver spoon in her mouth	مہ میں سوے کاچمچہ لے کر پیدا ہووا
4	153	Heaven fall on	آسمان سر پر گروا
5	217	Ground shifted under her feet	پیرون کے ویچے سے زمیہ وکل جاوا

5% items have been used as literal translation procedure in the text like 'need stream of words', 'color drained', 'ground shifted under her feet', 'A silver spoon in her mouth','Exalt to seventh heaven','Heaven fall on 'etc.

Gloss

Gloss is the extra depiction of a lexical thing, which is included to clarify significance. A gloss can be inward or outer. Inward gloss is an internal part of the text while outside gloss is included in the commentary or at the endnote.

Table 3

S.N	P.N	Target Text/English Text	Source Text/Urdu Text
1	1	Peer e Kamil	پیر کامل
2	25	Heer	ہیر
3	25	Ranjha	رانجھا
4	36	Red light area	ریڈ لائٹ ایریا
5	37	Mujra	مجرا

Gloss words have been used 18 % in the translation like, Mujra, Rabwa, Red light area, Heer, Ranjha, Peer e Kamil and DrSibtayAli etc.
Now the domestication elements have been found in the text of Peer-e- Kamil.

Omission

Some of the CSIs have been entirely omitted from the TT, which are as follows: The complete table 4 is at Appendix. The Omission elements are 1.3% of the text which are present below.

Table 4

S.N	P.N	Target Text/English Text	Source Text
1	23		خواي مخواي
2	245		صدقہ خیرات
3	524		دعائیں
4	524		وظیفے
5	524		منتیں

Neutralization

By substituting a non-cultural element from the TL have been neutralized for any of the SL's cultural items. The elements of neutralization make up 6% of the total. The complete table 4 is at Appendix.

Table 5

S.N	P.N	Target Text /English	Source Text/Urdu
1	14	To pay	خمیازي بھگتنا
2	17	Look away	وظریں چراوا
3	54	Mistaking	آوکھوں میں دھول جھووکھنا

| 4 | 71 | Think objective | ٹھنڈے دل و دماغ سے |
| 5 | 87 | Shocked into silence | ساوپ سووگھ جاوا |

Some of the CSIs have been neutralized as 'to pay', look away', 'shocked into silence' etc. from the target text.

Cultural Substitution

Few Urdu language CSIs have been replaced with English CSIs, a process known as cultural replacement. It is often considered cultural replacement where a non-CSI from the Urdu language is replaced with an English CSI.Culturally substituted references as follows:

Table 6

S.N	P.N	Target Text /English	Source Text/Urdu
1	12	Talking riddles	پہلیاں بھجواوا
2	58	Nit picking	بال کی کھال اتاروا
3	58	Being bull headed	ڈھٹائئ کا مظا ہري کروا
4	58	Monastic silence	چپ شاي کا روزي
5	59	Birds of a feather flock together	کنذہم جس باہم جس پرواز

III. DISCUSSION

Analysis of Findings

Total data of 178 words, phrases and sentences have been arranged in a statistical form for measuring the dominant trend of domestication or foreignization. The detail and calculations can be seen in the table.

Table 8

			Frequency	Frequency
Tendency	**Frequencies**	**Borrowing**	78	44 %
		Literal Translation	9	5 %
		Gloss	10	18 %
		Omission	9	5 %
		Neutralization	43	24 %
		Cultural substitution	29	16 %
		Total	178	

Here formulas of percentage have been used and the results have been drawn with the total. The translator has applied the borrowing technique 44 percent. The calque/literal

translation technique was used 5 percent, and the gloss procedure was used 18 percent of the time.

