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Abstract

The need for translation for communication between speakers of various language groups makes the statement that translation has been around for as long as language itself seem almost obvious. Since translating is such an essential task, many different ideas and theoretical reflections have been developed to help guide the process. The study of translation theory focuses on the processes involved in identifying the categories that underpin translation and the widest possible variety of texts and materials subject to translation. Any background theory of translation concerned with a text's context may include techniques that ought to be taken to solve issues and challenges in specific challenging texts. The purpose of this research is to provide translators with theoretical guidelines for practical translation by conducting a comprehensive survey of the various theories of translation as its primary emphasis and then reporting the findings within the direction of the premises of the theories and the manner in which they have been applied in practical translation. The study adopts a simple qualitative approach in connection with textual analysis. Data was collected through a simple google search of studies in translation theories. The findings of the study provide an indication that seven primary or categorial theories of translation are prevalent in the existing body of research. These theories include the philological theories, the philosophical theories, the linguistic theories, the functional theories (text-type theory, translational action theory, and Skopos theory), the Sociolinguistic theories (Interpretative theory), the Systems theories (Poly-systems theory, manipulation theory, and aesthetic theory), and the Relevance theory of translation. These theories directly underpin different perceptions and procedural systems in conducting practical translation. It was also discovered that implementing different translation strategies and methods is usually premised on the foundations of some theories.

Keywords: theories of translation, translation strategies, philology, sociolinguistics, skopos theory

1. Introduction

In every discipline, the development of theories remains a significant component of the history of such a domain. As translation has been regarded as one of the oldest domains of inquiry, various researchers have developed theoretical directions for translation study and practical activities in translation. The main objective of translation theories is to pinpoint appropriate translation methods for the broadest range of materials or text classifications. Additionally, it generates a conceptual model of guidelines, limitations, and pointers for assessing translations and translating materials, as well as a base for problem-solving. Every theory worth considering should concentrate on the translation processes employed to address the difficulties and problems brought on by specific complex texts. In a similar spirit, Baker (2006) argues that whatever critical theories of translations must typically involve formal research into the basic requirements for translation. These guiding characteristics delineate a subject and choose a study method. A comprehensive translation framework should also include a practical review procedure using specified criteria.

According to Munday and Zhang (2015), the development of translation theories has precipitated the recognition of two

distinct dimensions in translation studies. The first dimension is the recognition of translation as a theoretical engagement, wherein researchers only theorize on different concepts in translation. The second dimension is the recognition of translation as a practical engagement, wherein translators focus only on providing the equivalents of source language texts in the target language. As Chan (2004) asserted, the theoretical activities in translation as a theory has provided practical translators with specific and generic directions, methods, strategies and techniques for providing suitable equivalents in the target language.

The need to satisfy specific contextual requirements in translation is another factor that has also necessitated the development of translation theories. There have been recent developments in translation, wherein the focus is shifted from maintaining the source language text to providing equivalents that meet the target audience's immediate communication needs. There have also been theories developed to meet the translation needs of certain domains, such as legal texts. The field of cultural studies is diversified across different cultural, socio-cultural and socioeconomic contexts where translation is applied to communicate ideas between speakers of other languages (Levy, 2011; Baker, 2006). As such, efforts to take translation from the premise of cultural studies are also aimed at a holistic assessment of translation activities across a plethora of domains where it is implemented for the primary interest of communication.

Considering the large number of studies conducted in the analysis of translation activities, it has become necessary to complete a survey of the dimensions of theories of translation, the application strategies and its relevance in cultural studies. This study synthesizes arrays of translation studies research, categorizes the theories implemented in these studies, and discusses the significance of these theories in the translation of cultural studies. To continue, it is pertinent to discuss the essence of translation, the nature of communication facilitated through translation, the connection between translation and culture, and the implications of cultural variables in the application of theories in translation. It is also essential to discuss the historical processes of translation, which provides a background to unveil how translation theories were developed at certain stages in the history of translation.

