

# The Translation of Culture-Specific Items: An Analysis of Nadine Gordimer's English Short Stories and Their Punjabi Translation by Waqar Ahmad Paul

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**Abstract:** Translation of culture-specific items has always been the core issue in translating literary or non-literary pieces of work as these texts are deeply and firmly rooted in the source culture. The various culture-based terms, items and words pose great challenges for a translator. These obstacles have got the engrossment of many theorists and researchers of translation studies and they are carrying out consequential researches in the field of translation studies. The bourn of this research is to identify the culture-specific items in Nadine Gordimer's English short stories and to scrutinize the translation strategies used by the translator in translating them into Punjabi language. This research is accomplished by using Newmark's taxonomy, as a framework, of translation strategies for culture-specific items. After the descriptive analysis of the CSIs (culture-specific items) of the SL (source language- English) text and their translated TL (target language- Punjabi) text equivalents, the findings of this research work show that the translator has applied the 'transference' strategy the most in translating the CSIs of the SL text. At the second level, the translator has used the strategy 'shift or transposition'. At the third level, the translator has carried out the strategy 'synonymy'. After them the other strategies are used respectively.

**Keywords:** Translation Studies (TS), Culture-Specific Items (CSIs), Source Language (SL), Target Language (TL) and Translation Strategies

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## 1. Introduction

Translation Studies is becoming the most dynamic and onrushing discipline of the present age. It is not just an inter-linguistic or inter-culture procedure, rather it is much more labyrinthian operation than the exchange of source language text items with target language text items. It includes educational, cultural and societal elements that reflect the opinions, interests and perspectives of the society of source language text. The process of translation is interwoven in cultural, social and political roots of any society and these features of any text cannot be evaded in which texts are embedded. A translator is the most significant component of translation process. He is a bilingual facilitating agent between monolingual communication participants in two different language communities [5]. Translation is the linkage that combines two different nations and societies. It introduces peculiarities of specific cultures to make readers,

of target language, familiar about the foreign conventions. Thus, translation plays a vital role in comprehending foreign culture.

To promote provisional and indigenous language, Punjabi, this research aims to interrogate Nadine Gordimer's English short stories and their Punjabi translation by Waqar Ahmad Paul. This research work focuses to point out the entries of culture-specific items in the English short stories texts and then to investigate that which translation strategies have been applied by the translator. This exploration also intends to explore trans-ability of CSIs and to explore that to which extent the translator has been able to insinuate the African culture to the Punjabi readers.

This work is divided into four sections. The first part, "An overview of Translation Studies- history, evolution and kinds" discusses the journey of Translation Studies as an independent field. The second segment, "Theoretical framework and research methodology" is about the

introduction of the theoretical framework which is followed to conduct this research work. The third portion, "Analysis of the English short stories and their Punjabi translation" analyses the CSIs of the source language text (English) and their equivalents of the target language text (Punjabi). And the final, fourth section, "Discussion" deals with the results of this research work in detail.

## 2. Literature Review

Translation studies is now recognized as a discipline with its own significance, like all other disciplines, it has its own system of terms and approaches to denote various aspects of the process of translation. As the globalization of the world has proceeded, it accelerates the demand of translation. It has become an art as well as science to form and introduce the global world. The shrinking distances of the world and the reduction in the cost of communication has enriched the range of translation studies.

The magnitude of translation studies is increasing very rapidly. The modern society and globalization have enhanced the mass of translation at every level. Now its graph has reached to unimaginable height. There are innumerable researches and projects being done to discover new dimensions of this field. There are courses and degrees on TS being offered in many universities of the world. It is becoming the most important field of interest of the world.

Translation is an art which causes the intercultural interaction of the different nations of the world. It has become a bridge which combines the various nations. It unfolds the conventions, traditions, norms, politics, standards of living and approaches to life of other cultures (countries). Through this lens of exposure of the other civilizations we reach to the new learnings which widen our knowledge of the world. So, it proves very significant in the fabrication of social integration.

The role of a translator is very crucial in translating any text. He has the position of a mediator between two languages, cultures, thoughts, traditions and across the borders. He proves to be a joiner of different nations and societies through the process of translation. Because of his significant role, there are some qualifications needed for him such as he must know two languages; source language (SL) and target language (TL) equally well. He must be bilingual, he should have expertise in both languages (SL and TL). Otherwise he cannot be a proficient translator.

As the process of translation is not only an exchange of words and phrases rather it is a much more complicated procedure. Culture plays an active role in creating problems in translation process. It is deeply rooted in beliefs, thoughts, ideologies and traditions. It also encompasses food, cloths, currency, institutions and proper nouns. To translate them is a hard nut to crack which is a big challenge for translators. A translator has to be familiar with both cultures, source and target, then it can be possible to translate CSIs.

