

Analysis on Student's Misinterpretation Based on the Quality

Requirement of Daniel Gouadec

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Keywords: Translation quality requirement, Misinterpretation, Translation teaching

Abstract: Based on the translation quality requirement of Daniel Guoadec, this article analyzed one of student's misinterpretation practice and proposed suggestions on translation teaching. They have three typical mistakes, the unstandardized terms and idiom expression, the inconsistent statements and low readability. In translation teaching, it should pay attention to training student's sense of translation quality and enhance the practice translation skills in various stages.

Introduction

Under the background of economic globalization, translation being more and more professional and specialized which put forward new requirements on the quality of translator and their products. Except a high level of bilingual understanding ability, expression and conversion ability, the modern translator also need the quality of information, technology, project management and profession, and the translation quality is regarded translation as products to judge, which stress on service process and customer's standards. Suiting the market requirements, the training model and teaching method should be improved at the same time.

French translation professor, Daniel Gouadec, in the section one chapter one of "Object, Nature, Challenge and Standard of Translation" explained the nature of translation, quality requirement and process of translation. He thought translation is used to conquer the impassable obstructs in communication, including linguistic obstructs, in virtue of relative or matched tools or materials to spread the product, notion and thought as wide as possible, which means translation is a kind of service for communication and spread, and translated text is one of its products. For this product, Gouadec point out the communication effect is the determinant to value its quality. For this purpose, the translator must make the translation real, meaningful, clear, effective, in line with habit and protect the interest of customers. Taking an English translation training of seniors majoring for example, this paper analyzed their typical misinterpretations based on Gouadec's translation quality standards, and tries to find out the reasons and master the outstanding issues in learning, then proposed corresponding teaching suggestions and expected to provide useful lessons for the construction of English professional translation courses.

Profiles of translator

The 2014 English major students have completed specialized training curriculum of four semesters and the learning of basic expression and communication skills. Before this translation task, students have made two translation exercises and discussed translation process and text, the topic include the awareness and purpose of translation, collect data before translation (reading topic

related articles), network-assisted translation (find parallel texts by Baidu and other search engine), context, translation quality standards etc. Except keeping service and purpose consciousness, the teacher asks students try to enquiry and assist translation by network in addition to using a dictionary. Selecting translation beginners as research subjects is good for accurately locate the teaching object's learning features and difficulties and further determine the content and methods of teaching to help them master the skills solving various practical problems.

Analysis of translation materials

This translation raw materials is a website English job posting from a multinational company engaged in localization business. The post has 138 English words, including a title. Its body part divided into four parts, including the job information, job-related background information, qualifications and contact information. Text is concise and fluent, objective and accurate. By this translation exercise, teachers expected students to improve their preparation ability before translation, language conversion capability, service awareness and the sense of teamwork. In view of student's language foundation level, teacher predicts that most of them could understand the materials, and its difficult point is the expression. The following is the raw material to be translated:

A Freelance Graphic Designer Urgently Needed

CSOFT is urgently seeking a freelance graphic designer to work on a fixed-term project that should take about one to two weeks to complete. (Starts Immediately until Nov. 30th)

Project description: We need a talented creative to design our yearly company magazine. HQ Magazine is produced and published in its entirety by CSOFT International's Global Communications team. The magazine includes several main sections, highlighting areas such as technology, communications, leadership, HQ Exclusive and HQ Art.

Qualifications: Good command of English. Extraordinary eye for detail. Fully familiar with InDesign, Photoshop and Illustrator. Proactive, can-do attitude. You should be someone who possesses an exceptional ability to solve problems, be a team player, and think creatively. Strong interpersonal and communication skills are a must for this position.

Please send your CV to: sussie.jiang@csoftintl.com and miko.li@csoftintl.com

Analysis on typical misinterpretation

Analyzed and found that students have three typical mistakes in their translation, the unstandardized term and idiom expression, the inconsistent statements and low readability.

Unstandardized term and idiom expression

Gouadec said, "The translation can't have any errors in technic, semantic or authenticity", relating to terms and idioms, the translation "should accord with certain company or product's expression established by usage". Among student's works, there exist some important terms and idioms translation are inconsistency with the expression established by usage. For example, they translate "HQ Exclusive and HQ Art" into "product and art in high quality", "headquarters exclusive concepts and products", "HQ exclusive news and arts"; translate the software "InDesign, Photoshop, and Illustrator" into "design, photography, illustration", "publishing software, image processing software, illustration description" etc.

