CHAPTER 2

REVIEW OF RELATED LITERATURE

In this chapter, the researcher needs some theories as references related to the study and related to the problems discussed in this thesis. This chapter also includes explanation of language, translation and subtitling strategies based on Gottlieb theories.

2.1 Language

Language is used as a tool of communication between people. Moreover, it is a communication of thoughts and feelings through a system of arbitrary signals, such as voice sounds or spoken language, gestures, or written symbols as sign language. It is a system that has rules for combining its components become words, phrases, or sentences .

"Language is also a system that is used by a nation, people or other distinct community. Every nation in the world has its own language or often called dialect. "Those who know nothing of foreign languages, knows nothing of their own." - Johann Wolfgang Von Goethe (1749-1832). He wants to explain that people in the world need language to communicate. People should not only understand and specialize their own language, they also need foreign language to get to know what and how the people in other country are. They need language to make a deal with other people, especially from abroad .

"We invent the world through language. The world occurs through language." - Mal Pancoast. He means that the world is growing because of language. Without language, the better world will never happen.

2.2   Translation

According to Brislin (1976:1), definition of translation is:

> The general term referring to the transfer of the thoughts and ideas from one language (SL) to another (TL), whether the language is written or in oral form; whether the languages have established orthographies or do not have such standardization or whether one or both languages is based on signs, as with sign languages of the deaf.

The form or style is not the main problem in translation. When people can understand the meaning of written text or spoken form, surely that people can deliver the message well. The result of translation is also the written message of statement in another language, a process of substituting a text in one language or a text in another language .

Furthermore, the other quotation comes from Bell (1991:13) who says that "Translation is the abstract concept which encompasses both the process of translating and the product of that process". From the statement above, it can be concluded that translation is a process of transferring the writer's idea from source language into target language. The language here refers to the oral or written language. Translation does not only transfer the idea from different language but it can be the same language. In translation text, the important aspect is the naturalness on the source language. Therefore, the reader is unaware that they are reading a translation text. To translate any words or sentences, it needs to be processed by certain way. The translation process can be seen bellow .

2.3 Translation Process

Process of translation is an activity of a person (translator) when doing translation. Nida has three steps of translation process that can be used by a translator: 1) analysis, 2) transferring, and 3) restructuring (1975: 80). The scheme can be seen below :
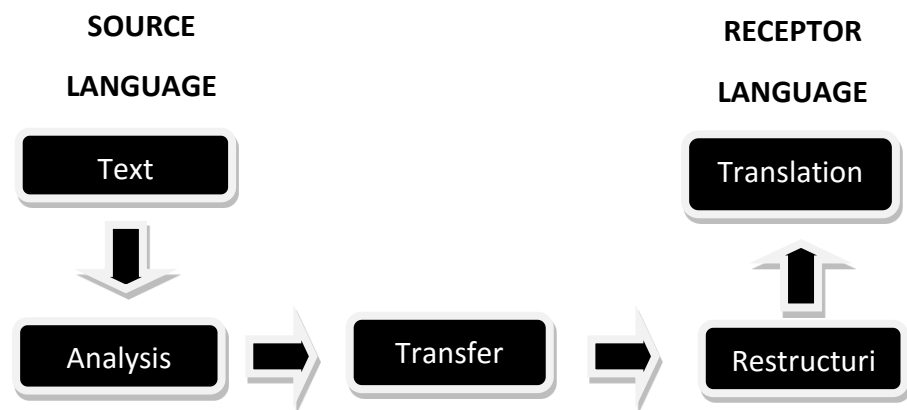
SOURCE
LANGUAGE

RECEPTOR
LANGUAGE

| Text | | | Translation |

| Analysis | → | Transfer | → | Restructuri |

Figure1. Process of Translation (Nida, 1975: 80)

Nida states, "the process of analysis is, however, relatively complex, for they involve at least three different sets of features: the grammatical relationships between constituent parts, the referential meanings of the semantic units, and the connotative values of the grammatical structures and the semantic units." (Nida, 1975:80) .

1. Analysis

In this phase, the translator should understand the content or the message, and the meaning of the source language text based on the context, to decide the right word in translating. Therefore, the translator must have the knowledge of both sources .

2. Transfer

In this phase, a translator translates the analyzed meaning of the original language into the target language .

3. Restructuring

A translator checks the transferred text or the message in the target language. Therefore, it will looks natural and readable for the target reader.

Alexander Fraser Tytler (in Bassnett, 2002: 69) in his The Principles of Translation as the first systematic study in English of the translation processes sets up three basic principles.

1. The translation should give a complete transcript of the idea of the original work.

2. The style and manner of writing should be of the same character with that of the original.

3. The translation should have all the ease of the original composition.

Hilaire Belloc in his lecture On Translation in 1931(in Bassnett, 2002:13), states:

> The art of translation is a subsidiary art and derivative. On this account it has never been granted the dignity of original work, and has suffered too much in the general judgment of letters. This natural underestimation of its value has had the bad practical effect of lowering the standard demanded, and in some periods has almost destroyed the art altogether. The corresponding misunderstanding of its character has added to its degradation: neither its importance nor its difficulty has been grasped .