2. Review of Related Literature

2.1 The Essence of Translation Theories in Communication

Language serves as the medium through which humans interact with one another and communicate with one another in the social environment in which they exist (Herman. Van Thao and Purba, 2021; Silalahi et al., 2022). As Marais (2014) stated, interaction remains the driving force behind human societal communication. In a society characterized by globalization and transnational communications, there exists a profoundly felt imperative for individuals of different cultures and languages to understand one another's perspectives and experiences (Marais, 2014; Hermans, 2003; House, 2015; Herman et al., 2022; Nasution et al., 2023). This specific need may be satisfied by employing translation in the dearth of a shared global language for all people. The act of translating from one language into another is critical to the process of communicating ideas and information amongst linguistic communities. As a result, translation is intertwined with language and communication, and many different civilizations need translation to communicate effectively.

For years, professionals in the area of translation around the world have been talking about the connection that exists between translating theories and translating practice (Nida and Taber, 1969; Basnett and Lefeverege, 1990; Catford, 1965; Chesterman, 1985; Hatim and Masson, 1990; Schulte and Biguenet, 1992; Robinson, 1997). This is something that everyone completely understands. However, due to the fact that they are responsible for a significant number of different language-teaching activities, some translation instructors still have questions. If there is just a hazy grasp of this topic, or even one completely incorrect, it will affect the content, teaching methods, and research of translation education. As a result, it is essential to discuss the connection between translation theory and translation practice, as well as the role that translation theory plays in teaching translation as a theory.

The act of translating new information, knowledge, and ideas into other languages is essential to their dissemination around the globe. Effective communication across various cultures is fundamental to establishing cultural understanding (Kim et al., 2021; Herman et al., 2022). The act of translating new material into other languages is something that has the potential to alter the course of history (Hu, 2020). Whenever it concerns translation, each person carries a great deal of value and significance. Companies and corporations might fall behind the competition if they only operate in one language. When people realize how vital translation is for all, they may be ready to recognize that it is an investment that is not only required but also worthwhile. People will also want the assistance of an experienced translator or assistance of a business specializing in translation to do this.

As more people from different cultures are able to communicate and connect with one another, there will be an increased need for translation services. The act of translation bridges the linguistic, cultural, and social divides that exist between different countries and cultures. It is primarily due to the fact that translation exists that we are finally able to become familiar with the outside world (House, 2015). At the moment, translation studies have become an extremely competitive field due to a significant expansion in breadth. This process has been accelerated by a number of variables,

the most notable of which is the rising attention paid to socio-cultural communication processes facilitated by translation. The connection between culture and translations is one that has garnered a lot of attention; translation is the medium through which culture is transmitted into human communication. The act of translation acts as a bridge between different civilizations.

According to Marais (2018), the primary way culture operates is mainly through translation; culture may experience innovation by incorporating new texts into it (Saputra et al., 2022). In addition to being a language process, translation has the potential to have significant political and social repercussions, which in turn may enhance cultural closeness and understanding. Politics and culture are given particular attention and considered essential hints while translating. Arrays of medical terms were spread to different languages through translation. However, the relationship between translation and culture and the consequences of culture on translation are the primary focuses of cultural translation, shifting the emphasis away from the language itself. The notion of study of translation in the context of cultural, social, and philosophical background is what is meant by the term "Cultural Studies" in translation.

Suffice it to re-emphasize that the relevance of translation in these areas discussed above remains the primary premise on which translation theories were developed. Anton Popovic (1987) defines translation theory as a branch of linguistics that focuses on the systematic investigation of translation and whose primary objective is to organize both the translation technique as well as the translated text. Similarly, Newmark and Taber (1969) summarise translation theory as a collection of facts pertaining to the translation process. According to House (2015), translation theory's primary focus is identifying acceptable translation approaches for the greatest possible audience.

Translation theory extensively studies the underlying principles that govern effective translation. According to Munday and Zhang (2015), translation theories are founded on a robust understanding of how languages function and acknowledge that many languages contain information in various forms. However, it directs translators to discover acceptable methods of retaining meaning while employing the proper form of each language. Translation theory includes guidelines for translating language techniques, dealing with vocabulary incompatibilities, rhetorical inquiries, and the incorporation of patterns of interactions, amongst a wide variety of other themes that are essential to the process of accurate translation (Purba et al., 2023).

2.2 Historical Evolution of Translation and Translation Theories

It's essential to consider the many ideas and terminology developed throughout translation's history whenever the topic comes up in conversation. Indeed, the history of translation undergoes distinct shifts with each new century, albeit these shifts are not universal. For instance, the history of translations in the West and the Arab world diverged because each culture experienced unique events that inspired different theoretical frameworks. Which major shifts in translation practice have occurred in Europe and the Arab world, respectively?