It is an accepted opinion that in translation there is low trans-ability of CSI (culture specific items). There are many

hurdles in the process of translation. A translator has to face obstacles in interpreting especially CSIs from Source Language (SL) to Target Language (TL). As there are countless problems to translate CSIs, in order to deliver better information to the readers, translators use different strategies to interpret them.

So countless researches have been done on 'translation' and the 'translation of culture specific items' and these works are of great importance for the emerging translators. The findings of these explorations help the translators to be familiar with the ways and strategies used by the other translators for translating CSIs. These works would help them in their future translations.

In the research paper [2], the scholars have found that which strategies have been used to translate CSIs in the TL (English) by the translator, Ghonnonparvar (1988). The researches have pointed out that the most frequent strategies used for the translation of CSIs are those which are proposed by Newmark [8]. The above mentioned research shows the conclusion that "functional equivalent was the most constant used strategy and modulation and paraphrase were the least used ones." [2]

In the paper [11], the researcher attempts that which translation strategies have been applied by the translator, Edward Rehatsek, in the translation of culture specific items in Gulistan of Saadi. She uses the theoretical frame of Newmark [8]. After doing the research, she reaches the conclusion that "Transference-52.94%" is the most regular strategy used by the translator. And the 'Through-translation', 'Naturalization' and 'Cultural Equivalent' are the least frequently used strategies in the translation of CSIs.

The paper [6] investigates the translation strategies for CSIs used by the translator, Moazzem Javed Bukhari. For the research purpose the contributors use the strategies proposed by Davies (2003). The result of this work shows that the translator emphasizes mostly on 'Localization' and 'Transformation strategies' for food items, magical objects and imaginative words.

The research paper [9] explores that which translation strategies are used by the translator, Pazargadi (2003), in his English translation of Hafez's lyrics. For this purpose, the researchers have followed Vermes' (2003) models for translation strategies for rendering proper nouns. The findings of this research paper postulates that the translator has used the transference strategy the most in dealing with the proper nouns of Hafez's lyrics into English.

The research paper [4] focuses on one of the most topical issues in translating culture specific items in an audiovisual format. To delve deep into this process, the researchers have applied the taxonomy designed by Pedersen (2011) for the culture specific items translation from English into Lithuanian analyzed in the subtitles of the Australian TV reality show, "My Kitchen Rules". The result of this research points out that all the culture specific items are not translated properly in the target language. This finding proves very crucial in the evaluation of translation quality. This research denotes the low translatability of CSIs from SL to TL.

As the above mentioned research works hint that there is a lot of work to be done in the field of translation studies. So, I am induced to dive deep into the research of TS in order to disclose the new dimension in the sphere of TS. For this purpose, I have selected the work, of a Nobel Prize Winner in English Literature, Nadine Gordimer's English short stories and their Punjabi translation by Waqar Ahmad Paul. This research aims to find out the culture-specific items in the SL text (English) and their substituted equivalents in the TL text (Punjabi).

### 3. An Overview of Translation Studies - History, Evolution and Kinds

“The process of translation between two different languages involves the changing of an original written text (the source text or ST) in the original verbal language (the

source language or SL) into a written text (the target text or TT) in a different verbal language (the target language of TL)”. [7]

“Translation is a highly complicated process. It is defined as a transfer of meaning from one language to another” [10]

Throughout the history of interhuman communication, ‘translation’ has played a pivotal role in understanding and having the access to the knowledge of other nations. It has faced many evolutions and turns in becoming a subject. Now it is an emerging discipline in the modern times. As world trade and connection of the world have grown, so has the translation. As the etymology of the term “Translation Studies” defined by Jeremy Munday [7] that this term is coined by the Dutch-based American scholar James S. Holmes’ (1924-1986) seminal paper “The Name and Nature of Translation Studies” [3]. This paper establishes it (Translation Studies) as an academic arena and makes it a trigger for the researchers with its two division of Translation Studies: “pure and applied” [7].

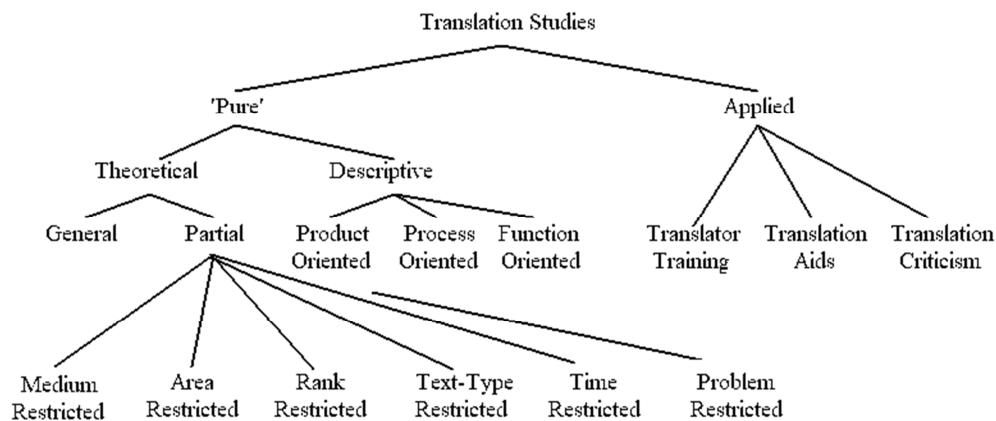


Figure 1. The tree diagram of Translation Studies and its different threads.