Translation has been perceived as a secondary activity, as a 'mechanical' rather than a 'creative' process, within the competence of anyone with a basic grounding in a language other than his own. A translator cannot changes the message of the Source language into the Target language as the way they want. It is because a translator is only a delivery of a text to another language and not an author .

2.4 Translator

A translator is someone who has competence of both source and target languages. To perform a translation is not an easy thing to do. When translating a text, the translators have some rules. They not only transfer the idea from the source language to the target language but they also should establish an equivalent translation from English to Indonesian for they have different systems and structures.

Depending on the unit language to be translated, the translators have recognized three approaches to translate, such as translation at the level of word (word for word translation), translation at the level of sentence, and conceptual translation. All of the Approaches are to make a naturally meaning without changing the meaning and make it clearly .

The process of translation needs a person who clearly understands to translate the source language to the target language. The translators have competence both the source and the target language. Dealing with subtitles, the translators usually use the subtitling strategies to analyze the source language. In the other hand, the translators should be familiar with culture, custom, and social setting of the source language and target language .

According to Bassnett (1991: 8), there are statements correlated to the ability that translators should:

1. Accept the untranslatability of the Source language phrase in the Target language on the linguistic level.
2. Accept the lack of a similar cultural convention in the Target language.
3. Consider the range of Target language phrases available, having regard to the presentation of class, status, age, sex of

the speaker, his relationship to the listeners and the context of their meeting in the Source language.

4. Consider the significance of the phrase in its particular context as a moment of high tension in the dramatic text.

5. Replace in the Target language the invariant core of the Source language phrase in its two referential systems of culture out of which the text has sprung.

Generally, translators should meet three requirements: first, familiarity with the source language, next, familiarity with the target language, and the last is familiarity with the subject matter to perform their job successfully. Based on this thought, the translators find the meaning behind the forms in the source language (SL) and does their best to produce the same meaning in the target language (TL) using the TL forms and structures .

2.5 Subtitle

Subtitling is a process of translating or transferring information from one language to others through audiovisual media. If we watch an overseas film in cinema, we may see that there is a text in the bottom of the screen video. This text is subtitles, the translated text from the source text or the dialog to the target text .

According to Chiaro (2008: 141), subtitling is one of most widespread modalities adopted for translating products of audiovisual translation besides dubbing. Cintas and Anderman (2009: 8) describe that audiovisual translation is now one of the most vibrant and vigorous fields within Translation studies. In other word, audiovisual translation is one of Translation studies' branch. Chiaro (2008: 141) explains that audiovisual translation covers the interlingual transfer of verbal language when it is transmitted and accessed both visually and

acoustically, usually, but not necessarily, through some kind of electronic device .

Kuhiwczak and Littau (2007: 126) on their book, *A Companion on Translation Studies*, describe about the screen translation, which has a relation with subtitling. Screen translation is currently the preferred term used for translation of a wide variety of audiovisual texts displayed on one kind of screen or another. While it is normally associated with the subtitling and lip-synch dubbing of audiovisual material for television and cinema, its range is actually much greater, covering as it does the translation of television programmers, films, videos, VCDs, DVDs, operas and plays. It seems like the term of screen translation is only the process of translating between two or more languages but this is not always like that. They also describe that subtitles can be either interlingual or intralingual. Intralingual subtitling is subtitling the dialogues their first language in texts. American and European people on their television programs to the deaf or hard-of-hearing people who want to enjoy the television programs normally use it. However, foreign students who may improve their language skills when watching certain television programs could use intralingual subtitling also .

In this era, people want to know about the other countries' culture, they can get the information from DVDs. However, the language barrier is the problem for most people because they only speak one language, their mother tongue language. Nowadays, people do not need to learn the language first to get the information they want, they just need to press the 'subtitles' button on their DVD player, and choose which language they want to read. After that, there are the subtitles shown in the screen video. Gottlieb (in Baker, 2001: 244) in Routledge Encyclopedia of Translation Studies describes subtitle as subtitles, which sometimes referred to as caption, as

transcriptions of film or TV dialogue, presented simultaneously on the screen. It is usually consists of one or two lines of average maximum length of 35 characters. Subtitles are placed at the bottom of the picture and are either centered of left-aligned. Subtitles are the product of subtitling or screen translation, because it is translating from the video or screen's dialogues and changes it to be texts, and then put them back on the screen .

Gottlieb (in Baker, 2001: 247) distinguishes the different forms of subtitling from a linguistic viewpoint.

1. Intralingual subtitling is a subtitle in the original language that includes subtitling of domestic programmers for the Deaf and hard of hearing and subtitling of foreign language programmers for language learners. Intraligual subtitling involves taking speech down in writing, changing mode but not for language.