The study of translation has been around since the dawn of civilization. The requirement for cross-linguistic communication gave rise to the linguistic practice of translation. Oral transmission preceded the subsequent development of a written form. Some of the oldest examples of translation into writing may be found in the treaties made by different cultures. The prominence of holy books grew throughout time. As a result of these historical developments, there was an increase in communication across groups and the science-like approach to translation since the study of translation relies on a wide-ranging historical procedure.

During the nineteenth century, two opposing viewpoints emerged: one viewed translation as a distinct field of study and viewed the translator as a creative genius who enhances the literary works and "language into which he is translating, while the other viewed translation merely as a mechanical means of spreading the word about a text or an author" (McGuire, 2009: 11). It was during the nineteenth century that Romanticism reached its peak, a development that spawned several ideas and translation in the field of literature. Edward Fitzgerald's (1809-1863) translation of Rubaiyat by Omar Khayyam is one example (1858). Studies in translation became a staple of language curricula in the second part of the twentieth century. The development of new translation frameworks and tools has only increased its worth. The grammar-translation approach, for instance, looks at how different languages' grammars work and how to translate between them.

Furthermore, the cultural model testifies to the evolution of translation studies throughout the era. It necessitated a translation that not only accurately replaced words but also took into account the varying mentalities of its target audience (Mehrach, 1977). This framework allows us to differentiate between the ethnographical-semantic approach and the dynamic equivalent strategy.

In recent years, automated translation research has emerged as a new focus in the field of translation studies. Thanks to the internet and other recent advances in communications and online devices, there has been a rise in cross-national contact and appreciation of each other's traditions. Therefore, translators seek adaptive strategies and methods that allow

them to translate material while wasting less time. Because of this, audiovisual translation was developed to accommodate their desire to get into the film translation industry. The latter method, often known as screen translation, focuses on the localization of movies, TV shows, and documentaries. Dubbing and subtitling are the two main components of this discipline, which rely heavily on machines and translation applications. Translation has entered a new age with the advent of audiovisual translation.

3. Methodology

This study is a simple qualitative assessment of theories developed in translation studies. A simple exploratory research design was considered the most suitable, as the focus of the topic is on the description of the foundations of the theories, the strategies and translation methods that are associated with the theories and the practical relevance of the theories in translation activities. As such, an inductive assessment method is followed. Data for the study was gathered through secondary sources, mainly through synthesizing articles on theories of translation published in reputable journals. An analysis is conducted descriptively, focusing on a need to answer the question of 'what theories have developed in translation studies, and how do the theories anchor translation methods and strategies in cultural studies?'

4. Findings and Discussion

4.1 Findings

A thorough search in the literature unveiled that arrays of translation theories have been developed in the history and evolution stages of translation. The theories are predicated on different schools of thought in translation, mainly surrounding the issues of equivalent, maintenance source language message when translating into the second language, contemporary concerns in the needs of the target language audience and fidelity erosion, among other pertinent considerations. In light of this, it was discovered that seven main theoretical dimensions are evident in the history of translation. They are listed below:

i. Philological theories dimension in translation

ii. Philosophical theories dimension in translation

iii. Linguistic theories dimension in translation

iv. Functional approaches dimension in translation

v. Sociolinguistics theories dimension in translation

vi. System theories dimension in translation

vii. Relevance theory dimension in translation

The above theoretical dimensions in translation have underpinned the development of translation techniques, principles and methods. According to House (2015), the primary focus of translation theory is on identifying translation techniques suitable for the broadest conceivable breadth of materials or text categories. In addition, it offers a framework consisting of principles, constrained rules, helpful tips for translating texts and reviewing translations, and a foundation for problem resolution. Any theory worth its salt should focus on the translation procedures used to solve the challenges and issues presented by particular challenging texts. In a similar vein, Baker (2006) contends that any theory of translation that is significant presupposes some formal investigation of the fundamental standards of achievement. These are the principles that define a topic and determine a technique of study. A comprehensive translation framework should also encompass something along the lines of a realistic review process that uses predetermined criteria.

Following this line of thought, the dimensions, as mentioned earlier, of theories of translation are discussed below to unveil further the significant theories that have been developed from the dimensions and the methods and techniques that underpin the focal direction of the dimensions and theories.