#### 3.1. An Overview of the Evolution of ‘Translation’ Refashioning into ‘Translation Studies’

The works on the subject of translation have their footsteps in the chronicled history [7]. The practice of translation has been the mirror to reflect cultural and religious concepts and texts. This activity has been used for different purposes by different practitioners. This exercise has been discussed by, among others, Cicero, who claims that he has used translation from Greek to Latin to improve his oratorical abilities [7] and Horace- first century BCE [7] and St Jerome- he has called translation for sense-for-sense purpose in the fourth century CE [7]. Their works have influenced up until the twentieth century. St Jerome’s work of translating the Greek Septuagint Bible into Latin have effect on the later translations of Scriptures [7]. In Europe the translation of the Bible- in different languages- has been the prominent practice for well over a thousand years and especially during the Reformation in the sixteenth century. In China the activity of translation has been started with the translations of Buddhist Sutras during the Han Dynasty [7]. In the different sections and history of the world translation studies has faced

different movements and influences. In the twentieth century it has got its peak of influence and practice in every sphere of the world.

#### 3.2. Evolution of ‘Translation’ as an Academic Subject

There are four apparent traces via translation changes into an independent discipline. First the increasing demand for translation causes the enormous growth of specialized translating and interpreting programs at both undergraduate and postgraduate levels. The purpose of these programmes is to train translators and interpreters for professional and systematic translations. In the UK there have been much concentration on the postgraduate programmes of translating and interpreting- the first programmes were set up in 1960s [7]. In 2001 there have been twenty postgraduate programmes in the UK and many have designated ‘Centres for Translation Studies’. In 2010-11, there have been twenty institutions offering a combined total of 143 MA programmes.

Our continent- especially in Pakistan and India- is also providing higher studies in TS. In India, the university,

English and Foreign Languages University, Hyderabad Campus is offering Ph.D. Translation Studies. Now even in our country, Pakistan, there are degree programmes on Translation Studies offered by University of Gujrat such as M. Phil English (Applied Translation Studies) and BS English (Applied Translation Studies).

At the second level, the enlargement of discussions, books and journals on translation in many languages become the cause of the proliferation of TS. There are some of them which are performing fundamental role in the development of TS such as, "Indian Journal of Comparative Literature and Translation Studies" and "SAHITYA" (India) and "Pakistan Journal of Languages and Translation Studies"- University of Gujrat (Pakistan). There are many national and international journals which are in the service of the spread of TS. Besides this there is an entire collection of other journals dedicated to single languages, modern languages, applied linguistics and comparative literature. The third motive is that as the number of books has amplified so has the demand for general and analytical instruments such as anthologies, databases, encyclopedias, handbooks and introductory texts. Their number is increasing day by day. The fourth incentive behind the upsurge of TS are international organizations. There are countless associations which are doing works for the headway of TS. These organizations stimulate and support the researchers of the field of translation to pursuit new magnitudes to promote this discipline.

Now TS has become the most functional and dynamic discipline which is providing new grounds of research encompassing an exciting mix of approaches. Translation Studies is not only an isolated field rather is interlinked with almost all the other fields of knowledge such as anthropology, sociology, linguistics, philosophy, comparative literature, history, philology- study of language in oral and historical traces, semiotics, terminology, literary studies, culture studies and language engineering. Through the mirror of translation, a translator shows all these features of any society and nation.

As it is described by Bijay Kumar Das [1] that the customary translation theorists have divide translation into two types: 'literary' and 'non-literary'. In literary translation (the translation of literature) the translators are concerned with both 'sense' and 'style'. But in non-literary translation the focus is on 'sense'. But with the advent of Structuralism, Deconstruction and Reader-Response Criticism, Translation Studies has taken a new turn. Apart from traditional kinds of translation, now there are various strains of translation suggested by different scholars. For instance there are a number other types of translation such as Literal Translation ("which aims to be basically 'word for word'"), Phonological Translation (which is "restricted" translation where the phonology of the SL text is substituted by an equivalent phonology in the TL text), Graphological translation (which is "restricted" translation where the graphology of the SL text is substituted by equivalent graphology of the SL text) and Grammatical translation (which is "restricted" translation where the grammar of the SL text is substituted by equivalent

grammar in the TL text but the lexis is not replaced).

