

UNIT

7

Translating Technical &
BUSINESS REGISTERS

*Paper, book, pencil, glass,
rest in the shade of their names.
... I find myself in the middle of an eye,
watching myself in its blank stare,
I stay and go: I am a pause.*

Octavia Paz

Lesson 1 *Translating Technical and Business Registers*

Concept of Registers of language:

Our use of language is not an isolated phenomenon. In other words, we use language in a particular situation for a particular purpose and addressed to a particular audience. Thus, as speakers and writers of language, we use a variety of language each appropriate to a specific situation, a specific purpose and a specific audience.

Read the following sentences, and discuss the different uses of language:

- Remember Mr. Anil Mathur, our senior at school? He's is going to be our new CEO. I guess he will be here next month.
- Mr. Anil Mathur, a former student of Alexandria High School, will join the company as CEO in July.

Register is the technical term for a specific type of language use. In other words, it is a subset of a language used for a particular purpose or in a particular social setting. For example, a speaker may adhere more closely to prescribed grammar, pronounce words ending in *-ing* with a nasal and refrain from using the word *ain't* when speaking in a formal setting, but the same person could violate all of these prescriptions in an informal setting. *Register* is discourse categorisation, language variation, defined by use not the user.

The term was first used by the linguist Thomas Bertram Reid in 1956 and brought into general currency in the 1960s by a group of linguists who wanted to distinguish between variations in language according to the user (defined by variables such as social background, geography, sex and age), and variations according to use, in the sense that each speaker has a range of varieties and chooses from among them at different times. The focus is on the way language is used in particular situations, such as legalese or mother tongue, the language of a biology research lab, of a news report or of love etc.

Hence, it is clear that the translation of language of *registers* has to be informed with the distinctive features of the *Source Language* (SL) as well as the *Target Language* (TL) that are appropriate to a particular language use. The distinctiveness in the language of registers such as the registers of law, medicine, science and technology, literature, journalism etc. derives from the basic distinction between informal and formal language, and, therefore, translation of *registers* of language should be cognizant of the informal and formal characteristics of both languages.

It is in terms of the degree of the formality of language that technical and business

registers are different from other registers. In fact, the difference between informal and formal language is both the most simple and the most important distinction that applies to different registers of language.

Activity 1 : Read the words and phrases given in Box A

BOX A				
Grandmother	each year	Retail outlet		
Kid	letter/mail	spectacles	Refund your payment	
child	Hand in notice	correspondence	Return your call	
enquire	phone you back	Get your money back	annually	
granny	shop	glasses	ask	quit

Now, complete the following table by filling in words and phrases from Box A

INFORMAL	FORMAL
Granny	Grandmother
Phone you back	Return your call

Activity 2 : Read the sentences given in Box B

Mr. Gupta entered the sales data into the new accounting system.
 It was a great and exciting performance.
 Our products are custom designed to meet the requirements of our buyers.
 He isn't coming to office today.

The members of my team are very nice.
The team members are very cooperative.
Ramesh was hired last month.
I will definitely pass on the desired information to the boss.
The subdomains are oriented perpendicularly.
The machinery is quite costly.
We had a little bit of luck this time.
The slope of the second curve is steeper than the first one.

Complete the following table by filling in sentences from Box B

Informal	Formal
We had a bit of luck this time.	Mr. Gupta entered the sales data into the new accounting system.

Different *registers* of a particular language can be shown on the scale of formality: to what extent a particular register of language is positioned within the continuum of formal and informal *registers*. We can characterise *registers* as varieties of language viewed from the point of view of formality. The spectrum of formality can be divided on the basis of the following:

Frozen: printed language that never changes; for example, the language of the Indian Constitution.

Formal: one-way communication; use of technical vocabulary; exact semantics and important definitions.

Casual: In-group friends and acquaintances. No background information provided. Ellipsis and slang common. Interruptions common.

Activity 3 : Read the following extracts, and discuss each on the formality spectrum in groups of 4-5:

1. An object at rest tends to stay at rest and an object in motion tends to stay in motion with the same speed and in the same direction unless acted upon by an unbalanced force.
2. 124 (2) Every judge of the Supreme Court shall be appointed by the President by warrant under his hand and seal after consultation with such of the judges of the Supreme Court and of the High Courts in the States as the President may deem necessary.
3. “Then it's settled, you've lost this game”.
“How have I lost it?”
“Then put the piece back in the same square where it was.”

- (i) Identify the above extract as frozen, formal and casual.
- (ii) Point out the various features of frozen, formal and casual *registers* as evident from the above extracts.

Different variables that determine register can be identified thus:

- **field** (the subject matter of the discourse)
- **tenor** (the participants and their relationships), and
- **mode** (the channel of communication, e.g. spoken or written).
- elements of language that may vary in different *registers* – vocabulary, syntax, phonology, morphology, pragmatic rules or different paralinguistic features such as pitch, volume and intonation in spoken English, or size and speed of sign production in a sign language.

Every writing or speech is concerned with a particular subject or issue. All subjects or issues cannot be expressed in the same register or we cannot use any register of language for any subject or issue at hand. The subject or issue that makes it possible for the use of a particular register is what is called the field or subject matter of discourse influencing the use of a distinct register.

A register is determined by the tenor of the discourse in the sense that the participants involved in a particular act of writing or speech and the relationships that exist between them determine the difference between the various registers of language.

Mode or channel of communication, whether in spoken or written language, is a major marker of the characteristics of a register as informal or formal. Technical or business registers of language, for instance, wouldn't use the spoken variety of language.

The most apparent variables that determines the registers of language are the elements of language such as vocabulary, syntax, morphology etc. Every register of language will present a selective use of the elements of language very different from any other register of language.

In translation of particular texts from Source Language (SL) to the Target Language (TL), a translator has to keep in mind the different variables described above that determine the register of language.

Activity 4 : Read the following extracts and complete their translations:

1. मूल रूप में ही टिप्पणी के साथ लौटाया जाता है कि अपेक्षित सूचना पहले ही इस कार्यालय के पत्र सं०..... दिनांक द्वारा भेजी जा चुकी है।

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2. बदलता दौर, जिंदगी का नया अंदाज़, नया पहनावा, नया रहन-सहन, सोच-समझ का नया रंग-ढंग और ऐसे में नए ज़माने को नारियो के लिए पेश करते हैं वाशिंग मशीनों की एक संपूर्ण नई-निराली श्रेणी, यही है वो एकमात्र भारतीय कंपनी जो 15 लाख से ज़्यादा वाशिंग मशीनें बेच चुकी है। इसलिए तो जब हम कहते हैं कि भारत में बिकने वाली हर दो वाशिंग मशीनों में से एक हमारी होती है-तो कोई ताज़्जुब नहीं करता।

Changing times, new lifestyles, new ways of dressing, new ways of living.....

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3. किसी भी महासम्मेलन में अंतिम निर्णय सदैव मंत्रिमंडल के हाथ में रहा है। शांति के समय इसकी कार्यसूची में आने वाले अधिकांश मुद्दे विभिन्न विभागों की ओर से आए होते हैं। शान की सहज-सामान्य प्रक्रिया में राजनीतिक कोटि की समस्याओं का सामना किया जाता है, नई परियोजनाओं पर विचार किया जाता है, शायद नए विधान की भी आवश्यकता पड़ती है। जिस किसी विभाग को देश के सामाजिक और अर्थिक जीवन से वास्ता पड़ता है उसके पास सुधार को कई परियोजनाएँ होती हैं और वह इस बात के लिए उत्सुक होती है कि जब धन और संसदीय समय मिल जाए तथा इन सुधारों का कार्य रूप दे दिया जाए। जब 'शीत युद्ध' नहीं चला

The final decision

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4. अम्माँ बताती है कि एक शाम दादा आँगन में खाट पर लेटे हुए चुपचाप आकाश में अभी-अभी उभरते हरनगरा, ध्रुव और शकवा तारों को देख रहे थे कि अचानक शाम का रंगीन-नीला आसमान चिड़ियों से भर गया। सारे संसार की चिड़ियाँ वहाँ आकाश में पागल होकर चीख रही थीं। दादा के पैर पर एक जलमुर्गाबी गिरी। वह खून से तर थी, सारे शरीर में छरें थे और गर्दन आधी कट चुकी थी। दादा ने अपने बन्दूक की नाल साफ की, उसमें कारतूस भरे, सिर पर पगड़ी रखी और तालाब की तरफ चले गए।

Mother explained that one evening

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5. यों तो ओज़ोन सारे वायुमंडल पर छाई है पर इसका केंद्रीकरण पृथ्वी से लगभग बीस से तीस किलोमीटर की ऊँचाई पर समतापमंडल या उसके निचले हिस्से में खास तौर से है। लेकिन यदि हवा से सारी ओज़ोन निकाल ली जाए तो उसकी कुल मिलाकर तीन मिलीमीटर मोटी परत बन पाएगी। तुलनात्मक दृष्टि से कहें तो सामान्य दबाव पर कुल वायु-संहति की आठ किलोमीटर मोटी परत बनेगी।

Ozone is spread all over.....

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Activity 5: Point out the various determinants of 'register' in the above extracts:

	Extract 1	Extract 2	Extract 3	Extract 4	Extract 5
Field					
Tenor					
Mode					
Language					

Activity 6 : Work in groups of 4-5. Collect newspapers of one week. Make cuttings of different 'registers' from the newspapers, and write an essay on different determinants of the 'register' on the basis of your analysis of the cuttings.

Every use of a language foregrounds a certain 'register'. It is not surprising, therefore, to see that the language of advertisements is different from the language of sermons, or the language of medical science is different from the language of poetry. There is a great variety of literary and non-literary 'registers'. Translation must, therefore, understand the specificities of the language of medicine, of law, of physics, of cinema, of business etc.

Activity 7 : Read in groups the following extracts and complete the translation given below.

1. अनुज्ञप्तिधारी यह वचनबन्ध करता है कि वह इस करार की तारीख से पाँच वर्ष में या उसके पूर्व उक्त पुस्तक का उक्त राज्यक्षेत्र में उक्त भाषा में अनुवाद करेगा और या उसे प्रकाशित करेगा और/या उसके अनुवाद और प्रकाशन की व्यवस्था करने के लिए अन्य व्यक्तियों को प्राधिकृत करेगा। यदि अनुज्ञप्तिधारी उक्त अवधि या परस्पर सहमति से बढ़ाई गई अवधि के भीतर ऐसा करने में असफल रहता है तो में दिये गए सब अधिकार, कोई और सूचना दिये बिना स्वत्वधारी को प्रतिवर्तित हो जाएँगे।

Translation:

The licenseetranslate and /or publish and/or authorize others to do so and /or arrange for the translation and publication of the said work in the said language in the said territory as aforesaid on or before five years from.....
If the licensee fails to do so within the said period or any agreed extended period all rights conveyed in this Agreement shall without further notice.

2. कर दाताओं के लिए आय की विवरणी सब प्रकार से पूर्ण कर दाखिल करना आवश्यक है। इस संबंध में आपकी सहायता के लिए कुछ महत्वपूर्ण बातों की जाँच सूची नीचे दी गई है। कृपया इस सूची की प्रत्येक मद को पढ़ें फिर इसे स्वयं तैयार की गई आय की विवरणी से मिलाएँ और देखें कि क्या आपने निर्दिष्ट आवश्यकताओं को पूरा किया है।

It is necessary for a Tax-Payer tocomplete in all respects. To assist you in this matter, a of the some of the important items is given below. Please read each item of this list, refer to the return of income prepared by you and check whether you have complied with the indicated requirements.

- उस हँसी से चौंककर पास ही किसी परिन्दे ने अपने पर फड़फड़ाए। भीतर की वह कमान किसी ने फिर ढीली कर ली।

मैं चुपचाप उनकी तरफ देखकर मुस्कराया था। सामने, घाटी के दूसरी तरफ झरना गिर रहा था। पिघली हुई चाँदी। वे अपने हाथ छुड़ाकर आगे बिछी चट्टानों पर चढ़ गयी थीं, - ऐ ऐ इधर आओ, यहाँ बैठेंगे

घाटी के इस तरफ, काफी आगे की तरफ निकली हुई चट्टान के बिलकुल अखिरी सिरे पर हम दोनों बैठ गए। झरना अब पूरी तरह दिखलाई दे रहा था। घाटी में बहुत नीचे शायद किसी बड़ी-सी चट्टान पर गिरता हुआ वह बेहिसाब पानी और सब कुछ भूलकर उससे बुंरी तरह से चिपटी हुई चादनी। चट्टान से टकराकर बिखरता, उफनता और मचलता हुआ पानी, जिसे फिर चाँदनी अपनी बौछारों से ढक लेती थी। और उस धुँधलके से कुछ दूर हटकर जब दोनो बाहर निकलते थे, तो थकान से चूर, एक-दूसरे में घुले-हुए-से। फिर कुछ दूर जाकर दोनों एक नदी में बहने लगते थे।

Her laughter started

 still in real each other's arm, they.....