4.2 Discussion of Different Translation Theories

4.2.1 Philological Theories of Translation

The primary foundation for analyzing translation theories and practices for over five centuries has been philology (Robinson, 1997), which is studying and assessing literary contents, particularly inherent originality, structure, context, and cultural significance. These works genres have been literary products since, at the time, they appeared to be the only texts worthy of being translated into other languages.

Philological theories depend upon history and philosophy, which is the study of the evolution of language and the study of classic literature. The primary focus of philologists in translation is on making comparisons between the grammatical structures of the source language and target languages, in particular the operational correlation and the literary genres, in conjunction with literary studies and philosophy. The philological method of translation has been founded on the

contents of poetry. In the current translation research, the fundamentals of this translation analysis technique are employed in imagery studies and expanded to include prose translation investigations.

Philological approaches to a translation address the issue of equivalence between literary works by analyzing the similarities and differences between the source language (SL) and the target language (TL). In addition, they concentrate on the literary quality of the piece, paying close attention to the structure of the text, its stylistic characteristics, and rhetorical tactics. In philological theories of translation, the topic of equivalence of literary genres between the source language and the target language is another significant issue. Whether poetry should be translated as prose or poetry, as well as whether an epic in the SL should be represented as such in the TL, was one of the primary preoccupations of such theories.

According to Nida and Taber (1969), philological conceptions of translation are founded on a philological orientation to literary analysis. This is the case for all philological theories. They merely take things one step further by, rather than examining the form in which the text was first created, focusing on analogous structures in both the source language and the receptor language and attempting to assess the degree to which these structures are equivalent. Generally speaking, philological theories of translation are concerned with a wide variety of rhetorical strategies and stylistic traits.

There are no methods for translation that directly developed from this theoretical dimension; instead, it is considered an approach, a theory and a method also. According to Kim, Munday, Wang, and Wang (2021), philological theories of translation have emerged as a method and principle that guide the translation of literary works.

4.2.2 Linguistic Theories of Translation

In a report by Boase-Beier (2010), linguistic theories of translation are founded not on a comparison of literary genres and aesthetic qualities but rather on a comparison of the linguistic features of the source text and the text translated into another language. These concepts originated as a response to the exponential expansion of contemporary linguistic theories and the tendency toward a more practical approach to the study of language. Linguists and translation theorists have proposed that translation theory "is a facet of semantics; all concerns of semantics pertain to translation theory" (Marais, 2018: 23; Niswa et al., 2023). According to Newmark (1981), linguistic theories of translation, in contrast to philological ones, focus on description rather than prescription. Munday (2012) contends that linguistic theories of translation demonstrate the precise manner in which individuals translate rather than the ideal manner in which it should be done. Nida and Taber (1969) contend that the significant contrast that can be discerned between the several translation theories and semi-theories is whether or not they place more emphasis on comparable surface structures or equivalent deep structures. Numerous ideas may be reduced to their primary stages by drawing parallels between the forms on the surface and those underneath it. These comparisons are often accompanied by complex criteria to determine the most appropriate match.

There are often at least two languages involved in a translation; therefore, it stands to reason that some scholars looking into translation issues have focused on the distinctions that exist between the source and target languages. Throughout history, translators have placed more of an emphasis on building links between words that represent something, as opposed to merely translating words word for word. The linguistic theory of translator further proposes that while it is beneficial to narrow down on procedures, it is also crucial to consider the context of the original message and any pragmatic components that might be lost in translation. These advancements have provided a considerable push in the direction of phenomenology in translation theory that is less naive, which has been an important goal.

Regarding translation method, Levy (2011, ed) stated that the notions of literal translation, trans-definition, trans-literation, caque, and other language structure-based approaches and techniques for translation directly originated from the linguistic theories of translation. The focus of all the approaches that originated from this dimension is primarily on the structure of the source language and how to maintain that structure and message when translating into the target language.

4.2.3 The Functional Theories of Translation

In Germany throughout the 1970s and 1980s, a functionalist or conversational perspective to the study of translation came into being, marking a departure from the monolithic language categorizations of translation that had been prevalent up to that point. These ideas include earlier research in text-type and linguistic functionality, as well as the model of translational operation, the skopos theory (Baker, 2005: 235-238; Shuttleworth and Cowie, 2007:156-157) and the text analysis theory.