The proliferation of translation has enticed the linguists and critics to find new types of translation. So they have extended the significance of translation by evoking new translations such as: "total", "restricted", "full", "partial", "rank-bound", "free", "literal", "transliteration" and "transcription" [1]. There are many other countless proposed varieties of translation in the different ages of its (TS) history. The important and famous one is of Roman Jakobson's. He divides translation into three following types: Intralingual translation: which is an interpretation of verbal signs by means of other signs in the same system; interlingual translation or translation proper: this is interpretation of verbal signs by means of verbal signs in some other linguistic system; intersemiotic translation or transmutation: this is an interpretation of verbal signs by means of signs of non-verbal sign systems [1].

#### 4. Theoretical Framework and Methodology

Newmark has paved the way to point out CSIs in any translation by suggesting his categories of cultural specific items. These classifications are very convenient for the researchers of translation studies. These divisions are following:

1. Ecology (flora, fauna, winds, plains and hills)
2. Material (culture (food, clothes, houses, towns and transport)
3. Social culture (work and leisure)
4. Organizations, customs, activities, procedures, concepts (political, administrative, religious and artistic)
5. Gesture and habits (Newmark 1988)

This research is a descriptive-interpretive analysis; the process of transformation of raw data into a form that will make the statistics easy to understand and interpret. This method is practiced in order to conduct this research. Peter Newmark has proposed various strategies for translating CSIs are used as the theoretical frame for this research. His taxonomies involve transference, modulation, naturalization, cultural equivalent, functional equivalent, descriptive equivalent, componential analysis, synonymy, trough-translation, shifts or transposition, compensation, recognized translation, translation label, note, paraphrase, couplets, triplet and quadruplet [8]. Each of these strategies is described in the following for the better understanding of the reader.

Transference: Newmark states that "Transference is the process of transferring of a SL word to TL text as a translation procedure" [8].

Naturalization: "This procedure succeeds transference and adapts the SL word first to the normal pronunciation, then to the normal morphology (word-forms) of the TL" [8].

Cultural Equivalent: He defines cultural equivalent in these words, "This is an approximate translation where a SL cultural word is translated by a TL cultural word" [8].

Functional Equivalent: “The functional equivalent procedure, applied to cultural words, requires the use of culture-free word, sometimes with a new specific term: it therefore neutralizes or generalizes the SL word; and sometimes adds a particular” [8].

Descriptive Equivalent: In translation, description sometimes has to be weighed against function. In other words, meaning is explained in several words. “This is the splitting up of a lexical unit into its sense components, often one-to-two, and three-or-four translations.”[8]

Componential Analysis: “This is the process of comparing an SL word with a TL language which has a similar meaning, first presenting their common and then their differing sense components. It is a near TL equivalent to an SL word in a context, where a precise equivalent may or may not exist” [8].

Shifts or transposition: “This procedure is used for a SL word where there is no one-to-one equivalent. It involves a change in the grammar from SL to TL, for instance, (1) change from singular to plural; (2) when a specific SL structure does not exist in the TL; (3) change of an SL verb to a TL word, change of an SL noun group to a TL noun and so forth. It is a variation through a change of viewpoint, of perspective and very often of category of thought” [8].

Modulation: It is done when the translator reproduces the message of the genuine text in the TL in accordance with the existing standards of TL, because of the different perceptions of the TL and the SL [8].

Through-translation: “It is the literal translation of common collocations, names of organizations and components of compounds. It can also be called: calque and loan translation” [8].

Compensation: According to Newmark “this is said to occur when loss of meaning, sound, effect, metaphor, or pragmatic effect is one part of a sentence is compensated in another part or in contiguous sentence” [8].

Recognized Translation: Newmark defines that this procedure is “the official generally accepted translation of any institutional term” [8].

Paraphrase: Newmark states that “This is the amplification or explanation of the meaning of a segment of a text. It is used in an ‘anonymous’ text when it is poorly written, or has important implications and omissions” [8].

Couplets: As Newmark highlights that “it occurs when the translator combines two or more than two different procedures for dealing with a single problem” [8].

Notes, Additions, Glosses: Newmark defines note as “additional information in a translation.” This is the additional information which is normally cultural [8].

Translation Label: Newmark asserts that “this is a provisional translation, usually of a new institutional term, which should be made in inverted commas, which can later be discreetly withdrawn” [8].

## 5. Methodology

The present research is a descriptive research and its main

objective is to carry out analysis of CSIs in both texts (SL and TL) and to describe the strategies used by the Punjabi translator for translating the culture specific items in the English short of Nadine Gordimer, and to search out that which strategy, how many times, is used by the translator. In order to attain this goal, first the researcher has read the source text to find all of CSIs based on Newmark’s [8] categories, then has read the translation text done by Waqar Ahmad Paul to discover the Punjabi equivalents of the CSIs, and ultimately has compared them to find out which translation strategy has been used for translating each item.