The above errors reflect students' lack of the preparation awareness before translation, or "pre-translation" and "pre-conversion" consciousness. Gouadec figured out that translator must fully understanding the raw material to make a high-quality translation, otherwise will damage its quality directly. Thus, before entering the conversion process, the translator must complete pre-translation and pre-conversion. Based on Gouadec's perspective, the pre-translation asks translator to carefully analysis the translating materials, fully understand the content and managed

to figure out the unfamiliar one by advising authors, customers, peers or colleagues; an important process of pre-conversion is prepare raw materials which “in addition to translator’s skills and abilities, term and idiom is also included”. Briefly, before the normal language conversion, the translator must prepare terminology and idiomatic expressions, creating “term table, presentation table, sentence table etc.”

Here, students haven’t do the pre-translation and pre-conversion well, and the reason is their insufficient preparation ability and lack of a correct method, though trying to figure out, ending with no success and nothing. First, when translate the material and find the meaning of terms, the student started with check out the word one by one. In dictionary, the corresponding word they get is “high quality”, “art”, “franchise”, “exclusive news”, “drawing”, “illustration”, etc., they searching without combining company’s information, therefore, they just write down the word’s interpretation which is unprofessional, influent and made readers confused. When translating, if the translator considering the magazine is part of the company’s culture and these software is needed in graphic design, then, they will attempt to query its objective meaning from the perspective of company and graphic design software, instead of satisfied with the dictionary interpretation, they will find other ways to translate these terms. Therefore, in translating, students should change their thought and aware, expand the cognition of translation tools, and putting translation into real-life context, combining social work and life, but not just related with a text.

Secondly, student didn’t find the expression of terms and idioms is because the single searching means and methods. In most cases, when meet misinterpreted words, the first is ask help from dictionary (the only way perhaps), occasionally using network which is just used for query meaning. They wouldn’t thinking to consult professors or use internet to searching. In fact, here, the expression of “HQ Magazine”, “HQ Exclusive” and “HQ Art” is associated with Inc. magazine, what’s more, the company has websites where you can find relevant information. Entering the Chinese website, looking for the column which may containing the information of company magazine, we will find a special column “Headquarter magazine” as soon as possible, click in and you will find some information about the magazine, including the name, production departments, sections and other column which is peer-to-peer with the hiring information and can be seen as a parallel text. Now, translator can directly follow its usual expression and get the translation through a minor adjustments to the text on the page. And the translation of “InDesign, Photoshop and Illustrator” is relatively simple, asking the one is in design major (professionals better) and you will find that they are common design and drafting software, through a on line searching, you can learn that they are publishing software, image editing software and illustration software respectively.

In the pre-translation, the translator also need to figure out the structure of statements and expressions, here means the statements and expression patterns in Chinese post. They didn’t analysis the fixed expressions and leading an unprofessional translation, like the translation of “Be a team player”. The translation like “as a member of team”, “become a team leader” and “could play a leader role in the team” are not meet the usual expressions. If they have read several job postings, it’s not difficult to understand that the company will ask client “have a spirit of teamwork”, and they will peer up “Be a team player” and “have a spirit of teamwork” cognitively as soon as possible.

The translator must be ready for translation works, with the quality of “be practical and realistic”, “for any difficulties of any expressions in understanding or translation, it should try to consult relative book or ask the person concerned, and the means of delete, ignore or misinterpretation and others are forbidden”. Only by this way, we can ensure the smooth carrying out of translation and its high quality. In translation teaching, teachers should help students developing a habit of preparation and teaching various skills.

Inconsistent statements

In the same context exist inconsistent statements phenomenon. For example, “CSOFT” translated into “Communications Solutions of Foreign Trade” at beginning, and later translated into “Hualian communication”, “Huaruan Unicom” which is two distinct sectors. The other one is “a freelance graphic designer” translated into “freelance graphic designer” and “freedom graphic designer” simultaneously which is two completely different posts. The “HQ” is translated as “headquarters”, “high quality” which occurs for two reasons. First, from the perspective of professional translation process, students haven’t proofread and revision seriously after completes the translation. Gouadec point out that proofread and revision is part of a complete translation process, including “when several translators complete the translation, whether the style, terms, and idiom is entirely coordinate or not”. Obviously, during group discussions and finishing a team translation, it’s more possible that students haven’t adjust the terms they translated. Second, seen from the translation tools, they’re lacking of correct means to use dictionary to assist translation. Because without considering the content of context, they may also get the definition “style graphic designer” just by querying “graphic designer”. It shows that the students are usually just do single-word queries, and satisfied with combine the meaning of each word rather than inquiry the meaning of the phrase or bigger language units.