- रूपए और पाउंड की विनियम दर काफी समय से स्थिर बनी हुई है। यह देश की अर्थव्यवस्था के लिए ठीक संकेत है।

The rupee..... against the pound has been stable for quite some time.
 This is good indication for the country's economy.

- “विश्व स्वास्थ्य संगठन ने औषधि-निर्भरता को मानसिक अथवा शारीरिक अवस्था अथवा दोनों की निर्भरता के रूप में परिभषित किया है। औषधि-निर्भरता व्यसन के लिए प्रतिस्थापित हो सकती है क्योंकि यह उन सभी औषधियों का आवरण करती है जो आवृत्तिजन्य आचरण (दोहराई गई व्यवस्था) की इच्छा अथवा आवश्यकता में व्याप्त है।”

The World Health Organization has defined as “ a state of psychic (mental) or physical (bodily) dependence or both, on a drug arising in a person following..... of that drug on a periodic or continuous basis. Drug dependence can be..... since it covers all the drugs which give rise to a desire or need for repeated administration.

- एंटीगुआ में ऑस्ट्रेलिया के साथ पाँचवे और अंतिम क्रिकेट टैस्ट के तीसरे दिन का खेल समाप्त होने के समय वेस्ट इंडिज ने दूसरी पारी में बिना विकेट खोए दो रन बना लिए थे।

इससे पहले ऑस्ट्रेलिया की टीम, एक विकेट पर 6 रन के कल के स्कोर से दूसरी पारी आगे खेलती हुई, 265 रन पर आउट हो गई। ऑस्ट्रेलिया की दूसरी पारी की विशेषता, मार्क टेलर की शानदार बल्लेबाजी थी। उन्होंने 144 रन बनाए। यह उनके क्रिकेट जीवन का सातवाँ शतक था। वैस्ट इंडिज की ओर से वाल्श ने चार, अम्ब्रोज ने तीन, मार्शल ने दो और पेटरसन ने एक खिलाड़ी आउट किया। वैस्टइंडिज को मैच जीतने के लिए 453 रन की आवश्यकता है जबकि खेल के सभी पूरे दो दिन बाकी हैं। आज अवकाश है। अब तक की रन संख्या इस प्रकार है:

ऑस्ट्रेलिया - 403 और 265 रन

वैस्टइंडिज - 214 और बिना विकेट खोए 2 रन।

6. While playing against

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- (ii) Identify the distinct registers of language in the above extracts by filling in the table below with the appropriate serial number of the extracts.
- (iii) Write down in the blank spaces in the table the lexical and syntactic features or other linguistic elements appropriate to each 'register', as becomes evident from the extracts given above.

Legal	Scientific	Journalistic	Literary	Official	Business

Legal	Scientific	Journalistic	Literary	Official	Business

End of Lesson-Review Questions

1. Comprehension

- a. What is *register* of language?
- b. How are situation, purpose and audience relevant in the making of a particular *register* of language?
- c. Is *register* about language use or language user? Comment.
- d. In what way can the language of a biology research lab and the language of marriage rituals be called different 'registers' of language?
- e. What is the difference between formal and informal language?
- f. What are the variables that determine the *registers* of a language?

2. Vocabulary- Explain the following terms and concepts

- a. subset of a language
- b. discourse categorisation
- c. language variation according to use
- d. legalese
- e. formal language
- f. informal/ casual language
- g. frozen language
- h. degree/scale of formality
- i. technical 'register'
- j. business 'register'
- k. discourse
- l. field of discourse
- m. 'tenor' as related to language use
- n. mode of discourse
- o. syntax
- p. morphology
- q. phonology
- r. paralinguistic features

- s. pitch, volume, intonation of language
- t. sign language

3. *Application*

- (i) Read the paragraph given below.
- (ii) Complete the translation using the words given in the box.
- (iii) Answer the questions that follow.

सामान्य जीव की मृत्यु के बाद उसके शरीर का अपघटन हो जाता है तथा वह समाप्त हो जाता है। परंतु कभी-कभी जीव अथवा उसके कुछ भाग ऐसे वातावरण में चले जाते हैं जिसके कारण इनका अपघटन पूरी तरह से नहीं हो पाता। उदाहरण के लिए, यदि कोई मृत कीट गर्म मिट्टी में सूख कर कठोर हो जाए तथा उसमें कीट के शरीर की छाप सुरक्षित रह जाए। जीव के इस प्रकार के परिरक्षित अवशेष जीवाश्म कहलाते हैं।

हम यह कैसे जान पाते हैं कि जीवाश्म कितने पुराने हैं? इस बात के आकलन के दो घटक हैं। एक है सापेक्षा। यदि हम किसी स्थान की खुदाई करते हैं और एक गहराई तक खोदने के बाद हमें जीवाश्म मिलने प्रारंभ हो जाते हैं तब ऐसी स्थिति में यह सोचना तर्कसंगत है कि पृथ्वी की सतह के निकट वाले जीवाश्म गहरे स्तर पर पाएंगे, जीवाश्म की अपेक्षा अधिक नये हैं। दूसरी विधि है फॉसिल डेटिंग जिसमें जीवाश्म में पाए जाने वाले किसी एक तत्व के विभिन्न समस्थानिकों का अनुपात के आधार पर जीवाश्म का समय-निर्धारण किया जाता है। यह जानना रोचक होगा कि यह विधि किस प्रकार कार्य करती है।

Usually when die, their bodies get..... and are lost. But every now and then, the body, at least some parts of it, may exist in the environment that does not let it decompose completely. If a dead insect gets caught in hot mud, for example, it will not decompose as soon, and the mud will ultimately become hard and retain the impression of the body parts of the insect. All such preserved traces of are called fossils. The age of the fossils can be determinedof estimation

The second way of dating fossils is by detecting the ratios of different of the same element in the..... material.

organisms, decomposed, living organisms, isotopes, fossil

- (i) In what way do the above paragraphs belong to a specific register?

(ii) Point out the vocabulary appropriate to technical *register* in the above paragraphs?

.....
.....
.....

(iii) Are there grammatical features like passives and nominalizations in the above paragraphs? If yes, do they point to a specific use of language?

.....
.....
.....

(iv) Why the expression *dating of fossils* have an identical Hindi equivalent *fossil dating*?

.....
.....
.....

4. *Writing Tasks-for your Portfolio*

(i) Read the following report

(ii) Answer the questions that follow:

Future Capital IPO gets Sebi nod

Kishore - promoted Capital Holdings has received the regulatory go-ahead from Sebi for its initial public offer, estimated to raise between 400- 500 crore. Market regulator has issued its regulations on the draft prospectus for the IPO of the Future Capital, the non-banking financial business arm of Future group, clearing the way for the issue in early 2008, sources close to the development said on Friday. In its draft red herring prospectus filed with the Sebi in September, Capital had offered to issue 64.22 lakh equity shares of Rs 10 face value at a price to be decided through the book building process.

The company has proposed to list the shares on the NSE and BSE. The shares offered in the IPO would constitute about 10% of the company's post-issue capital. Kotak Capital, En Securities, M Financial and BS Securities have been appointed as the book-running lead managers to the issue.

a. Which *register* would you describe the above report? Why?

.....
.....

b. Is the report addressed to a specific audience or generally to all? Explain.

.....
.....

- c. Pick out the terms and expressions specific to the relevant *register*

- d. Pick out the terms and expressions in the above report that cannot be translated and hence have to be transliterated.

5. Read in groups of 5-6 the above report.

- (i) Make a list of specific terms and technical/business vocabulary.
- (ii) Translate the terms and vocabulary in hindi, and share and compare with the translation of the other groups.
- (iii) Translate the entire report into hindi.

6. Work in groups of 5-6

- (a) Choose a passage from

- (i) a poem
- (ii) a short story
- (iii) a newspaper report
- (iv) an advertisement
- (v) a descriptive passage from a science magazine.
- (vi) a descriptive passage from a business magazine.
- (vii) a descriptive passage from an economic and political weekly

- (b) Read them one after the other.
- (c) Jot down in your notebook the specific situation, specific purpose and specific audience implied in the different passages.
- (d) Write down the distinctiveness of lexical, syntactic and grammatical features in each passage.
- (e) Write about your overall impression of the different registers.

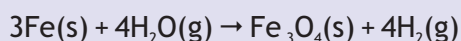
Lesson 2 *Features of* TECHNICAL Registers

Technical translation is very necessary as scientific and technical knowledge must be made available to the user of language other than the language in which the scientific or technical knowledge are first written. The purpose of technical writing is to communicate clearly information such as concepts, instructions, results, reports or proposals. One of the main differences between technical translation and literary translation is that the former is apparently non-cultural. The benefits of technology are not confined to one speech community, and therefore, the importance of technical translation. Technical translation is different from other forms of translation in terms of the terminology. A technical or scientific text is most obvious in its use of terms which are very specific to its field of knowledge.

Activity 1 : Read the following paragraph:

रासायनिक समीकरण को अधिक सूचनापूर्ण बनाने के लिए अभिकारकों तथा उत्पादों के रासायनिक सूत्र के साथ उनकी भौतिक अवस्था को भी दर्शाया जाता है। अभिकारकों तथा उत्पादों के गैस, द्रव, जलीय तथा ठोस अवस्थाओं को क्रमशः (g), (l), (aq) तथा (s) से दर्शाया जाता है। अभिकारक या उत्पाद जब जल में घोल के रूप में उपस्थित होते हैं तब हम लिखते हैं।

अब संतुलित समीकरण (1.9) इस प्रकार होगा:



- Underline the specific scientific terminologies in the above Source Text.
- Classify the vocabulary in the above paragraph as technical/scientific and non technical/scientific by filling in the following table:

Technical/Scientific	Non-technical/non-scientific
रासायनिक	अवस्था

- (iii) Translate the above paragraph into English using the terms given in the following box:

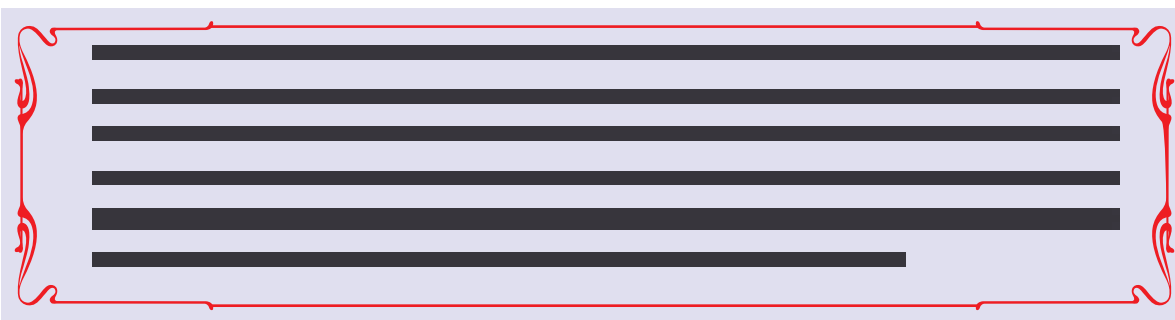
Chemical equation, reactants, chemical formulae, gaseous, aqueous, notations, balanced

Technical language and its translation is marked by specific grammatical features such as passives, third persons, empty verbs, and present tenses. These language features are an important convention of technical *register*.