Katharina Reib and Hans J. Vermeer established the functional translation theory in contrast to the old linguistic translation studies. The paradigms of this new method required a new vocabulary; thus, the two scholars decided to construct the functional translation theory. The authors posited the broad applicability of their technique, which goes

above the Translation Studies published by James S. Holmes (1985). In the past, words such as target and source languages, texts, authors, and readers were often used. Nowadays, however, terms such as source text, receptor text, and receptor are more common. The act of translating is considered a procedure, with the target text serving as the framework's result and the translator playing the actor's role in this scenario.

This new theory begins with the supposition that culture and language are intertwined and mutually supportive of one another. The concept of the translator acting as a mediator is called into question by functionalist theories of translation, which see the translator as an autonomous text producer who creates a new text according to criteria specified by the audience for whom the text is intended.

This method has contributed to the development of a number of different theories and sub-theories. The following subsections go through two of the most popular beliefs associated with this approach.

4.2.3.1 The Skopos Theory

The Skopos assumption is now considered one of the most influential functionalist translation theories. Numerous studies have applied the principles of this theory to the process of translating writings that naturally attempt to convey to an intended readership rather than keeping the message initially communicated in the original text. Since contents are created to accomplish a specific primary goal and participant, this school of thought asserts that the theories of translations as a transmission between cultures can be incorporated into the principle of action. In light of this, the act of translating is considered to be a specialized form of communicative activity. This action begins with a circumstance that typically includes an original text as the main action. This text serves as the starting point for this action. It is neither the responsibility of translators to determine whether or not to act; rather, their focus should be on deciding what information to convey and how to proceed with the action. When seen from this angle, translation theories may be understood as intricate theories of action. The words "purpose," "goal," and "function" are all identical to the word "skopos." The Skopos of what is translated does not need to be similar to that of the source material (transformation in purpose), although everything produced in translation must be consistent.

According to the Skopos Theory, the concept of 'translatum', considered the result of a translation, does not necessarily need a functional equivalent with the original text. Therefore, within the framework of Skopos theory, both the source culture and the target culture are thoroughly researched, despite the fact that the emphasis of Skopos theory is placed more heavily on the target culture than the source culture. According to Vermeer, a translation request is an "inter-cultural operation,". Consequently, it is up to the translator to decide what the intended use of the translated document will be (Green, 2012: 109). Vermeer explains that a translation brief is an "order, provided by oneself or by someone else to carry out a certain task, in this connection: "to translate." " (Jensen, 2009: 11). On the other hand, a translation brief may or may not be clearly stated (in response to a client's request) (Nord, 2006), and it may be conveyed either orally or in written form (Jensen, 2009). However, to provide the translators with direction, the Skopos idea requires a translation brief (Green, 2012).

Applying Skopos theory to the academic discipline of translation studies has been subjected to several objections and criticisms. The linguistically focused perspectives criticize the skopos theory on the grounds of the overgeneralization that is fundamental in functionalist approaches, the emphasis placed on the text at the expense of the abundance of interpretation, and the hindrance of the authority of SL text. These criticisms are based on the fact that the skopos theory focuses on the message rather than the richness of meaning (Baker, 2005:237). Another argument against this approach is that even if a translation does an excellent job of conveying its intended Skopos, it may still be seen to be lacking on other fronts, especially when it comes to lexical, syntactic, or aesthetic choices made at the micro level.

4.2.3.2 Translational Action Theory

This theory sees translation as a conversational technique encompassing several duties and participants, including the Source text producer or source material creator, the Target Text maker or translator, as well as the Target Text receiver, the last beneficiary of the Target text. The idea places emphasis on the translator's role in ensuring a smooth intercultural transfer by seeing the Target Text's creation from the reader's perspective and treating the form and style of the Target Text as directed by what is contextually acceptable in the Target Text culture. Nord (2007: 18) demonstrates how translation is seen as moderated intercultural interaction.

There are other theories of translation. The sociolinguistic theory of translation is another widely used theory of translation. These theories attempt to relate translation to communication theory and information theory, with a particular focus placed on the receptor's function in the translation process. They do not entirely ignore language structures; instead, they deal with them on a higher level in line with the tasks they serve in the communication process. In non-literary and literary works, these structures may incorporate rhetorical techniques or figurative expressions such as similes, metaphors, irony, or exaggeration, among other figures of speech. According to these beliefs, the translator

must demonstrate both linguistic competence and performance.