This study concentrates on the Punjabi translation of the culture specific items of Nadine Gordimer’s English short stories translated by Waqar Ahmad Paul. This translation has been published in May, 2004. The titles of the stories which are the main focus of this research are following: ‘Happy Event ’ ناخشگوار واقعا’, ‘Enemies دشمن’, ‘A Company of Laughing Faces ’ بسدے لوکاں دی سنگت’, ‘The Last Kiss ’ بابا وان’, ‘The Train from Rhodesia ’ رھو ڈیشیا توں آوندی گڈی’, ‘Is There Nowhere Else Where We Can Meet ’ جہلت’ and ‘Not for Publication ’ نا چھپن جوگ’.

## 6. Analysis of the English Short Stories and Their Punjabi Translation

In this part of the dissertation, the researcher has pointed out the CSIs and their applied equivalents by the translator. There are the following tables of the analysis and frequency of different applied translation strategies. Transference contains conversion and is the same as what is called transcription. The words, then, become loan words.

**Table 1.** Examples of the strategy of 'transference' applied in translating CSIs in Nadine Gordimer's English short stories by Waqar Ahmad Paul.

Strategy	Source Text (English)	Target Text (Punjabi)
Transference	Bridge (game)	برج
	Cocktail bar	کاک ٹیل بار
	Kathy	کیتھی
	Y.W.C.A	وائی ڈبلیو سی اے
	Praise	پریز
	Christmas tree	کرمس ٹری
	Indian leader	انڈین لیڈر
	Libby	لیبی
	Transvaal	ٹرانسوایل
	Ingaza	انگاز
	Bougainvillea	بوگن ویلیا
	Italian hat	اٹالین ہیٹ
	Beach	بیچ
	Pence	پنس
	Shilling	شلنگ
	Joseph	جوزف
	Father Audry	فادر ایڈری
	London	لندن
	Father Chalmon	فادر جمیلون
	Noorddorp	نور ڈروپ
Hitler	ہٹلر	
Anna Cornelia	اینا کوریلیا	
Coupe	کوپے	
Beer	بیر	

Strategy	Source Text (English)	Target Text (Punjabi)	Strategy	Source Text (English)	Target Text (Punjabi)
	Witwatersrand	وٹ واٹر سینڈ		Bantu Education	بنٹو ایجوکیشن
	Mr. Van As	مسٹر وان ایز		Alfred	ایلفرڈ
	G. G Van As	جی جی وان ایز		Mr. Van Dam	مسٹر وین ڈیم
	Ella Plaistow	ایلا پلسٹو		Malay	ملاپا
	Allan	ایلان		Switzerland	سوئزر لینڈ
	Lena	لینا		Basuto	باسوتو
	Tabby	ٹیبی		Europe	یورپ
	Johannesburg	جوبانس برگ		Vienna	ویانا
	Charles Dickens	چارلس ڈکنز		Lixi	لکسی
	Christmas	کرسمس			
	Mrs. Clara Hansen	مسز کلارا ہنس			
	Cape town	کیپ ٹاؤن			

In the strategy of Descriptive Equivalent, the meaning of the culture inevitable word is described in numerous words.

Table 2. The following table contains the example of the usage of 'descriptive equivalent' strategy.

Strategy	Source Text (English)	Target Text (Punjabi)
Descriptive Equivalent	South-African leftists	کھبے دھڑے نال تعلق رکھن والے افریقی

In Functional Equivalent, a culture-free word is used, sometimes a new specific term is used; therefore, it is often used to generalize the SL word.

Table 3. Instances of functional equivalent in translating the CSIs used by the translator.

Strategy	Source Text (English)	Target Text (Punjabi)
Functional Equivalent	White-splashed stones	چٹے وٹے
	Platinum grass	لشکوہیں گھہا
	English orthography	املاء / لکھنا
	Berries	چیکنی شے

Through-translation is the exact translation of common collocations, names of organizations and constituents of amalgams. It can also be called calque or mortgage translation.

Table 4. Examples of the strategy, through-translation, applied by the translator.

Strategy	Source Text (English)	Target Text (Punjabi)
Through-translation	National congress of South Africa	افریکن نیشنل کانگریس
	Sons of England	انگلینڈ دے بال
	Afrikaner Nationalism	افریکن نیشنلزم
	Dutch Reform Church	ڈچ ریفارم چرچ
	The jazz band	جاز میوزک گروپ

In paraphrasing, the meaning is elucidated. Translator describes a SL text item into many TL text words.

Table 5. Examples of paraphrase in translating CSIs applied by the translator.