Activity 2 : Read the following passage:

स्वपोषी जीव की कार्बन तथा ऊर्जा की आवश्यकताएँ प्रकाश संश्लेषण द्वारा पूरी होती हैं। यह वह प्रक्रम है जिसमें स्वपोषी बाहर से लिए पदार्थों को ऊर्जा संचित रूप में परिवर्तित कर देता है। ये पदार्थ कार्बन डाईऑक्साइड तथा जल के रूप में लिए जाते हैं जो सूर्य के प्रकाश तथा क्लोरोफिल की उपस्थिति में कार्बोहाइड्रेट पौधों को ऊर्जा प्रदान करने में प्रयुक्त होते हैं। अगले अनुभाग में हम अध्ययन करेंगे कि यह कैसे होता है।

Now read the English rendering of the above:



- (i) Underline the passives in the above paragraph.
- (ii) Why are passives used in technical *register* as in the above translation.
- (iii) Why is present tense used in technical *register* as in the translation above.
- (iv) Why is technical *register* objective? In other words, comment on the use of *third person* in the above paragraph.

The language of technical communication and translation is free from emotive expressions, connotations, and sound-emphasis and figurative language. What makes the translation of scientific and technical texts different from the translation of literary texts is the probability of one to one correspondence for the concepts and terms. Since the scientific concepts are explained and the technical terms are used in unqualified objective terms, it becomes easy for the translator to arrive at the corresponding

equivalents and to use them in all occurrences wherever necessary. Unlike in the case of literary texts, the question of interpretation never arises. The emotive and cultural implications of the literary texts are absent altogether.

Activity 3 : Read the following passages

Passage A

वह गर्मियों की एक खुली और नरम रात थी... एक विराट, बनैले जन्तु की तरह खामोश... जो दिन-भर की थकान के बाद अपनी माँद में समूची देह फैलाकर सो गया हो।

पसीना सूख रहा था। मैंने भरपूर साँस ली एक बार... दो बार... हल्का-सा पछतावा होता है... मैं हिस्की छोड़कर चला आया था... इस समय यदि वह मेरी देह के भीतर होती मैं फिर साँस खींचता हूँ... काश। मैं बड़ी सड़क छोड़कर एक सँकरी लेन में चला आया हूँ... अक्सर गलियों के नुक्कड़ पर ऑटोमशीनें लगी रहती हैं।

मैं रूक जाता हूँ न, यह डर नहीं है। मैं बहुत शांत हूँ सिर्फ एक ठण्डी-सी चीज़ मेरी रीढ़ की हड्डी पर फिसल रही है।

Passage B

सभी जीव जैसे कि पौधे, जन्तु सूक्ष्मजीव एवं मानव तथा भौतिक कारकों में परस्पर अन्योन्यक्रिया होती है तथा प्रकृति में संतुलन बनाए रखते हैं। किसी क्षेत्र के सभी जीव तथा वातावरण के अजैव कारक संयुक्त रूप से परितंत्र बनाते हैं।

Now complete the following translation of the passage, and answer the questions that follow:

Translation of Passage A:

It was a soft, wild beast lying snugly warm in its lair
..... There was a nagging sense
of regret
Usually, there are automachines at street corners.
I was quite calm. Only there was something cold sliding down my spine.

Translation of Passage B

All organisms micro-organisms and human beings
.....maintain
.....nature. All the
..... with the non-living

Questions

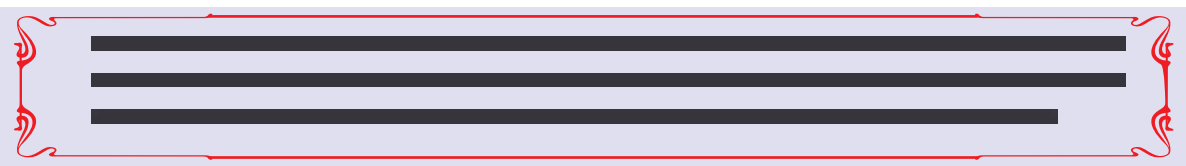
- (i) List the contrastive features of literary and technical *register* as obvious from the above paragraphs.
- (ii) Is technical *register* connotative? Comment with examples from the above paragraphs, both in original and translation.
- (iii) Comment on one-to-one equivalence of concepts and terms between the Source Text and the Target Text of the technical *register* above. Is this possible in the case of the literary *register*?
- (iv) How is the interpretation of a technical *register* different from that of a literary *register* in the translation process?
- (v) Do cultural implications play any role in the translation of technical *register*? Give examples.

But there are a few problems. There are codes, symbols and certain technical terms that cannot be translated but only transliterated. On the other hand, there are concepts and terms for which the translator needs to coin new terms. As compared with the Source Language (SL), there might be inadequate corresponding equivalents in the Target Language (TL). Any attempt to find the equivalents for the terms of the Source Text in the Target Language where none exists may end up in fiasco. These words are to be transliterated as they are universally accepted terms such as watt, volt, metre, ampere etc. Transliteration of such words or terms will avoid the confusion of the target audience while they come across them in the translation of different texts on science.

However, there are words and technical terms for which the translator may look for equivalents in the Target Language, for example, diskette, input, gate, table monitor etc. however, the translator has to coin the exact equivalents, which will be possible if he/she correctly interprets and understand the terms in the Source Text.

Activity 4 : Read the following extract and answer the questions that follow:

Atom is the smallest indivisible particle of matter, i.e. something that cannot be divided; it is the smallest particle still characterizing a chemical element. An atom consists of a dense nucleus of positively charged protons and electrically neutral neutrons, surrounded by a much larger electron cloud consisting of negatively



- (i) Write down technical words from the above paragraph
- (ii) Make a list of the technical words and expressions from the above paragraph that can be translated.
- (iii) Make a list of technical words and expressions which cannot be translated, and which need to be transliterated in the Target Language (TL)
- (iv) Briefly comment on the special use of language in the above paragraph which categorizes it as technical 'register'.

The most critical problem in technical translation is the correct interpretation of technical terms. The technical terms in the ST are mostly context free, and that makes it even more difficult to understand them accurately. In some cases literal translation may be dangerous because one term may have more than one meaning. Though good writers of technical texts follow certain standardization by maintaining a single one-to-one relationship between a referent and its name.

The clear communication of quantitative information is very important in scientific and technical literature and graphical representation is often the best method for displaying such data. Therefore, it is important to translate the graphical representations accurately.

Abbreviations and symbols are common in technical literature and it is important to put them exactly in the translated text.

Technical disciplines often develop a terminology that is unique to their subject area. Technical dictionaries define words used exclusively in a discipline, or common words that have a special meaning within a discipline. Therefore, translator has to choose right method or kind of translation to render the technical terms in another language.

Foreign technical or scientific words, unique to a particular discipline, may not be found in a regular translation dictionary. Specialized discipline related translation dictionaries are available to translate these terms. A large number of translation dictionaries are available online.

Machine Translation technique in the field of Technical Translation

Machine Translation tools are based on advanced computational linguistic analysis. The translation engine effectively analyzes source documents to output the translation draft. The machine translation tools of today are quite affordable and available for almost any standard computer platform. The benefits one could potentially gain from using the MT systems, depends on a number of factors, not least the nature and qualities of your original source document. To ensure the best outcome, the source text must be free of typographical errors, be grammatically correct, have simple and clear sentence structure, and preferably, be free of colloquial expressions or jargon. You will find the machine translation extremely efficient for a variety of objectives: when you need to get the general meaning of a document, article, business letter or the like, and when screening documents to identify the ones in need of more accurate human translation; for conveying simple commands or instructions.

End of the Lesson- Review Questions

1. Comprehension

- (a) What is technical 'register'?
- (b) Describe the importance of technical translation?
- (c) What is the purpose of technical translation?
- (d) What is the difference between technical and literary translation?
- (e) What are the grammatical features of technical 'register'?
- (f) What is transliteration?
- (g) What is the difference between transliteration and translation?
- (h) What is machine translation?
- (i) How important is machine translation in the field of technical translation?

2. Vocabulary- explain the following terms and concepts

- (a) Technical translation as a non-cultural construct.
- (b) Field of knowledge
- (c) Speech community
- (d) Emotive expressions
- (e) Objective terms
- (f) Notion of 'equivalents' in translation

3. Application

- (i) Read the following paragraph
- (ii) Read the prompt and complete the translation using the terminologies from the box given
- (iii) Answer the questions that follow

शुदांत्र कार्बोहाइड्रेट, प्रोटीन तथा वसा के पूर्ण पाचन का स्थल है। इस कार्य के लिए यह यकृत तथा अग्नाशय से स्रावण प्राप्त करती है। अमाशय से आने वाला भोजन अम्लीय है और अग्न्याशयिक एंजाइमों की क्रिया के लिए उसे क्षारीय बनाया जाता है। यकृत से स्रावित पित्तरस इस कार्य को करता है, यह कार्य वसा पर क्रिया करने के अतिरिक्त है। शुदांत्र में वसा बड़ी गोलिकाओं के रूप में होता है जिससे उस पर एंजाइम का कार्य करना मुश्किल हो जाता है। पित्त लवण उन्हें छोटी गोलिकाओं में खंडित कर देता है जिससे एंजाइम की क्रियाशीलता बढ़ जाती है।

यह साबुन का मैल पर इमल्सीकरण की तरह ही है जिसके विषय में हम पहले में चढ़ चुके हैं। अग्न्याशय अग्न्याशयिक रस का स्रावण करता है जिसमें प्रोटीन के पाचन के लिए ट्रिप्सिन एंजाइम होता है तथा इमल्सीकृत वसा का पाचन करने के लिए लाइपेज एंजाइम होता है। क्षुद्रांत्र की भित्ति में ग्रंथि होती है जो आंत्ररस स्रावित करती है। इसमें उपस्थित एंजाइम अंत में प्रोटीन को अमीनी अम्ल, जटिल कार्बोहाइड्रेट को ग्लूकोज में तथा वसा को वसा अम्ल तथा ग्लिसरॉल में परिवर्तित कर देते हैं।

The small intestine is the place where the complete digestion of

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secretion, acidic, pancreatic, bile-juice, globules,
bile-salts, trypsin, lipase, glands,

- I. What are the characteristics of technical 'register' in the passage given above?
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.....
- II. What problems do you face in the translation of the above passage? Are these problems related to understanding the technical content of the passage?
.....
.....
- III. From your experience of having done the translation of literary *registers* what are the different problems you think the translation of technical *registers* poses?
.....
.....
- IV. Explain the significance of transliteration in the context of your translation of the above paragraph.
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.....
- V. Can complete equivalence between the two texts be achieved in the translation of technical texts? Explain.

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.....

3. *Writing Tasks- for your Portfolio*

- (i) Read the following paragraph on Ozone Layer and its depletion.

ओज़ोन 'O₃' के अणु ऑक्सीजन के तीन परमाणुओं से बनते हैं जबकि सामान्य ऑक्सीजन जिसके विषय में हम प्रायः चर्चा करते हैं के अणु में दो परमाणु होते हैं। जहाँ ऑक्सीजन सभी प्रकार के वायविक जीवों के लिए आवश्यक है, वहीं ओज़ोन एक घातक विष है। परंतु वायुमंडल के ऊपर स्तर में ओज़ोन एक आवश्यक प्रकार्य संपादित करती है। यह सूर्य से आने वाले पराबैंगनी विकिरण से पृथ्वी को सरक्षा प्रदान करती है। यह पराबैंगनी विकिरण जीवों के लिए अत्यंत हानिकारक है। उदाहरण: यह गैस मानव में त्वचा का कैंसर उत्पन्न करती हैं।

- (i) Read the following translation of the passage:

Ozone (O₃) by three atoms of oxygen is a molecule formed. At the higher levels of ozone performs the atmosphere however an essential function. For example, damaging to atmosphere is highly this radiation, to cause skin cancer it is known in human beings. Radiation from the sun from ultraviolet (UV) from earth it shields of the surface. While O₂ is essential for all forms of life which we normally refer to as oxygen aerobic.

- (i) As is obvious in the above translation, both the word order and sentence order have been disturbed. Rewrite the translated paragraph in the correct order of words and sentences.
- (ii) What principles of technical writing and technical translation would you enumerate from your experience of reading and participation in the translation of technical register?

4. *Work in groups of 5-6*

- (i) Pick out a report or article from a science magazine.
- (ii) Underline the lexical, grammatical and other features that characterize it as technical *register*.
- (i) Attempt a collective translation of the piece.
- (ii) On the basis of your experience of translating it, write in 100-150 words about significance of technical translation.