Moreover, there exists written mistakes, like translated “section” into “plate”, or write “strong sense of teamwork” into “strong team meaning” which is because the translator didn’t do the revision work well and lacking of responsibility and purpose awareness. Social responsibility is one of the important professional ethics and professionalism the translator must have, in translating teaching, teachers should made the teaching mode “carried out by turning onto a operate method that undertake the entire written process of translation market”, training their service sense and professional translation work style, understanding that translators are fully responsible for the quality of translation products and each translation process must be completed strictly.

Low readability

“Like other communication media, the translation should be readable, and the contents are interrelated, logical and perfect when necessary”. Seen from student’s translation text, we found that the difficulty points in terms and idioms are outstanding, and few understanding problems for their sentences are basically containing its original information. In fact, they have more errors in wording and construction, thus has low readability. From the perspective of wording and construction, following are two typical examples respectively.

Example 1:

Original: HQ Magazine is produced and published in its entirety by CSOFT International’s Global Communications team.

Translation 1: HQ Magazine is *edited* and *issued* by the Global Communication team of CSOFT International.

Translation 2: Headquarter Magazine is *made* and published in its entirety by Chinese soft-communications International’s Global Communications team.

In this example (the translation of some special terms discussed previously wouldn’t repeat here), seen from the translation of “produce”, students have chosen its basic meaning without considering whether it matches with other words and the sentence meaning or not. This is not a comprehend problem, and students are fully get the objective meaning of “HQ Magazine is *produced*” is referring that certain department or team is responsible for its publish. Students have successfully stripped the language shell of English, attaining its ideological content, but they haven’t find the right words in Chinese to express their own understanding.

Example 2:

Original: The magazine includes several main *sections*, *highlighting* areas such as technology, communications, leadership, HQ Exclusive and HQ Art.

Translation 1: The magazine includes several main *parts*, *the stressing areas*, for example, have technology, communications, leadership, HQ Exclusive and HQ Art.

Translation 2: The magazine includes several main *chapters*, *outstanding in several areas like* technology, communications, leadership, HQ Exclusive and HQ Art respectively.

This example is a relatively complex sentence, student's translation indicating that they have understand the basic meaning of the sentence, the words "section" and "highlight" are not so precise and appropriate, a sense of attempt an ineffective solution. In addition to the wording, most of the sentence structure is incorrect and does not comply with general Chinese wording and phrasing. The sentence structure of the two translations is: "The magazine includes several main *parts*, *the stressing areas*, for example, have...", "The magazine includes several main *chapters*, *outstanding in several areas like*...respectively." In translation 1, the continuity of the expression "such as" exist problem, while in translation 2, the last part is incomplete.

Generally, writing ignoring language and context or unrelated text is the performance of weak expression ability. Translation is a communication service work, the translator should have the spirit of "keep improving", and "the understanding on raw materials can't remain in an incomplete level". The unstandardized and influent expression will influence the company's corporate image directly, thus affecting the decision of target readers and finally damage the interest of the entrusting party. In translation teaching, we need to enhance student's service quality, learn to solve various problems in practice, exercise language comprehension and expression ability, constantly revise and improve translations, providing high-quality translations, to achieve customer's communication intent and guarantee their interests.

Conclusion

Student's translation doesn't meet the quality standards of translation is mainly caused by failure to strictly comply with the standard procedure for professional translators, insufficient professional responsibility, lacking the skills to using translation tools (dictionary, network resources, etc.) and low linguistic level. In translation teaching, depart from the professional translation quality standards, focusing on post translation process, teachers should enable students to highlight professional sense of responsibility in practice, experience each translation step, learning advanced computer-assist translation tools and instruments, training their spirit of active learning, constantly improve language expression level, broaden knowledge and lay a solid foundation for future translation.

Acknowledgement

Fund project: This article is one of the research results of 2013 "English- Chinese translation" excellent course construction project held by Oxbridge College, Kunming University.

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