2. Interlingual subtitling is a subtitle in another language. In interlingual subtitling, the subtitle crosses over from speech in one language to writing in another so it changes mode and language. Whereas technically speaking subtitles can be either open (not optional, i.e. shown with the film) and closed (optional, i.e. shown via teletext).

Meanwhile, Kuhiwczak and Littau (2007: 129) propose the other categories of subtitling. They can be seen as follows.

1. Closed subtitle mostly used in DVDs with interlingual subtitling in many languages. It makes easier for the watchers, because they can choose which language that

they want to use or even when they do not want to show the subtitles. Kuhiwczak and Littau explain that nowadays people tend to like using closed subtitle.

2. Open subtitle is the opposite of closed subtitle. The subtitle cannot be removed from the video or the screen. It usually used at the cinema or on television. The open subtitle costs cheaper than dubbing, so many people prefer to use it.

2.6 Subtitling Strategies

According to Gottlieb (1992: 166), there are ten (10) subtitling strategies, they are expansion, paraphrase, transfer, imitation, transcription, dislocation, condensation, decimation, deletion, and resignation .

Gottlieb's translation strategies for subtitling films are as follows:

1. Expansion

Expansion is used when the dialog in the SL need an explanation to gain the audience comprehension because they cannot retrieve the culture nuance of the SL.

Example:

Source Language	Target Language
You will have two marriages. One long, one short.	Kau bisa mengalami 2 **kali** pernikahan. **Yg** satu awet, satu**nya lagi hanya** sebentar.

(Widiastuti, Ni Made Ayu and Ni Putu Krisnawati, 2010)

2. Paraphrase

Paraphrase is used when the phrase in the SL cannot be reconstructed in the same syntactic way in the TL, in other words, the translation in the TL is syntactically different from the SL but then meaning is still maintained to be comprehended by the audience.

Example:

Source Language	Target Language
And when I **look into your eyes**, I hear dolphins clapping.	Dan saat aku **menatapmu**, Kudengar lumba2 mengepak.

(Widiastuti, Ni Made Ayu and Ni Putu Krisnawati, 2010)

3. Transfer

Transfer refers to the strategy of translating the SL completely and correctly into the TL translating the SL completely and correctly into the TL.

Example:

Source Language	Target Language
…have many friends, many experiences.	**…punya banyak teman, banyak pengalaman.**

(Widiastuti, Ni Made Ayu and Ni Putu Krisnawati, 2010)

4. Imitation

Imitation is used to translate the proper noun like names, places, country, and product brand.

Example:

Source Language	Target Language
Amelia, will you let me dance with you?	**Amelia**, boleh aku berdansa denganmu?

(Munawaroh, 2008)

5. Transcription

    Transcription is used when there exist unusual term, the third language and nonsense language in the SL.

    Example:

Source Language	Target Language
No, **divorziata.**	Tidak, **bercerai.**

(Widiastuti, Ni Made Ayu and Ni Putu Krisnawati, 2010)

6. Dislocation

    Dislocation is adopted when the SL employs some sort of special effect, for example a silly song in a cartoon film, where the translation of the effect is more important than the content.

    Example:

Source Language	Target Language
Spider-Pig, Spider-Pig, does whatever a Spider-Pig does, can he swing, from a web? No he can't, he's a pig, Look out! He is Spider-Pig.	**Babi Labalaba, Babi Labalaba. Melakukan apapun yang dilakukan Babi Labalaba. Dapatkah ia berayun dari jaringnya? Tidak bisa, dia seekor babi. Lihatlah. Dia seekor Babi Labalaba.**

(Astuti, 2009)

7. Condensation

Condensation is applied to solve the problem of limitation of subtitle lines. This can also create efficiency by eliminating the redunduncies.

Example:

Source Language	Target Language
So glad to finally meet you. **Nice to finally meet you.**	Senang akhirnya bisa bertemu dengan anda. **Sama-sama**

(Widiastuti, Ni Made Ayu and Ni Putu Krisnawati, 2010)

8. Decimation

Decimation is omitting important element that are confusing the audience and some taboo words.

Example:

Source Language	Target Language
What drawn, and talk of peace? I hate the word.	**Damai?** aku benci kata itu.

(hastuti, Endang Dwi, Nunun Tri Widarawati, Giyatmi and Ratih Wijaya, 2011)

9. Deletion

Deletion refers to deals with the total elimination of the parts of a text, such as repetition, filler words and question tags.

Example:

Source Language	Target Language
My son, please, please, **please** buy a ticket.	Anakku, tolong, tolong belilah tiket.

(Widiastuti, Ni Made Ayu and Ni Putu Krisnawati, 2010)*)*

10. Resignation

Resignation is applied when the translator does not find the solution in translating the SL subtitle and that the meaning is inevitably lost.

Example:

Source Language	Target Language
begins when the object of your affection…	NO TRANSLATION

(Widiastuti, Ni Made Ayu and Ni Putu Krisnawati, 2010)