Forms of

Lesson 3 Technical Translation

Every society seeks its human resource to have the knowledge of science and technology. Scientific and technical discourse is the most important field of knowledge. Hence, good translation of the different forms of technical register is required. As science and technology is developing so is their translation. Technical/scientific register presents a wide range of challenges to a translator, such as register-specific words, sentence pattern, technical and conceptual expression. Technical translators should have considerable knowledge about all major forms of technical register and skill in communicating them. For translation of the various forms of technical register certain facts should be considered:

- (i) The Target language should possess the technical vocabulary. Or else the translator has to find an equivalent of the conceptual terms of the Source Text (ST) by creating an expression in terms of the formal register of the Target Text (TT).
- (ii) The translator should have knowledge about the technical or scientific register, and should also have a clear understanding of the various forms of technical/scientific register.
- (iii) The translator should refrain from using casual or literary language.
- (iv) Translation should be clear, precise and simple.

Activity 1

- (a) Read the following process description
- (b) Translate it using words given in the box
- (c) Answer the questions that follow

- एक शंक्वाकार फ्लास्क या परखनली में कुछ दाने दार जिंक लीजिए।
- इसमें तनु हाइड्रोक्लोरिक अम्ल या सल्युरिक अम्ल मिला दीजिए (चित्र 1.2)
सावधानी : अम्ल का इस्तेमाल सावधानी से कीजिए।
- क्या जस्ते के दानों के आसपास कुछ होता दिखाई दे रहा है?
- शंक्वाकार फ्लास्क या परखनली को स्पर्श कीजिए। क्या इसके तापमान में कोई परिवर्तन हुआ है?

- Take a few zinc.....
- Add.....
- Do you.....
- Touch the

(i) Does the process description reveal its own specific form? If yes, should the translator of scientific process description be aware of it?

.....

(i) What are the words and expressions that can be literally transferred to the Target Text (TT)? Give three examples.

.....

(i) Why are such words suitable for literal transference?

.....

(i) What differences in language pattern did you discover in the Source Text (ST) and the Target Text (TT)?

.....

A process description is written for the readers to learn about the action in question. It may be written to examine the photosynthesis of plants, the migration of animals, or the performance of scientific experiment. The reader is actually asked to perform an action, based on the written instructions.

A technical translator has to understand the structure of the process description. He has to have an understanding this structure both in the Source Language (Source Language) and the Target Language (TL). Generally, this form of technical register involves breaking up of the whole process up into smaller stages, and describes each stage in order. If the process

is part of a continuing cycle, he or she has to mention it. So in the translation of process description, the larger structure of the Target Language (TL) has to be broken into smaller 'action units' and restructured.

Activity 2

- (i) Read the following report.
- (ii) Complete its translation using the words and expressions given in the box.
- (iii) Answer the questions that follow.

परमाणु संरचना तथा स्पैक्ट्रमों की उत्पत्ति

(Structure of Atom and Origin of Spectra)

1. परमाणु का रदरफोर्ड मॉडल -

- (1) परमाणु का द्रव्यमान एवं समस्त धन गुणज है अर्थात् $mvr = \frac{nh}{2i}$ (जहां $n = 1, 2, 3, \dots$)
- (2) निम्न कक्षा में और इसी प्रकार उच्च कक्षा से निम्न कक्षा में संक्रमण करते समय इलैक्ट्रॉन एक निश्चित परिमाण की ऊर्जा का अवशोषण अथवा उत्सर्जन क्रमश करता है-

अनुसंधान एवं विकास तथा इसके प्रयोग

भारत में परमाणु ऊर्जा और इससे सम्बद्ध क्षेत्रों में अनुसंधान एवं विकास के चार महत्वपूर्ण संस्थान हैं -

- (1) भाभा परमाणु अनुसंधान केन्द्र, ट्रांबे (महाराष्ट्र)
- (2) इन्दिरा गांधी परमाणु अनुसंधान केन्द्र, कलपक्कम (तमिलनाडु)
- (3) उच्च प्रौद्योगिकी केन्द्र, इन्दौर (मध्य प्रदेश)
- (4) परिवर्तनीय ऊर्जा साइक्लोट्रॉन केन्द्र कलकत्ता (प. बंगाल)

भाभा परमाणु अनुसंधान केन्द्र - 1956 में BARC द्वारा देश का पहला अनुसंधान रिएक्टर 'अप्सरा' निर्मित किया गया 1985 में 100 मेगावाट का रिएक्टर 'ध्रुव' विकसित किया गया BARC के पास 100 मेगावाट का ध्रुव 40 मेगावाट का सिरस 1 मेगावाट का 'अप्सरा' और शून्य ऊर्जा परीक्षण का 'पूर्णिमा' नाम से चार रिएक्टरों की श्रृंखला है इन रिएक्टरों का डिजाइन, अध्ययन, अनुसंधान, रेडियोस्टोप्स के उत्पादन और कर्मिकप. शिक्षण के लिए योग्य किया जाता है। BARC रोगों की पहचान और उपचार में प्रयुक्त रेडियोस्टोप्स उत्पादन में भी एशिया के प्रमुख केन्द्रों में से एक है। देश में उत्पादित रेडियोफार्मास्यूटिकल्स से हर वर्ष लगभग 6 लाख रोगियों को लाभ होता है इसके अलावा विकरण आधारित तकनीक का फसल सुधार एवं खाद्य-संरक्षण एवं प्रसंस्करण में भी प्रयोग किया जा रहा है।

कलपक्कम केन्द्र - फास्ट-ब्रीडर रिएक्टर प्रौद्योगिकी से सम्बद्ध अनुसंधान एवं विकास कार्यक्रमों में संलग्न है। 1985 में इससे एक 10.5 मेगावाट चालित फास्ट-ब्रीडर-रिएक्टर में कार्य करना शुरू किया है।

इंदौर केन्द्र - लेजर और एक्सलेटर से सम्बद्ध अनुसंधान एवं विकास कार्यों में लगा हुआ है। इस केन्द्र ने कई किस्मों के लेसर विकसित किए हैं।

सहायता पाने वाले संस्थान - परमाणु ऊर्जा केन्द्र छ अनुसंधान संस्थानों को पूरी आर्थित सहायता देता है। ये संस्थान बुनियादी विज्ञान में उच्च अनुसंधान का कार्य कर रहे हैं वे संस्थान हैं- टाटा बुनियादी शोध संस्थान मुंबई, साहा परमाणु भौतिकी संस्थान, कलकत्ता, टाटा मेमोरियल केन्द्र, मुंबई, मेहता गणित और भौतिकी संस्थान, इलाहाबाद, भौतिक संस्थान, भुवनेश्वर तथा शक्ति अनुसंधान संस्थान, चेन्नई।

सार्वजनिक क्षेत्र के प्रतिष्ठान - विज्ञान और तकनीकी विभाग के अन्तर्गत, इण्डियन रेअर अर्थ्स लि. थोरियत सयन्त्र, मुंबई इत्यादि का संचालन करता है। हैदराबाद स्थित भारतीय इलैक्ट्रॉनिक्स नि. लि. कम्प्यूटर उत्पादन में प्रमुख संस्थान रखता है। इसके अतिरिक्त, यह निगम श्वेत श्याम तथा रंगीन टेलीविजन सेटों के निर्माण तथा अन्य उच्च तकनीक आधारित इलैक्ट्रॉनिक्स उपकरणों की जरूरत पूरी करता है।

Technology, variable, aided, research, electronic devices, processing

Atomic Research and Development

There are four main centres of atomic research and development in India—

- (i) Why should a translator possess the knowledge of scientific literature in translating the above report?

.....
.....
.....
.....

- (ii) Are there any words and expressions that are not available either in the above Source Text and Target Text (TT)? Explain

.....
.....
.....
.....

- (iii) Comment on the difference in the scientific expressions in the Source Text and the Target Text (TT)?

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.....
.....

(iv) What are the features of technical register to be found in the Source Text (ST)? Give examples.

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.....

(v) Are these features of technical register maintained equally in translation? Explain.

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.....

Technical reports are written with a view to provide specific information to specific audience. A translator of such reports should first have a clear idea about the purpose of report writing, the difference between a technical report and other information-specific writings.

While reading the report in the Source Text (ST), you may have noticed how all the constituents of language are considerably different than those of literary writings. Not only the language but the very attitude of writing would appreciably determine the way such reports are written or translated.

Activity 3

- (a) Read the following factual description.
- (b) Complete its translation using words given in the box.
- (c) Answer the questions that follow.

अन्तर्राष्ट्रीय मात्रक पद्धति (System Internationale (S.I.) of Units) -

इस पद्धति में सात मूल मात्रक तथा दो पूरक मूल मात्रक प्रयुक्त किए जाते हैं सात मूल मात्रक हैं -
(1) मीटर (लम्बाई के लिए), (2) किलोग्राम (द्रव्यमान के लिए), (3) सेकण्ड (समय के लिए),
(4) केल्विन (ताप के लिए), (5) ऐम्पियर (विद्युतधारा के लिए), (6) केन्डिला (ज्योति तीव्रता के लिए), (7) मोल (पदार्थ की मात्रा के लिए), पूरक मूल हैं- (1) रेडियन (तलीय कोण के लिए) तथा
(2) स्टेरेडियन (घन कोण के लिए)

Dimensional Analysis

(S.I Units or International System of Units)

mass, current, fundamental units, substance, supplementary units

(i) What is factual description?

.....
.....
.....
.....

(i) What should be the quality of a translator of factual description?

.....
.....
.....
.....

(i) Comment on the differences in the language structure of the Source text (ST) and the Target Text (TT)?

.....
.....
.....
.....

A factual description is writing that describes a person, an event or a situation and does so consistently. A technical factual description, generally, describes a concept, an event or a scientific situation. As in the case of the translation of other forms of technical register, a translator of factual report should possess an expert understanding of the purpose of technical report and the language specific to such reports.

Activity 4

- (a) Read the following chart.
- (b) Translate the chart.
- (c) Answer the questions that follow.

सौरमण्डल के ग्रहों से सम्बन्धित उपयोगी जानकारी						
ग्रह	सूर्य से दूरी (करोड़ किमी)	परिभ्रमण की अवधि	परिभ्रमण की अवधि	कक्ष पर झुकाव (अंशों में)	व्यास (किमी में)	उपग्रह
1. बुध	5.77	88 दिन	59 दिन	28	4880	0
2. शुक्र	10.82	224.7 दिन	-243 दिन	3	12404	0
3. पृथ्वी	14.96	365.26 दिन	23 घ. 56 मि. 23 से.	0	12756	1
4. मंगल	22.79	687 दिन	24 घ. 37 मि. 23 से.	1.9	6787	2
5. बृहस्पति	77.83	11.86 वर्ष	9 घ. 50 मि. 30 से.	1.3	142800	16
6. शनि	142.70	29.46 वर्ष	10 घ. 40 मि.	2.5	120000	21
7. अरुण	286.96	84.01 वर्ष	-11 घण्टे	8	51800	15
8. वरुण	449.66	164.08 वर्ष	16 घण्टे	1.8	49500	8
9. यम	590.00	247.07 वर्ष	6 दिन 9 घण्टे	17.2	3000	1

Important Information Related to Planets in the Solar System

(i) Why are charts required in scientific/technical literature?

.....

.....

.....

.....

(i) What skills should a translator of charts possess?

.....
.....
.....
.....

(i) Are the terms in the Source Text (ST) and the Target Text (TT) equivalent?

.....
.....
.....
.....

Technical charts are required to illustrate a concept or a description, and form a very important part of the technical register. Translators are required to render an exact copy of the chart in the Source Language (SL) into the Target Language (TL). As in the case of translation of other forms of technical register, translation of charts is possible only if the translator possesses the specific vocabulary used in the charts of both the Source Text (ST) and the Target Text (TT).

Form of Technical register and Translation

Information Technology Translation

Information technology is, of course, the burgeoning field of the 21st century, and Korea is one of the giants in this field. Information technology presents a wide range of challenges, such as industry-specific words, acronyms, and code-which Consulting and Translation Service, Inc. translators have considerable skill in conveying.

Korean Medical Translation

Doctors and healthcare facilities have trusted their medical translation projects to Korean Consulting and Translation Service, Inc. for many years. With medical translation, lives are at stake. Our translators often have direct experience working in the medical field, allowing them to convey not just the facts and the words of medical literature, but also its spirit and intent.

Korean Patent Translation

The only creativity involved with patents is the creativity of the inventor. Patent document translation does not allow for any subtleties or creativity. At Korean Consulting and Translation Service, Inc., we know that money and reputation are predicated on the fact that patent documents are absolutely accurate text descriptions.

