



Translation and Interpretation

Interpreting

- + Simultaneous interpreting
 - + Used at international conferences, UN, EU, personal headphones are used that broadcast simultaneous interpreting from a central point
- + *Chucotage*
 - + Interpreter whispers the simultaneous translation into a single client's ear
- + Sequential translation
 - + Used most frequently for community and business purposes

Interpreting—primacy of the mother tongue

- + Preferable to translate and interpret into the mother tongue
- + However, sometimes (as with community interpreting you have to go both ways)
- + Expectation of impartiality (but frequently not the case...)



Equivalence?

- + Translation theorists have identified the concepts of “dynamic” and “pragmatic” equivalence as key objectives of successful translation
- + Both concepts recognize that translation involves an attempt to achieve equivalence both formally and cognitively—and also contextually
- + Larson claims that faithfulness to the original demands the evocation of the same emotion in the target language text as in the original language text

Equivalence

- + Emotional equivalence might be possible for written texts but very hard for interpreters
- + Why? Objectivity of interpreter might be lost
- + But—we also need to recognize that interpreters have a lot of power:
 - + Cf. p. 142—they can “edit” out what they deem to be irrelevant information
 - + They can translate evidence and testimony in such a way so as to color the objectivity of their interpretation



Advertising



- + “Turn on your cat”
 - + “schalten Sie Ihre Katze ein”
 - + “gire sobre seu gato”
 - + “allumez votre chat”
 - + (babelfish.com)
- + “crunchy nuggets”
 - + “crunchy наггеты”
 - + “crunchy Nuggets”
- + “real meat taste from real meat juices”

Globalization and localization



- + Need to translate the product not only into the language but also to make it local
- + What do you do to advertise cat food to a culture that feeds its animals table scraps only?
- + What is pet food?