Strategy	Source Text (English)	Target Text (Punjabi)
Paraphrase	The young mimosas	نویکلے تے جوان رُکھ
	Buck	حنوط کیتا ہویا خرگوش
	Smuts	کونلے دی سواہ
	Vernix caseosa	اوہ مادا جیبدے وچ دنیا وچ آون ویلے بندا ولپتیا ہوندا اے
	Roast turkey	بھجیا ہویا ترکی ککڑ
	Blue satin	نیلے رنگ دا ساٹ
	Fan-tailed gold fish	پکھیاہ والیاں سجاوٹی مچھیاں
	China ducks	چینی دے بنے بطخے
	Coconut Grove	ناریل دے درختاں دا چھنڈ
	Damned Jesuits	بدمعاش تے ریاکار اعیسائی

Synonymy is the close SL equivalent for the TL word.

Table 6. Examples of synonymy applied in translating the CSIs from English to Punjabi.

Strategy	Source Text (English)	Target Text (Punjabi)
Synonymy	Veld	افریکی گھہا
	Dove	گھگی
	Star fish	ستارا مچھلیاں
	English	انگریزی
	Latin	لاطینی
	Class three	تیجی

Strategy	Source Text (English)	Target Text (Punjabi)
	Piccanins	مقامی افریکی
	Phthisis	ٹی بی
	White egrets	چٹے بگلے
	South Africa	جنوبی افریکا
	Pipe	پائپ
	Brother	برادر
	Afrikaans	افریکی زبان

Shift or transposition involves an alteration in the grammar or words from SL to TL.

Table 7. Examples of shifts and transposition in translating CSIs in Nadine Gordimer's English short stories by Waqar Ahmad Paul.

Strategy	Source Text (English)	Target Text (Punjabi)
Shift or transposition	Jersey herd	جرسی بھیدیاں
	Adelaide Graham-Grigg	میس ایلینڈ گراہم
	President Kruger	صدر کروگر
	Dogga cigarette	سگریٹ
	Kaffir beer	شراب
	Big Charlie	منڈا چارلی
	Volta dam	نویں بنن والے ڈیم
	Harvesting Kffircorn	واڈھی
	Simon	نوکر
	Rhodes Scholar	افریکی سکالر
	Wooden buck, hippos and elephant	لکڑ دے جنور
	Venetian blind	پردے
	Frenchmen	فرنچ
	Lagoon	بنگلہ
	Lemeribe Mission	استادی دا سلسلہ
	Juno	کڑی
	Danish	بالینڈ
	True Romances	سچیاں رومانی کہانیاں
	Looted whisky	امپورٹڈ وِسکی
	Thomsai	تھامس

“Componential analysis means comparing an SL word with a TL word which has a similar meaning, although not being its one-to-one equivalent, by presenting, first, their common and then, their differing sense components” [8].

Table 8. Examples of componential analysis applied by Waqar Ahmad Paul.

Strategy	Source Text (English)	Target Text (Punjabi)
	Chalet roof	تکونی چھت
	America-drape-frock	امریکی فراک
	Cambridge entrance	کیمبرج وچ داخلا
	Standard five course	پنجویں دا کورس

“Modulation occurs when the translator reproduces the message of the original text in the TL text in accordance with the norms of the TL, because, the SL and the TL may be different” [8].

Table 9. Examples of Modulation in translating CSIs used by the translator.

Strategy	Source Text (English)	Target Text (Punjabi)
Modulation	Old pig	کتا
	Mardi Gras film	اک فلم
	Woolen dock	گندا جیبارومال

Cultural equivalence aims at substituting a cultural word in the SL with an, although not accurate, TL word.

Table 10. Examples of cultural equivalence in translating CSIs by Waqar Ahmad Paul.

Strategy	Source Text (English)	Target Text (Punjabi)
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British M. P	پارلیمنٹ دا ممبر
Masonic gathering	وڈیاں دی محفل

Table 11. Frequency and percentage of each applied strategy.

Translation strategy	No. of items found	Percentage (based on total strategies used)
Transference	45	42%
Naturalization	0	0%
Cultural Equivalent	02	1.8%
Functional Equivalent	04	4.28%
Descriptive Equivalent	01	0.93%
Componential Analysis	04	3.7%
Synonymy	13	12.1%
Through-Translation	05	4.6%
Shift or Transposition	20	18.6%
Modulation	03	2.8%
Paraphrase	10	9.3%
Total	107	100

According to the data in the table 11, transference is the most applied strategy by the translator. At the second level, shifts or transposition and synonymy strategies are often used. The least frequency is of descriptive equivalent. The other applied strategies are paraphrase, cultural equivalent, functional equivalent, componential analysis, through-translation and modulation.