Korean Legal Translation

There is more involved with the law than words. The law is an expression of man's desire to make just and predictable the irregularities of human life. With these higher ideals in mind, the Korean Consulting and Translation Service, Inc. legal translators have this experience. Whether informal communications such as e-mails or website copy, or memorandums or contracts, you will feel comfortable handling your Korean legal translation project over to Korean Consulting and Translation Service, Inc.

Legal translation - contracts, government , legal documents, and birth certificates.

Technical translation - technical specifications, manuals, engineering.

End of Lesson - Review Questions

1. Comprehension

- How important is the translation of the different forms of technical register?
- What are the different challenges for the translator who has to translate any form of technical writing?
- What are the facts to be considered for the translation of the different forms of technical register?
- How should a process description be translated?
- What is the function of technical report?
- What should the language of factual description be, both in the Source Language (SL) and the Target Language (TL)?

2. Application

- Read the following chart
- Translate it.
- Write a paragraph on the problems of translating this chart.

ताम्र की मिश्र धातुएँ		
मिश्र धातु	प्रतिशत रचना	उपयोग
पीतल	Cu : 60 - 80% तथा Zn : 20% - 40%	बर्तन एवं कारतूस निर्माण
काँसा	Cu : 75 - 90% तथा Sn : 25% - 10%	बर्तन, मूर्तिया एवं सिक्का बनाने में
फास्फोरस ब्रान्ज	Cu : 84.75 - 90%, Sn : 5.15% तथा P : 0.25 - 2.5%	गैलवैनोमीटर बनाने में
जर्मन सिल्वर	Cu : 50%, Zn : 25% तथा Ni : 25%	बर्तन बनाने में
एल्युमिनियम ब्रान्ज	Cu : 80 - 90%, Al : 7 - 12% तथा Sn : 0 - 0.5%	सस्ते आभूषण चमकीले सुनहरे पेंट, सिक्के, संरक्षक द्रवों के धारक बर्तन
मोनल धातु	Cu : 30%, Ni : 65% तथा Re + Mn : 30%	अम्ल पम्प एवं पम्प धारक पात्रों के निर्माण में
गन मेटल	Cu : 87%, Sn : 10% तथा Zn : 3%	तोप, सांचे, बंदूक सहित अन्य आग्नेयास्त्र निर्माण में
घंटा धातु	Cu : 80% तथा Sn : 20%	घंटियाँ एवं घड़ियाल बनाने में

Alloys of Copper

3. Writing Tasks- For your Portfolio

- (i) What are the different forms of technical register other than those discussed in the chapter?
- (ii) Select one such form of technical register, and translate it in groups of 5-6.
- (iii) Write an essay on your experience of translating it.

4. In groups of 5-6, choose a technical report, factual description, process description, and technical chart. Translate them, compare your translations and discuss the differences. On the basis of the final drafts of your translation write an essay on the translation of the forms of technical register.

Translation of Lesson 4 Business Registers

Increasing globalization and internationalization has enhanced the demand for the expertise in business studies and skills in using business registers. Therefore, the translation of business registers has become a reality for people speaking and writing different languages to gain expertise in business. Poor translation hinders the business growth of a company globally. Leaving aside cultural differences adequate translation into the language of the target customers is the most commonly cited barrier for global brand management.

Money talks, if that's true, then it better be understood in every language. Every business institution and organization understands that money is the greatest communicator in the world and that accurate business translations are indispensable toward making certain that communication is not infringed upon in any way. It is important that business documents are accurate and speak the same language as the customers speak in different parts of the world.

Businesses are facing greater pressure than ever before to market their products globally, but cultural and language differences are proving to be thorny barriers. There are now companies who sell their products on web, and more than half of global firms believe their online customer experience is not supported consistently in the languages across the world. Forrester, a marketing research company in its survey of when 161 senior marketers in the United States and Europe realised that translation issues were the concerns most companies cited attempting to manage brand image overseas.

Translation of business *registers* is not significant only with relation to big firms and companies who are global players but even for those national companies and local enterprises, translation is a crucial link in their business performances, as in any Indian market, you might see a heterogeneous class of customers who understand a common language. Even in India, a number of non-English websites have come up lately and the demand of instant translation of technical and business literatures has increased manifold.

Banking and finance are two major areas of business translation. The spoken and written transactions in these fields are replete with specific terminologies. It is important for translation to be able to coin the right word in the Target Language for the term in the Source language.

Activity 1 : Match the terms in the Source Language (SL) with their counterparts in the Target Language correctly (TL).

Source Language	Target Language
Ledger	ज़बती
Deposit	महसूल
Debit	उठाव
Risk	उछाल
Bargain	खाता
Share (in partnership)	जमा
Spurt	नामे
Offtake	जोखिम
Forfeiture	दिवाला
Impost	सौदा
Bankruptcy	पत्ती

Terminologies like these are definitive in nature, and therefore, their exact equivalent in the Target Language should be given, otherwise there would be a great risk of misinformation, which would seriously hamper business. Industry-specific translators are required who understand the subject matter truly so as to make the translations reliable. All translators should have access to dictionaries and terminologies ensuring that translation is both accurate and consistent across even larger projects.

Interesting as it may seem, some of the business behaviours and practices have proverbial equivalents in Hindi. But these proverbs in Hindi are not translation of their English equivalents, but they have existed in the Indian business situation irrespective of whatever terms were used in the west for such practices. But now they can be equalled in the act of translation. But these proverbs do not change; they are not prone to interpretation as literary proverbs are, though they are cultural. They are actually frozen. They were developed by the business pioneers in early India.

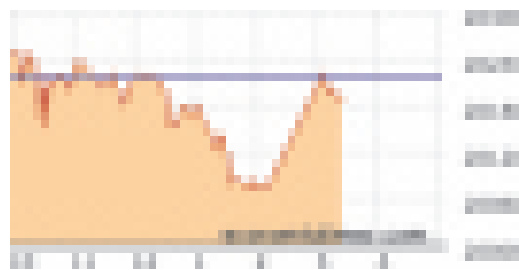
Activity 2 : Match the business expressions in English with their proverbial equivalents in Hindi:

English	Hindi
Not profitable to use	बट्टे खाते लिखना
Declared bankrupt	साख गिरना
Silver prices crashed	दलाली
To live off brokerage	चाँदी लुढकी
Loss of credit	दिवाला पिट गया
To write off	अपना पड़ता नहीं खाता

The Stock Market is another major field of Business Translation. It is mostly a Computer Assisted Translation (CAT) or Machine Translation (MT). As in the case of technical registers, the meaning of most of the language of the business 'registers' are quite inherent in the original terminologies, and hence, as it were, the business 'registers' are transliterated. For example, observe the following graphs:

लगातार पाँच दिन तक तेज़ी के बाद, शुक्रवार को देश के प्रमुख शेयर बाज़ारों में मामूली गिरावट दिखाई दी।

स्टाक मार्केट



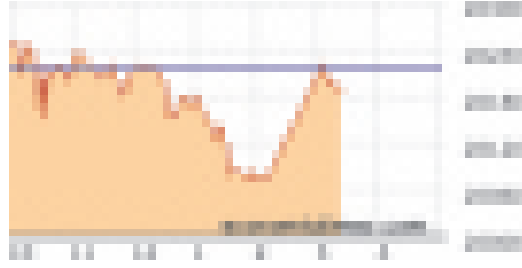
मार्केट की सांख्यिकी

सैंसेक्स - 20206.95 -9.77

निफ्टी - 6079.70 -1.80

रूपया/डॉलर - 39.44 plus 0.10

Stock Market



Market Statistics

SENSEX	- 20206.95-	-9.77
NIFTY	- (6079.70)	-1.80
RS./ \$-	39.44	plus 0.10

Texts for translation include various business documents like business letters, business proposals, meeting protocols, memoranda, balance sheets, reports, business orders, advertisements, marketing brochures, insurance related documents, cash flow statements, and important business articles.

Translators of business *registers* have to pay special attention to structure and lay out. This is specialY true in case of the balance sheets.

Activity 3 : Read the following balance sheet, showing the capital structure of a company:

XYZ Limited Company

कुल निधि उपयोग	70 लाख रूपये
ब्याज दर	15 % वार्षिक
कर दर	45 %
ई.बी.आई.टी.	6 लाख रूपये
ऋण	
स्थिति I	5 लाख रूपये
स्थिति II	13 लाख रूपये
स्थिति III	शून्य

Now complete the left column of the translated balance sheet using the terms and expressions given in the box:

Situation I, Debt,	Situation II, Tax rate,	Situation III, Total Funds Used,	Interest Rate, EBIT
-----------------------	----------------------------	-------------------------------------	------------------------

Company XYZ Limited

	Rs. 70 lakh
	15 % p.a
	45 %
	Rs. 6 lakh
	Rs. 5lakh
	Rs. 13 lakh
	Nil

Activity 4 : Read the following business report:

भारतीय निगमित क्षेत्र द्वारा बोनस अंशों के निर्गमन तथा लाभांश की घोषणा

निगमित भारत ने अपने अंशधारियों के लिए अंतरिम लाभांश तथा बोनस अंशों के निर्गमन में अपनी थैलियों की डोरियों को काफी ढीली कर दिया है। लगभग 60 कंपनियों ने अंतरिम लाभांश धोषित भी कर दिया है या जनवरी मास के प्रथम तीन सप्ताहों में ऐसा करने की योजना की घोषणा कर दी है। इसके अतिरिक्त 12 कंपनियों ने इसी मास में जनवरी 2006 में लगभग तीन गुना अधिक बोनस अंशों के निर्गमन की घोषणा की है।

कंपनियों के क्षेत्र में अंशधारियों को लाभांशित करने की काफी गुंजाइश है और इसके लिए लाभांश भुगतान सबसे सरल एवं प्रत्यक्ष रूप है। अंशधारियों की समस्त आय में से रोकड़ भुगतान तथा अंशधारियों के स्टॉक के मूल्यांकन में संतुलन बनाए रखना एक आदर्श कंपनी के लिए आवश्यक होता है।

कंपनियों द्वारा अंशधारियों का पुरस्कृत करने की विधि के रूप में कुल लाभ में से कुछ राशि लाभांश के रूप में दी जाती है।

बहुत सी कंपनियों ने अंशधारियों को बोनस अंश निर्गमन करने की घोषणा भी की है। बहुत सी ऐसी कंपनियाँ भी हैं जिन्होंने पहले से ही बोनस अंशों का निर्गमन कर दिया है या यह घोषणा कर दी है कि वे आगामी बोर्ड की सभा में ऐसा कर देंगी वे मध्यम स्तरीय या लघु स्तरीय कंपनियाँ हैं।

- (i) Underline the words and expression that are a part of the business *register*.
- (ii) Find the equivalents for those words and expressions in the Target Language.
- (iii) Are there some words or expressions which cannot be translated but have to be transliterated? What are they?
- (iv) Translate the entire report into the Target Language. You may use the words/expressions given in the box below:

Shareholders, dividends, bonus, shares, value, stock,

End of the Lesson-Review Questions

1. Comprehension

- a. What is business 'register'?
- b. How important is business translation today?
- c. How does good translation affect a company's performance?
- d. What are the major fields of business that require business translation?
- e. How important is the understanding of subject matter and terminologies in business translation?
- f. What is Computer Assisted Translation (CAT)?
- g. How important are structure and layouts of a document in business translation?

2. Vocabulary- explain the following terms and concepts

- a. globalization and internationalization
- b. global brand management
- c. target customers
- d. heterogenous class of customers
- e. Industry-specific translators
- f. Stock Market
- g. meeting protocols
- h. marketing brochures
- i. lay out

3. Application

- (i) Read the following passage.
- (ii) Read the prompts and complete the translation using words from the box given.
- (iii) Answer the questions that follow.