The sociolinguistics method of translation includes a number of different ideas, including one called the Interpretive Theory. The Paris School is the collective name for the academic community that developed this concept, which was first intended to represent the procedures required in conference interpretation. It is a pushback against most narrow perspectives on language prevalent in that era. Interpreters, according to the supporters of this school of thought, do not merely work with the meaning of the language that is being interpreted; instead, they must also take into consideration other factors, such as the perceptual frame of reference of what has previously been said, the environment where the translation process is happening, and the translator's knowledge about the world.

The diagram below summarizes the different translation theories and the sub-theories under them:
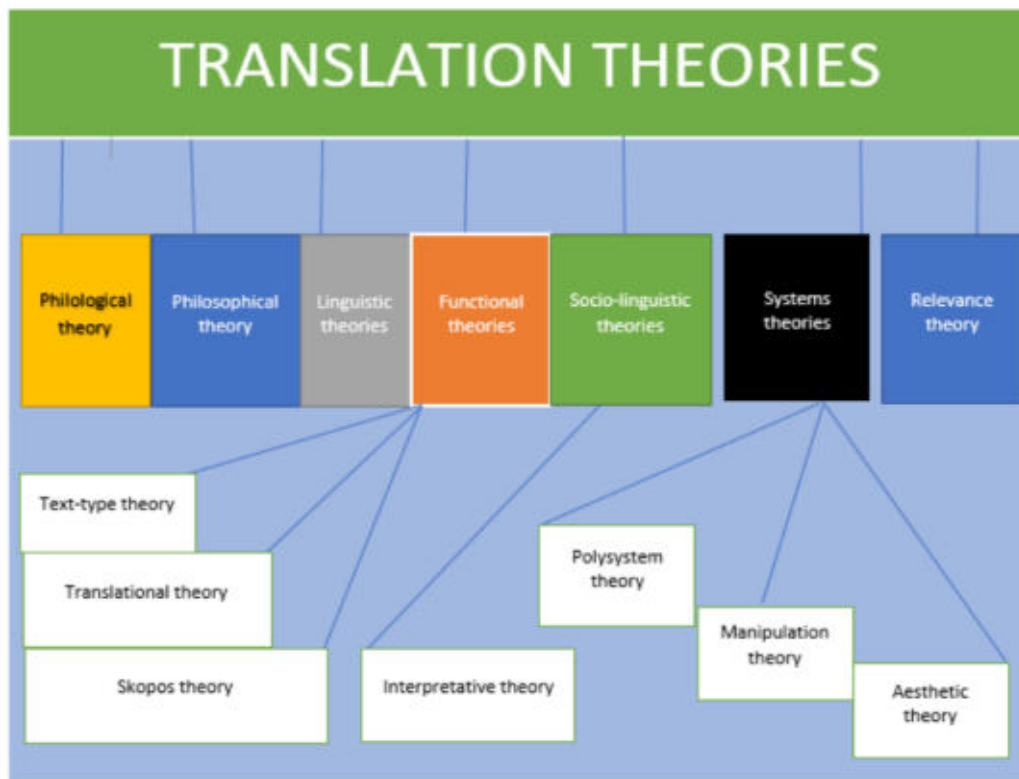

Diagram 1. Different translation theories and the sub-theories under them

5. Conclusion

Translation has always been projected from the perspective of practical engagement and theoretical projections. The notion of translation remains both functional activity and classroom scientific discourse. The primary focus of translation theory is on identifying techniques of translation that are suitable for the broadest variety of texts or text categories as is reasonably practicable. In addition, it offers a framework consisting of principles, constrained rules, helpful tips for translating texts and reviewing translations, and a foundation for problem resolution. Any theory worth its value must ultimately be focused on the translation procedures used to solve the challenges and issues presented by particular challenging texts. A significant translation theory presupposes some formal investigation of the basic achievement standards. These are the principles that define an item and establish a technique of research. A comprehensive translation framework could obviously encompass anything around the lines of a realistic review process that uses predetermined criteria.

Seven different approaches to translation that have been considered to be theories of translation were investigated for this research. Within each of these methodologies, various distinct sub-theories have been established. The study shed light on the techniques that have evolved as a result of these ideas and the application of such approaches. In further research, the practical application and real-world translation of these ideas may be an area of focus.

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