## 7. Discussion

As the findings of this research work show that the

translator, Waqar Ahmad Paul, has used 'transference-45 entries' strategy the most, then 'shift or transposition-20 entries' and then 'synonymy-13 entries'. He has put his best to transmute the CSIs from the SL text (English) to the TL text (Punjabi). The findings show the caliber of the translator that he can introduce one culture to the other. The following are the points of confab essential to be made for the use of each of the translation strategies.

The result of the descriptive study shows that the translator has applied 'transference strategy' 45 times in translating CSIs from the SL text to the TL text. It shows that the translator intends to transport the maximum material and sense from SL to TL so that the readers may have better exposure to the other culture. Another point is that the translator does not try to convert the proper nouns and some nouns and culture specific items- which could have been translated in some other way- in order to respect the SL culture. It has another dimension that the much use of this strategy creates hurdles for the readers to grasp or enjoy the translation. But this lacking can never be avoided because all these items are deeply and firmly rooted in the SL text culture. The following words may be translated by adopting some other strategies for instance, the word 'Christmas tree: کرسمس ٹری' may be described in paraphrase or descriptive equivalent but the translator remains to the original one in order to keep the SL culture active. The words: 'pence: پنس' and 'shilling: شلنگ' might have some functional or cultural equivalent words but the translator keeps them the same. The word, 'Italian hat: اٹالین ہیٹ' can be translated by using naturalization or descriptive equivalent. The other words such as: 'beach: بیچ', 'Bridge-game: برج' and 'beer: بیر' might have descriptive, paraphrase and cultural equivalents in the TL text but they are transferred in the same case to esteem the SL culture.

For the translation of proper nouns, the translator has applied the transference the most. He could have changed them as he does in some cases. But he respects the proper nouns and transmit them almost in the same transcription. There are the following proper nouns which are conveyed through transference: Transvaal: ٹرانسویل, Libby: لیبی, Joseph: جوزف, London: لندن, Witatersrand: وٹاٹر سینڈ, Hitler: ہٹلر, Mr. Van As: مسٹر وان ایز, Allan: ایلن, Ella Plaistow: ایلا پلسٹیو, Johannesburg: جوبانس برگ, Charles Dickens: چارلس ڈکنز, Mrs. Clara Hansen: مسز کلارا ہنس, Switzerland: سویٹزر لینڈ, Vienna: وینا, Mr. Van Dam: مسٹر وین ڈیم, Alfred: ایلفرڈ, Europe: یورپ, Lixi: لکسی, Anna Cornelia: اینا کورنلیا, Tabby: ٹیبی, G. G Van As: جی جی وان ایز

### 7.1. Paraphrase

In the table 5 there are 10 entries of 'paraphrase strategy' and the CSIs which are translated through this strategy are following: the young mimosas: 'نویکلے تے جوان رُکھ' buck: بھُجیا بویا, smuts: 'کوئلے دی سواہ', roast turkey: 'بھُجیا بویا', blue satin: 'نیلے رنگ دا ساٹ', fan-tailed gold fish: 'چینی دے بنے بطخے', China ducks: 'چینی دے بنے بطخے', Coconut Grove: 'ناریل دے درختاں دا جھنڈ', damned Jesuits: 'بدمعاش وہ مادا جیہدے وچ دنیا وچ اون and vernix caseosa: 'تے ریاکار اعیسانی

وہ مادا جیہدے وچ دنیا وچ اون۔ The translator has described these CSIs in order to make them more comprehensible for the reader. By paraphrasing them, he provides deep and clear sense to the readers of the TL text.

### 7.2. Shift or Transposition

In the table 7 there are 20 entries of CSIs which are translated by adopting 'shift or transposition strategy'. This strategy is used when there is no substitute available for SL words in TL vocabulary. The other reason of the application of this strategy is the cultural barrier between two nations and languages. There may be the deficiency of knowledge of the translator in applying this strategy.

These are the following words which are shifted or transported: Jersey herd: 'جرسی بھیدان', President Kruger: 'صدر', Kaffir bear: 'کروگر', Dogga cigarette: 'سگریٹ', Volta dam: 'نویں بنن والے ڈیم', Big Charlie: 'مُنڈا چارلی', Simon: 'نوکر', Rhodes Scholar: 'افریکی سکالر', Adelaide-Graham-Grigg: 'مِس ایلینڈ گرابم', harvesting kaffircorn: 'واڈھی', Frenchmen: 'فرنچ', lagoon: 'بنگلہ', Venetian blind: 'پردے', wooden buck-hippos-elephant: 'لکڑ دے', looted whisky: 'امپورٹڈ وِسکی', Danish: 'ڈانیس', Juno: 'جُونو', lemeribe mission: 'اُستادی دا سلسلہ', True Romances: 'سچیاں رومانی', تھامس and Thomsai: 'تھامس'.