वित्तीय प्रबंधन में एक महत्वपूर्ण निर्णय वित्तीय प्रारूप से संबंधित है अथवा निधियों को बढ़ाने में विभिन्न स्रोतों के उपयोग का अनुपात। स्वामित्व के आधार पर व्यावसायिक वित्त के स्रोतों को मोटे तौर पर दो वर्गों में विभाजित किया जा सकता है। जैसे 'स्वामिगत निधि' तथा 'उधार लिया हुआ या ग्रहीत निधि'। स्वामिगत निधि में समता

अंश पूर्वाधिकार अंश तथा संचय एवं अधिक्क्य अथवा प्रतिधारित उपाजर्न सम्मिलित होते हैं। ग्रहीत निधि में ऋण, ऋणपत्र, सार्वजनिक जमा आदि सम्मिलित होते हैं। इनको बैंक, अन्य वित्तीय संस्थाओं, ऋण पत्र धारियों एवं जनता से उधार लिया जा सकता है।

One of the important decision under

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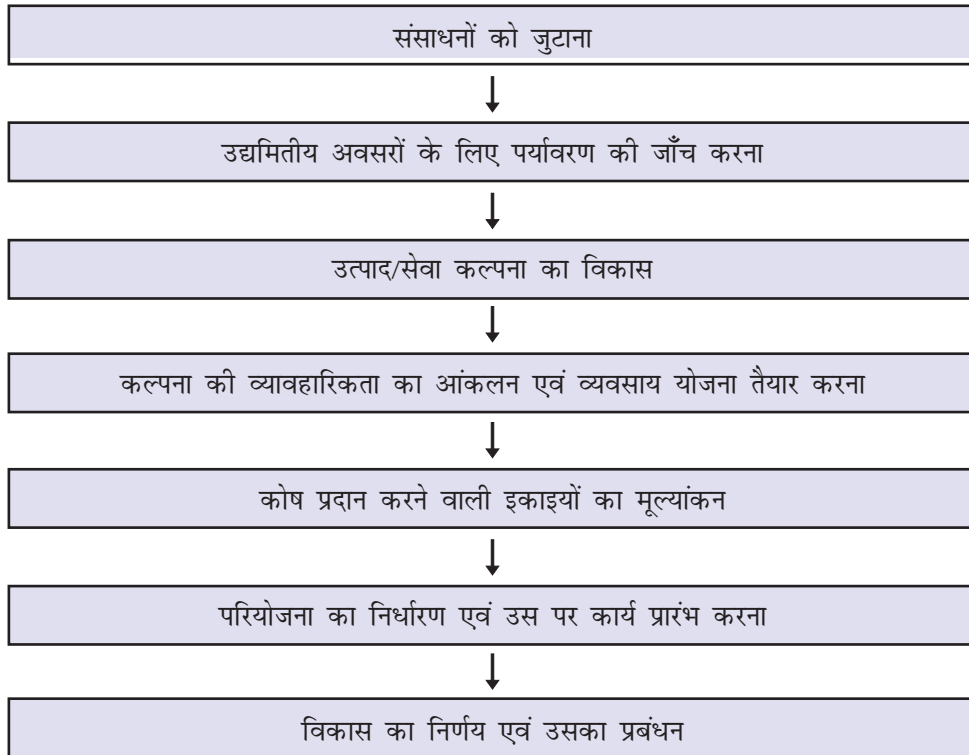
debentures holder, capital, financial institutions
equity share

- I. Describe the above passage as business 'register'.
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.....
- II. Point out the distinctiveness of business 'register' in terms of situation, purpose and audience as evident in the above passage and its translation.
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.....
.....
- III. What problems specific to the translation of business translation did you face in the translation of the above passage?
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.....
- IV. As found in technical translation, does business translation also involve transliteration as evident from the translation of the above passage?
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.....
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4. Writing Tasks for your Portfolio

- (i) Read the following chart.

- (ii) Translate the chart by writing it in descriptive form. You may use the words given in the box.
- (iii) Answer the questions that follow.



Resource mobilization, entrepreneurial opportunities, business plan
 Funding agencies, project commissioning, management of growth

a. How effectively does a chart, or in other cases a graph, communicate a business message?

.....

b. How important is the translation of business documents?

.....

c. While describing the chart in the Target Language, what specific characteristics of the business *register* did you experience?

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d. What problems did you face in the translation of the above chart?

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5. *In groups of 5-6, select a business chart, a business graph and a business report and translate them into English. Exchange with other groups, improve and include it in your Portfolio.*

Lesson 5 *Forms of* Business TRANSLATION

Business translation is a professional discipline. In the post-globalization era, where business is not confined in any particular region, business transactions involve readers and speakers of different mutually unintelligible languages. This has prompted great demand of professional business translators. In India, translation of business documents between Indian languages and English has become more important, this despite the fact that English is the official language in India. For nearly the last two decades, business translation has been facilitating communication between, for example, U.S.-based companies, governmental agencies, and organizations and their Indian peers.

In this chapter, we are interested in the different forms of business translation. As there are different forms of business communication, so there are different forms of business translation. Translating business documents like reports, proposals and business agreements is a very serious undertaking. Though, understandably, business translation is not that creative but literal transference of meaning from the Source Language (SL) to the Target Language (TL), however it should not be viewed that it involves only word-by-word translation of text from one language to another. In actual practice, it involves moving the soul of a text into a different body. If a business person needs to be creative, so should be a business translator. However, unlike literary translation, there is not much scope for modulation of the meaning of the Source Text (ST)

Business translation can be done through machine translation as well. There are especially designed translation software that translates directly in Word, Excel, PowerPoint, and Outlook. There are specialized dictionaries and glossaries that are generated through the computer to translate certain texts. However, Machine Translation (MT) or Computer Assisted Translation (CAT) is effective only in case of limited types of text. It is not a substitute to human translation.

A business translator is as important as a business copywriter. He/she should have several qualities that any organization with a need for copywriting abilities will value. He/she should be detail-oriented. He/she should have a strong sense for the power of copy, based on uncovering persuasive and unique selling propositions. And he/she should be able to translate a sales story or document in compelling yet conversational language. Further, he/she should exhibit a fundamental understanding of effective business communication.

The different forms of business communication that a business translator generally gets to translate are

- **Document translation:** reports, letters, proposals, procedures, manuals, product catalogues, financial statements, newsletters, etc.
- **Marketing materials.**
- **Website localization:** website and software localization, and key word optimization.

Activity 1

- Read the following extract from a business report.
- Complete its translation.
- Answer the questions that follow.

कंपनियों में जी.डी.आर. प्रवर्तन करने की प्रतिस्पर्धा केवल आई.पी.ओ. (प्रारंभिक जनता प्रस्तावना) बाजार ही नहीं हैं जिसमें हलचल है, बल्कि अन्य कंपनियाँ जो अधिकांश छोटे एवं मझले आकार की हैं। उन्होंने जी.डी.आर. के माध्यम से कोष एकत्रित करने के लिए विदेशी बाजार में 464 मिलिन डॉलर (लगभग 2040 करोड़ रु) अंतर्राष्ट्रीय बाजार से जी.डी.आर. के माध्यम से एकत्रित कर लिए हैं। 2004 में नौ कंपनियों द्वारा एकत्रित 228.6 मिलियन डॉलर एवं 2003 में चार कंपनियों द्वारा जुटाई गई 63.09 मिलीयन डॉलर से लगभग दो गुना है। लगभग 20 कंपनियाँ आने वाले महीनों में एक बिलियन डॉलर से भी अधिक की राशि के जी.डी.आर. इश्यू लाने के लिए तैयार खड़ी है। दूसरी ओर यद्यपि एफ.सी.सी.बी. (विदेशी करेंसी परिवर्तनीय बाँड) इश्यू के लिए कंपनियों की संख्या कम हो रही है फिर भी कई कंपनियाँ एफ.सी.सी.बी.के लिए दौड़ में शामिल हैं। इसका कारण नियमों एवं तथ्यों के उजागर करने के संबंध में ढील है। उदाहरण के लिए आरती ड्रग्स लि. ने एफ.सी.सी.बी. जारी कर 12 मिलीयन डॉलर एकत्रित करने का निर्णय लिया है।

सबसे महत्वपूर्ण बात यह है कि इस बार छोटी एवं मझली कंपनियाँ छोटी राशि के कोष जुटाने के लिए भी जी.डी.आर. के मार्ग को अपना रही हैं। उदाहरण के लिए ऑप्टासरकट्स 20 मिलीयन डॉलर, यदि 5 मिलीयन डॉलर भी मिल जाए तो ठीक रहेगा, के विकल्प के साथ के जी.डी.आर. इश्यू लाने का निर्णय लिया है। इस शेयर का मूल्य बी.एस.ई. में 17 मई 2004 को 34 रु से बढ़कर 160 रु हो गया। इस प्रकार से इसमें 370 प्रतिशत की तेजी आई। विडियोकोन इंडस्ट्रीज लॉयका लैब्स, इंडियन ओवरसीज बैंक, श्रेय इंफ्रास्ट्रक्चर फाइनेंस, जुबलीएंट आरगेनोसिस, महाराष्ट्र सीम लैस, माँस चिप सेमी कंडक्टर्स एवं क्रयूँ बॉस भी जी.डी.आर. इश्यू की योजना बना रही है। हाल ही में दो बैंको ने UTI Bank (240 मिलीयन डॉलर) एवं Central Bank (70मिलीयन डॉलर) जी.डी.आर. बाजार से कोष जुटाए। विदेशों में ब्याज की दरों में वृद्धि के कारण कंपनियाँ एफ.सी.सी.बी. की तुलना में जी.डी.आर. को प्राथमिकता देती है।

It is not the IPO (initial public offer) market

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Companies now prefer GDR over FCCB issues in view of the rise in interest rates abroad.

- (a) What is the purpose of business report?
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- (b) Is it equally important for the translator to be conscious of the immediate purpose of the business report that he/she is translating? Explain
.....
.....
.....
- (c) What is the core sentence of the above business report?
.....
.....
- (d) Is it important for the translator to spend some time understanding and analyzing this core sentence? Explain.
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.....
- (e) What difficulties did you face while translating the above business report? Give examples.
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.....
.....
.....

Business reports are extremely important. They are a crucial means of communication between the company and their investors and public in general. Business reports carry a lot of vital information about the company. In the context of economies which have opened up to foreign investments, business reports play a great role in attracting the investors. Translation of business reports therefore is very crucial as they may eventually decide the success of the company in acquiring new investments in the competitive world market. Thus business reports are sensitive documents and the translation of the cohesive patterns would have consequences in the way the translated document is interpreted by the target readers. Business reports are of various types. Business reports that generally appear in the magazines and newspapers often describe important business events.

Though a business report is a form of formal register, a translator has to do more than a mere literal translation. There exists a considerable difference in the attributes of the two languages. There are differences in lexical cohesive patterns between an original business report and its translation. Cohesive patterns are one of the key elements in holding the text together. These patterns may change as they are not immediately available to the translators in the Target Language. So what was originally an integral pattern of the Source Text may become an entirely different pattern in the Target Text. For instance, in the above report, the second paragraph begins in this manner:

सबसे महत्वपूर्ण बात यह है कि इस छोटी एवं मझली कंपनियाँ छोटी राशि के कोण जुटाने के भी जी.डी.आर. मार्ग को अपनां ...

This sentence may be translated into English as,

“Significantly, small and medium companies are now taking the GDR route to raise funds this time even for a small amount.”

One may have literally translated the first few words of the sentence as, “the most significant thing is that.....” But it would not be as appropriate. In the translation of any form of writing in Business register, there exists a scope of literal translation. However, there does exist structural differences between the Source Text (ST) and the Target Text (TT).

A translator has to interpret and understand the central sentence carefully. The central sentence of any writing determines its complete progress. And then he/she should be aware of the various types of words and sentence linkages that may require recreation in the Target language. Wrong choice of '*function words*' or prepositions or auxiliary verbs, while trying to literally translate the report may prove undesirable. Every language has its own lexical cohesive pattern: set of interconnecting bond between the sentences. In other words, there is a bond, a connection that exists between sentences because of linkages, which the translator has to know both in the Source Language (SL) and the Target Language (TL).

Activity 2

- Read the following business letter.
- Translate the letter into English.
- Answer the question that follow.