The omission technique has been used 5 percent of the time. The translator has used neutralization technique 24 percent and   the cultural substitution technique was used 16 percent of the time. The most frequently employed techniques are 44 percent, 24%, 18%, 16% etc. which are higher as compared to other techniques of translation. The result shows that the most frequently used technique is borrowing from the source tax .These mathematical numbers of frequencies have be shown into different graphs for more clarity and visibility of the reader.
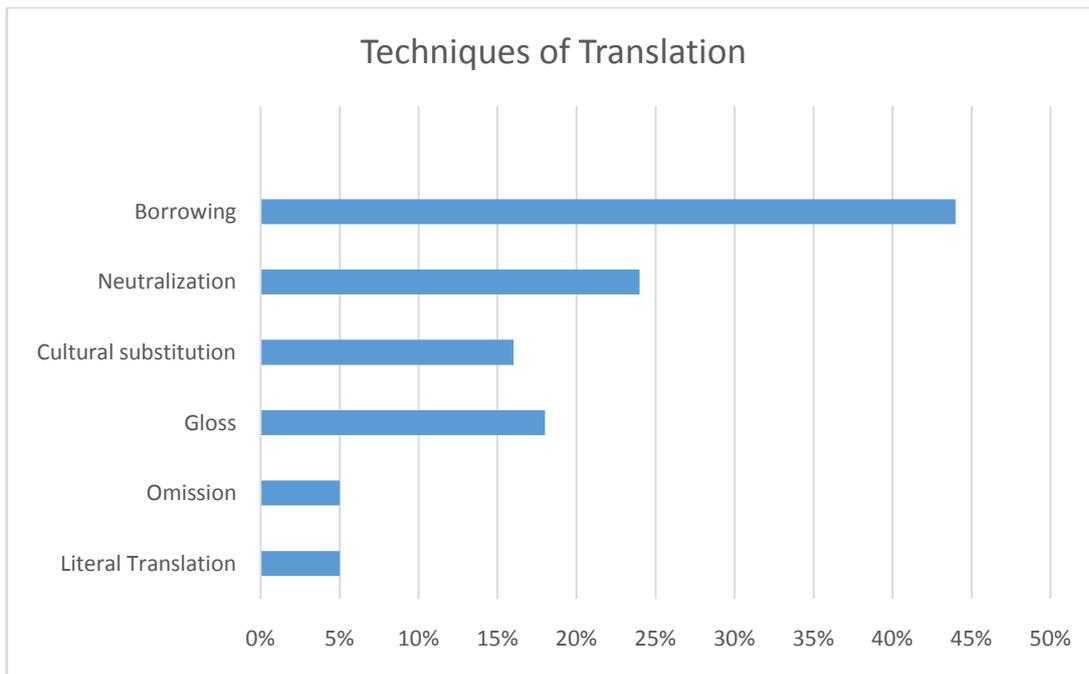

Figure 5. Here percentages of techniques of translation are shown through a bar chart. It can be noticed that borrowing is 44 % of rest of the percentages which is quite higher. This thing reflect the influence of the Urdu language on the English language.

IV.RECOMMENDATIONS

The following suggestions for future researchers are made in the light of this study:

- This thesis would help other researchers in the field because it highlighted the trend of highest number of translation techniques in this novel.
- UmairaAhmad's other Urdu novel translations into English can also be looked into for the related research.
- This may entail gaining a better understanding of her overall preference for international or domestic audience.
- Others researchers may apply these techniques on translations from Urdu-English or English-Urdu literature utilizingCreswell's model.

- Although this paper focused specifically on percentages of translation techniques, other researchers may apply this data for other concepts.
- A comparative research can be conducted to compare the results between other novels and the percentage of techniques employed in those novels.

V. CONCLUSION

The analysis of the data shows that borrowing has an impact on the translation of the novel as the table 8 shows; its impact is 44% which is the highest among all the other techniques oftranslation. This shows that cultural translations have common sharing ground through which translators make connections and find common platform. Borrowed words and terms are sharing grounds through which the flavors of other cultures transfer. Words like Motia , Pan, Ghazals, Nikah, Mohallah, PalakGhosht,Rukhsati etc. are some of these which are borrowed from the source text. This aspect of shared cultures make the translator as the cultural ambassador of Urdu language.

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