गुप्ता टी कंपनी
सदर बाजार, दिल्ली।

मैसर्स गुप्ता टी कंपनी,
टी एंड कॉफी व्यापारी,
सदर बाजार, दिल्ली-6

महोदय,

हम आपके द्वारा प्रेषित पत्र दिनांक 20 मई, 2008, हेतु आपको धन्यवाद देते हैं। हमें आपको सूचित करते हुए हर्ष हो रहा है कि आप हमें प्रति मास 27000 पैकिट माल सप्लाई कर सकते हैं।

वर्तमान टी मार्केट की उथल-पुथल को देखते हुए कीमतों में काफी उतार-चढ़ाव आ रहा है। लेकिन, फिर भी हम तीन माह के लिए करार कर लेंगे तथा बाद में बाजार के उतार-चढ़ाव पर पुनः करार कर लेंगे।

वर्तमान बाजार-मूल्य जो हमारे बीच महीने के लिए करार होगा, वह है रूपए 300 प्रति पैकेट।

हमने आपको तीन पैकिट सैम्पल (बानगीं) के रूप में हवाई-डाक से भेज दिए हैं तथा तीनों पैकिट अलग-अलग गुणवत्ता (बैराइटी) के हैं और उनका मूल्य भी समान है।

हमें पूर्ण आशा है कि आपको तीनों ही पैकिट मिल गए होंगे। आप हमें प्राप्ति की सूचना शीघ्र देने का कष्ट करेंगे, जिससे हम आपको अपने अंतिम (फाइनल) करार-मसौदा (ड्राफ्ट) को स्वीकृति हेतु भेज पायेंगे।

गुप्ता टी कंपनी
दिल्ली
दिनांक : 26 मई 2008

- Before you began translating the above letter, was it important to understand the purpose of the letter in the Source Text (ST)? Why

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(b) As a translator, is it important to be aware of the conventions of business letter writing in both the Source Language (SL) and the Target Language (TL)? Explain.

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(c) As a translator, do you need to be equally proficient in words, expressions and styles specific to business letter writing in both the Source Language (SL) and the Target Language (TL)? Discuss with examples.

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.....

(d) Does the Target Text (TT) achieve the formality of the Source Text (ST), or their remains some gap in the equivalence of the two texts?

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.....

Business letter is a letter written in formal language, usually used when writing from one business organization to another, or for correspondence between such organizations and their customers, clients and other external parties. The overall style of letter will depend on the relationship between the parties concerned. A translator has to understand this relationship, only then would he/she able to achieve a perfect equivalence between the Source Text (ST) and its translation.

A business letter has to follow certain conventions in its format. Now, the translator, ofcourse knows that these conventions may either be same or different in the Source Language (SL) and the Target Language (TL). The above letter in the Source Language (SL) contains the following information in the following order:

- Letter head or sender's address
- Recipient's address
- Salutation or Greeting
- Message (body of the letter)
- Closing
- Signature, printed name, and position of sender
- Date of writing

In some situations, a business letter may also include the following optional information:

- Enclosures (Encl:)
- Courtesy Copy

You would observe that the date of writing comes last in order in Hindi business letter, the Source Text (ST), whereas in the Target Text (TT) in English, the date of writing always comes after the sender's address.

- Letter head or sender's address
- Date of writing
- Recipient's address
- Salutation or Greeting
- Message (body of the letter)
- Closing
- Signature, printed name and position of sender

While most of the translation is literal carrying over of meaning from the Source Text (ST) to the Target Text (TT), the letter does have its own unique style of expression. Even the content as well as the word and sentence pattern of the Target Text (TT) may entail rearrangement. For instance, the first two sentences in the Source Text (ST) are,

हम आपके द्वारा प्रेषित-पत्र दिनांक-20 मई, 2008, हेतु आपके धन्यवाद देते हैं। हमें आपको सूचित करते हुए हर्ष हो रहा है कि आप हमें प्रतिमास 2700 पैकेट माल सप्लाई कर सकते हैं।

The sentences can be translated as,

“ We thank you for your letter of 20th May 2008

We are pleased to inform you that we can supply you any quantity upto 27000 packets every month.”

Naturally, every language has developed its own formal structure. A translator has to be good in knowing the conventions and styles of business letter in both the language that he is translating from and translating into.

Activity 3

- Read the following business proposal.
- Complete its translation.
- Answer the questions that follow

जे॰डब्लू॰एस॰ रीमाँडलिंग सोल्यूशन कंपनी,
10, दीप टावर, नेहरू प्लेस, नई दिल्ली।
दूरभाष - 011-246133133, 4, फैक्स (212) 24411331

भूपेश सरकार,
डैटाडाइन्स,
15, स्ट्रीट रोड, कोलकता।

विषय : गृहकार्यालय के निर्माण हेतु।

महोदय,

आपके आवासीय घर को दफ्तर (कार्यालय) में स्थानान्तरित (चेंज) करने के विषय में दिनांक : 10 मई, 2008, को हमारी पहली मीटिंग हुई थी। आपको सूचित करते हुए खुशी हो रही है कि हमारी टीम इस कार्य को करने में पूर्ण सक्षम है। 12 मई से यह कार्य आरंभ कर दिया जायेगा, तथा इसे पूर्ण करने में चार सप्ताह का समय लगेगा।

हम सरकार द्वारा प्रमाणित लाइसेंस धारक पूर्ण स्टाफ उपलब्ध करायेंगे और कार्य-सूची के अनुसार प्रथम कार्य पूरा करायेंगे तथा हमने वर्तमान में जो कार्य किए हैं उसकी कार्य-सूची भी देंगे। जे॰डब्लू॰एस॰ द्वारा निम्नलिखित कार्य किया जायेगा।

- उत्तर दिशा में दो अलग-अलग भंडार-कक्ष (स्टोर रूम) जिनका रास्ता बैठक-कक्ष (लिविंग रूम) से होगा, जिसे बनाने के लिए विभाजक-दीवार लगाई जायेगी। यह रास्ता 3x2 फीट = 6 पैनेल के दरवाजों से बनाया जाएगा तथा सभी खराब यूनिटों को हटा दिया जाएगा।
- बैठक-कक्ष (लिविंग-रूम) के दक्षिण-पश्चिम की ओर से आने के रास्ते पर 3फुट दोहरे (डबल) फ्रेंच दरवाजों का प्रावधान किया जाएगा और आवश्यकतानुसार काट-छाँट की जाएगी।
- छत में बेहतर रोशनी के लिए समुचित विद्युत उपकरणों का प्रावधान भी किया जाएगा । बैठक-कक्ष में ठंडी हवा का भी प्रावधान किया जाएगा।
- दफ्तर (कार्यालय) की सारी सतहों पर रोगन किया जाएगा और आवश्यकतानुसार काट-छाँट भी की जाएगी।

उपर्य.....

JWS Remodeling Solutions
10 Deep Towers, Nehru Place, New Delhi
Phone: 011-246133134, Fax: (212) 24411331

May 11, 2008

Bhupesh Sarkar
Data Dimensions
15, Street Road
Kolkata

Sub: Proposal for Home Office Construction

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Sincerely,

Vipin Dev
Director (Construction)

(a) How important is it for the translator to keep in mind the supposed reader of the business proposal while translating it?

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(b) To what extent does the subject of the business proposal determine the text of the Target Text (TT)?

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(c) To what extent does the choice of word pattern differ in the Source Text (ST) and the Target Text (TT)?

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(d) Is word-to-word translation possible throughout while transferring the content from the Source Text to the Target Text (TT)? Explain.

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As a translator one has to understand that a business proposal is an offering from a seller to a prospective buyer. Hence, as much as the writer the translator also has to consider the interest of the buyer. Only then he/she would be able to recreate the content where literal translation is difficult. Proposals can range in size from a one page letter, or price list, to several hundred pages of detailed specifications. In the business sales process, the written proposal is the vehicle that carries the terms of an agreement between buyer and seller, and forms the basis for a subsequent business contract. When a proposed offer is accepted by the buyer, it creates a legally binding document for both parties, buyer and seller.

A properly translated proposal will put the buyer's requirements into a context that favors the seller's products and services, educating the prospective client about the full nature of his or her needs and the capabilities of the seller in satisfying those needs. Therefore, the translator has to meticulously render the details of the Source Text (ST) into the Target Language (TL). Often, a prospective client may be aware of only a portion of their needs, or they may be unaware of what the market has to offer to meet their needs. Good translation plays an important role in finalizing the proposal. A translator has therefore to know the basic components of the business proposal:

- an orientation to the seller's capabilities or products
- a discussion of key issues
- a description of the seller's offering and related benefits

Activity 4

- (a) Read the following extract from a newsletter.
- (b) Complete its translation with the help of the keywords given.
- (c) Answer the questions that follow.

संयुक्त उपक्रम-भारती और एयरटेल

भारती और एयरटेल वर्ष 2005 में दूरसंचार क्षेत्र में अग्रणी रहे हैं। एयरटेल 15 मिलीयन ग्राहकों के साथ भारती उपक्रम है। बीटेल एक टेलीफोन प्रकार के नियंत्रण में अपने आप को बुनियादी स्तर पर लैंडलाइन से वादाता के रूप में सुदृढ़ किया है। सन 1999 में भारती टेलीसॉफ्ट विश्व भर में मूल्य वृद्धि सेवा और वायरलेस और वायरलाइन उपकरणों की समस्या समाधान के उद्देश्य से स्थापित किया गया। वर्तमान में इसकी 25 देशों में 100 नेटवर्कों और 50 मिलीयन उपभोक्ता को बिजली आपूर्ति में उपस्थिति दर्ज है। यह बाह्यस्रोतीकरण ब्रांडवेगन द्वारा टेलीटेक सर्विसेज इंडिया को भारती और टेलीटेक होल्डिंग के बीच करार में उपभोक्ता और टेलीटेक होल्डिंग के बीच एक करार में उपभोक्ता और कार्यालय समस्या निवारण करेगा। बाह्यताजाफूड, भारतीय ने एलरो के साथ में ताजा कृषि उत्पादों का यूरोप और यूएसए के बाजारों में निर्यात करेगा।

Venture, wireline carriers, subscribers, collaboration,
customer solutions, back-office support

Joint.....

Bharati and Airtel entered 2005 as the biggest players in the telecom sector

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(i) What is the purpose of the above extract?

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(ii) Does the translation of the above extract require an understanding of the specific form of business register, which is a newsletter?

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(iii) To what extent is translation of the above extract governed by the audience who would read it? Discuss

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(iv) Discuss some of the difficulties in translating the above extracts

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(v) While translating, did you notice that some expressions needed a change in language structure?

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While translating the above extract from a newsletter, you may have noticed its distinct form. It is close to being a business report, but it is not a business report. If a translator is aware of the nature of its form, translation would become easier and effective for him. He/she would understand the exact objectives of translation. Newsletters are published by clubs, societies, associations, and businesses, especially companies, to provide information of interest to their members, customers or employees. Some newsletters are created as money-making ventures and sold directly to subscribers. Sending newsletters to customers and prospects is a common marketing strategy. General attributes of newsletters include news and upcoming events of the related organization, as well as contact information for general inquiries.

The objective of the above newsletter extract is information as well as promotion of business interests among the target customers. The translator has to be very much conscious of this fact. Then only he would be able to transfer the intended meaning of the Source Text (ST) to the Target Text (TT). Hence, the translation would be partly literal and partly recreated.

Activity 5

- (a) Read the following financial statements.
- (b) Complete their translation.
- (c) Answer the questions that follow.

(a) Why is the translation of financial statements important

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(b) Do you think translating financial statements is simpler than translating other forms of business register?

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(c) Are there differences in the word pattern of the business terminology in the Source Text (ST) and the Target Text (TT)? If yes, give reasons.

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Financial statements provide an overview of a business' financial condition in both short and long term. There are four basic financial statements:

- **Balance Sheet:** also referred to as statement of financial position or condition, reports on a company's assets, liabilities and net equity as of a given point in time.
- **Income statement:** also referred to as Profit and Loss statement (or a "P&L"), reports on a company's results of operations over a period of time.
- **Statement of retained earnings:** explains the changes in a company's retained earnings over the reporting period.
- **Statement of cash flows:** reports on a company's cash flow activities, particularly its operating, investing and financing activities.

For large corporations, these statements are often complex and may include an extensive set of notes to the financial statements and management discussion and analysis. The notes typically describe each item on the balance sheet, income statement and cash flow statement in further detail. Notes to financial statements are considered an integral part of the financial statements.

The objective of financial statements is to provide information about the financial strength, performance and changes in financial position of an enterprise that is useful to a wide range of users in making economic decisions. Financial statements should be

understandable, relevant, reliable and comparable. Reported assets, liabilities and equity are directly related to an organization's financial position. Reported income and expenses are directly related to an organization's financial performance.

Financial translators should have significant expertise in understanding financial statements in one language, and translating it into another, including conversion from one set of national accounting principles to another. This high level of specialization allows them to cultivate in-depth knowledge of the accounting practices in each country for which they translate.

As a translator, you should be able to produce financial statements tailored to a particular type of company activity (such as leasing, retailing, manufacturing or banking). You should be able to translate simple financial statements required for an international bid, a complete financial package for mergers and acquisitions, or international tender offers.

Most translations lie in the areas of:

- Income statements
- Balance sheets
- Cash-flow statements
- Annual reports

It is imperative for the financial translator to render the information given in the Source Text (ST) with exactitude in translation. Unlike translation of literary register, financial translation does not give the opportunity to express concepts and terms in descriptive language. The financial translator needs to possess exact financial vocabulary in both languages to succeed as a translator.

End of Lesson- Review Questions

1. Comprehension

- (a) What is business translation?
- (b) What is the scope of business translation in the post-globalization era?
- (c) What are the different forms of business register?
- (d) What are the qualities of a business translator?
- (e) How important is the translation of business reports?
- (f) What should a translator consider as important while translating a business letter?
- (g) What is business proposal?
- (h) What is the purpose of translating financial statements?

2. Vocabulary- Explain the following terms and concepts.

- (a) Literal transference
- (b) Modulation of meaning
- (c) Computer Assisted Translation (CAT)
- (d) Document translation
- (e) Cohesive patterns

3. Application

- (a) Read the following business agreement
- (b) Translate it using the expressions given in the box
- (c) Answer the questions that follow

जी.ए.टी.टी. 1994 : प्रमुख समझौता/करार

- कस्टम के लिए मूल्यांकन पर समझौता अर्थात के अंतर्नियम VII (कस्टम कर योग्य मूल्यांकन) क्रियान्वयन पर समझौता ।
- लदान पूर्व निरीक्षण करार।
- व्यापार के तकनीकी अवरोध करार।
- आयात लाइसेंसिंग प्रक्रिया करार।

- स्वच्छता एवं वनस्पति स्वच्छता उपायों के लागू करने पर समझौता।
- सुरक्षा उपायों पर समझौता।
- सहायता एवं सम करने के उपायों पर समझौता।
- उद्गम से संबंधित नियमों पर समझौता।

GATT 1994: Major Agreements

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...Custom valuation, pre-shipment, anti-dumping duties, subsidies, countervailing measures, Licensing procedures, safeguards, sanitary, phytosanitary

- (i) Does the translation of the above agreement require knowledge of the business register in the both Source Language (SL) and the Target Language (TL)? Explain

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- (ii) What difficulties will a translator face if he/she did not know the business register of any of the two languages involved in translation?

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- (iii) What is the difference in the language pattern of the Source Text (TT) and the Target Text (TT)?

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4. Writing Tasks- For your Portfolio

- (a) Read the following business Performa
- (b) Translate it using the words given in the box
- (c) Answer the questions that follow

वैधानिक घोषणा का प्रारूप

फार्म स. 1 कंपनी अधिनियम 1956

कंपनी के पंजीयन के लिए आवेदन पर कंपनी अधिनियम 1956 की आवश्यकता के अनुपालन की घोषणा। धारा 33 (2) के अनुरूप

कंपनी का नाम: मै.

प्रस्तुतीकरण : सुशील कुमार
वाटेंड एंकाउटेंट द्वारा

मैं, साझीद्वारा विधिवत एवं गंभीरता से घोषणा करता हूँ कि मैं भारत में पूर्णकालिक अभ्यासरत् चार्टेड एंकाउटेंट हूँ एवं मैं प्रा. लि. कंपनी के गठन से जुड़ा हूँ एवं कंपनी अधिनियम 1956 की सभी आवश्यकताओं एवं इस कंपनी के पंजीयत से पूर्व के विशेष एवं उनके प्रासंगिक विषयों से संबंधित इसमें दिये गए नियमों का अनुपालन किया गया है एवं मैं यह विधिवत घोषणा, अंतरात्मा से इसको सत्य मानते हुए करता हूँ।

स्थान : नई दिल्ली

तिथि :

चार्टेड एंकाउटेंट

Performa for Statutory Declaration

Form no. 1

The Companies Act. 1956

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Pursuant, presented by, formation, complied, registration

(i) Why are such business forms required to be translated?

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(ii) Why is it important for the translator to know specific business vocabulary in both Source Language (SL) and Target Language (TL)?

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(iii) Is there any difference in the overall linguistic structure of the Source Text (ST) and the Target Text?

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5. In groups of 5-6, select a business report, a business proposal and a business letter, and translate them into English. Exchange with other groups, discuss the problems, improve them and include it in your portfolio

End of the Unit- Review Questions

1. Comprehension

- a. What is difference between 'frozen', 'formal' and 'casual' 'registers'? Explain with examples.
- b. How is a technical or business 'register' independent of the user of language?
- c. How is the correct understanding and practice of different 'registers' important in speech and writing?
- a. Why do cultural factors play no role in the technical or business translation?
- b. How important is the role of dictionaries and glossaries of terminologies in technical and business translation?
- c. What role does technical translation play in the growth of scientific-knowledge?
- g. To what extent does the growth of business firms depend upon good business translation?

2. Read the following extracts and translate them in the space provided using the words/expressions given in box given below each extract.

- a. कुछ देर के लिए मैं कवि था
फटी-पुरानी कविताओं की मरम्मत करता हुआ
सोचता हुआ कविता की ज़रूरत किसे है
कुछ देर पिता था
अपने बच्चों के लिए
ज्यादा सरल शब्दों की खोज करता हुआ
कभी अपने पिता की नकल था
कि सिर्फ अपने पुरखों की परछाई
कुछ देर नौकर था सतर्क सहमा हुआ
बची रहे रोज़ी-रोटी कहता हुआ

tattered old poems, imitation, menial, petrified, subsistence

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b. अगले सोमवार की शाम को ब्रेमर ने लेना ब्युकर से कहा, “सड़क पर लोग ज्यादा तेजी से चल रहे हैं।” “ज्यादा तेजी से?” “हाँ हल्की-सी जल्दी से, सिर्फ जरा सी, लेकिन ज्यादा तेज चल रहे हैं।”
“नहीं, बिल्कुल मामूली है”, उसने कहा “चीजें सुधर रही हैं। लोग जान रहे हैं कि व कहाँ जा रहे हैं।”
और एक और चीज उसके ध्यान में आई थी : कुछ औरतें और आदमी सड़क पर खड़े हुए थे, अकेले, गुजरनेवालों के टोकते हुए।

the following Monday evening, quite simple, hookers and pimps,
shabbily dressed

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c. संवेदी सूचकांक बी. एस. ई. को सूचकांक का निर्देश (या तल) चिन्ह है। चूँकि बी. एस. ई. भारतीय द्वितीयक बाज़ार का एक अग्रणी शेयर बाज़ार बन चुका है, इसलिए संवेदी सूचकांक भी भारतीय शेयर बाज़ार का एक महत्वपूर्ण संकेतक बन चुका है। शेयर बाज़ार की स्थिति के बारे में रिपोर्ट करने के लिए यह बहुत जल्दी-जल्दी प्रयुक्त किए जाने वाला संकेतक बन चुका है। एक सूचकांक का केवल एक काम होता है मूल्य गतिशीलता को पकड़ना। इस तरह से एक शेयर सूचकांक शेयरों की मूल्य गतिशीलता को प्रदर्शित करेगा जबकि बंधपत्र (बांड) सूचकांक चढ़ता (उठता) है तो यह संकेत देता है कि बाज़ार बढ़िया कर रहा है। चूँकि यह माना जाता है कि शेयर यही प्रतिबिंबित करते हैं जो कंपनी भविष्य में अर्जित करने की अपेक्षा रखती है। अतः एक ऊपर उठता सूचकांक वह संकेत देता है कि निवेशकों को कंपनियों से बेहतर कमाई की उम्मीद है, इसके साथ ही यह भारतीय अर्थव्यवस्था को भी मापता है। यदि भारतीय कंपनियों से अच्छा करने की उम्मीद की जाती है तो निश्चित ही अर्थव्यवस्था को भी अच्छा ही करना चाहिए।

sensex, benchmark, exchange, Indian secondary market
index, price movement, stock index, bond index

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d. फुफ्फुस के अंदर मार्ग छोटी और नलिकाओं में विभजित हो जाता है जो अंत में गुब्बारे जैसी रचना में अंतकृत हो जाता है जिसे कूपिका कहते हैं। कापिका एक सतह उपलब्ध कराती है जिससे गैसों का विनियम हो सकता है। कूपिकाओं की भित्ति में रूधिर वाहिकाओं का विस्तीर्ण जाल होता है। जैसे हम प्रारंभिक वर्षों में देख चुके हैं, जब हम श्वास अंदर लेते हैं, हमारी पसलियाँ ऊपर उठती हैं और हमारा डायाफ्राम चपटा हो जाता है, इसके परिणामस्वरूप वक्षगुहिका बड़ी हो जाती है। इस कारण वायु फुफ्फुस के अंदर चूस ली जाती है और विस्तृत कूपिकाओं को भर लेती है। रूधिर शेष शरीर से कार्बन डाइऑक्साइड कूपिकाओं में छोड़ने के लिए लाता है। कूपिका रूधिर वाहिका का रूधिर कूपिका वायु से ऑक्सीजन लेकर शरीर की सभी कोशिकाओं तक पहुँचाता है। श्वास चक्र के समय जब वायु अंदर और बाहर होती है, फुफ्फुस सदैव वायु का अवशिष्ट आयतन रखते हैं जिससे ऑक्सीजन के अवशोषण तथा कार्बन डाइऑक्साइड के मोचन के लिए पर्याप्त समय मिल जाता है।

Lungs, tubes, terminate, balloon-like structures, alveoli,
extensive network of blood vessels, diaphragm, chest cavity,
sucked into lungs, blood vessels, cells in the body,
breathing cycle, residual volume

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(e) ऊपर बताए गए अनुसार किए जाने वाले संदायों के प्रतिफलस्वरूप, उक्त पुस्तक की पाण्डुलिपि में तथा चित्रों, फोटो, रेखाचित्रों, नक्शों और पाण्डुलिपि को तैयार करने में लेखक द्वारा उपयोग में लाई गई अन्य सामग्री में स्वामित्व और पूरा प्रतिलिप्यधिकार (कापीराइट), प्रकाशक में निहित होगा। प्रकाशक उक्त पुस्तक में पूर्ण प्रतिलिप्यधिकार का उपभोग करेगा और उसे विश्व के किसी भाग का किसी भी भाषा में अनुवाद करने या संक्षेप तैयार करने का एकमात्र और अनन्य अधिकार होगा। उक्त पुस्तक के उत्पादन, प्रकाशन, प्रचार और विक्रय का सम्पूर्ण अधिकार प्रकाशक में निहित होगा।

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3. Classify the above extracts as:

- (a) Technical Register
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- (b) Business Register.....
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- (c) Literary Register.....
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- (d) Legal Register
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4. On the basis of your translation of the above extracts, answer the following:

- (a) Is the language of written communication register-specific? If yes, how?
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- (b) Give a point or two about the distinctive characteristics of each register translated above
 - (i) Technical Register.....
.....
 - (ii) Business Register.....
.....
 - (iii) Legal Register.....
.....
 - (iv) Literary Register.....
.....

(c) How different are problems of translating each register?

- (i) Technical Register.....
.....
- (ii) Business Register.....
.....
- (iii) Legal Register.....
.....
- (iv) Literary Register.....
.....

(d) In what way does each register expect a different response from you as a reader?

- (i) Technical Register.....
.....
- (ii) Business Register.....
.....
- (iii) Legal Register.....
.....
- (iv) Literary Register.....
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5. *Writing Tasks-for the Portfolio*

- a. Choose technical and business texts of your choice.
- b. Underline the words and sentences that suggest only specific use in technical or business language.
- c. Write an essay in 150-200 words on the principles of technical and business translation.

6. *Project-Work*

Work in groups of four or five and do the following:

- (a) Collect a bank statement, advertisement, instruction manual of a product, a poem, an extract of a short story, a scientific article from a science magazine.
- (b) Discuss in groups the different aspects of language use in the various *registers*, like vocabulary, terminologies and sentence formation.
- (c) Translate the pieces and compare your translation.
- (d) Discuss the unique problems of translation related to each piece.