These entries of the SL text CSIs and their equivalents in the TL text show the immaturity of the translator in translating them. This portion of the translation throws light on the weakness of the translator. Here he seems to fail to deliver the real and better TL text equivalents for CSIs of the SL text. He might use the better equivalent for each of these items. For instance the word Jersey herd may have a descriptive or paraphrase in place of shift. The word Kaffir bear can be translated in paraphrase or generalization by keeping in mind the main essence of the word. The word Volta Dam is the proper noun and this is situated in Africa. But the translator does not transfer it rather he gives the color of generalization and makes a shift in its translation. The President Kruger is translated by creating a shift. The translator transcribes the second part of this noun in the same way and translates the first part of the noun according to the synonymy of the TL text. Likewise there is the case of the noun, Big Charlie, which is also partly shifted- the word Big- and partly transcribed in the same transcription. The same case is with the CSI, Juno. It is also transported in the very general sense.

The CSI item, Dogga Cigarette, is a specific kind of cigarette which is related to African culture but the translator makes a shift and translates it in the functional or general sense. It can be translated better by adopting paraphrasing or descriptive analysis. The proper noun, Simon, who is the servant of a priest, is transferred in the very general sense and the translator does not transcribe it because of its position in the SL text culture. He only translates it into general sense.

The 'Rhodes Scholar- scholarship' CSI has also the color of shift or transposition. This scholarship is provided by the University of Oxford to the international students. But the translator looks to be oblivion about the information of this program. So he makes a shift in translating in this item. He



applies totally shift in this case and give the new meaning to this word. The proper noun Adelaide-Graham-Grigg is translated through shift or transposition in the last part of this noun. The translator makes a reduction in transcribing the last portion of this name. In the same way, the name, Thomsai, is also transcribes by reducing the last phonological part of this proper noun. The CSI 'Harvesting Kaffircorn' is transported by making a big reduction. The translator only translates the function of this item and ignores the main noun, Kaffircorn- which is the African crop, and only transmits the functional equivalent. The CSI 'Venetian blind' is translated by considering the function or cultural equivalent. The translator skips the specialty of this curtain. It can be translated by following paraphrasing.

The word 'Frenchmen' is also given transposition. The translator just transports its adjective quality and makes a shift from noun to adjective. He may have translated it through description or paraphrase. The nouns- wooden buck, hippos and elephant, are also transported in the very general sense. As these statues have been made of wood by the African old man. So, the translator transmits them according to the condition or shape of these animals. The CSI 'Looted whisky' has its different denotation at the word level. But the translator translates it by making a shift. The CSI 'Lemeribe Mission' is translated by keeping in the main purpose of this mission. The translator focuses on the essence of this mission and shifts it into functional equivalent. The CSI item, 'Danish' is totally shifted while translating it. This adjective is related to Denmark, its people or their language. But the translator makes a total shift and translates it in an inaccurate way.

### 7.3. Through-Translation

In the table 4 there are three entries of CSIs which are translated by applying through-translation strategy. This is used when there comes the names of organizations or collocations. It is also called loan translation because the words which are translated through this process are culture rooted and they do not have any synonym or equivalent in the TL text. There are following examples of words which are translated through-translation: National Congress of South Africa: انگریزی کانگریس, Sons of England: انگلینڈ کے بچے, Dutch Reform Church: ڈچ ریفرم چرچ, The Jazz band: جاز باند, and Afrikaner Nationalism: افریکن نیشنلزم. As these collocations and organizations are of foreign countries and cultures, so there is some extra knowledge in needed for the TL text readers. In its compensation, the translator should produce notes or extra information to give the detail of these organizations to the readers.

### 7.4. Synonymy

This is the near equivalent of the SL text CSIs into the TL text. In the table 6 there are thirteen entries of CSIs which are translated by selecting synonyms by the translator. The use of this strategy shows the translator's knowledge of both languages. It also indicates the translator's treasure of

vocabulary. The related words to this strategy are following: veld: افریقی گھاہ, white egrets: چٹے بگلے, English: انگریزی, dove: گھگی, star fish: ستارا مچھلیاں, Latin: لاطینی, Afrikaans: افریقی زبان, class three: تیجی, piccanins: مقامی افریقی, brother: برادر, South Africa: جنوبی افریقا and phthisis: ٹی بی. As all these equivalents are local- of Punjabi language-, so the readers of the TL text enjoy the translation much and they have better understanding of these words.

### 7.5. Componential Analysis

In this strategy translator translates one part of a word/noun into the other or next part of a noun. Often meaning is not delivered totally in this technique. But the sense is conveyed through analysis of the different components of a noun. In the table 8 there are four entries of CSIs which are transmitted through componential analysis. These words are following: Five standard course: پنجویں دا کورس, Cambridge entrance: کیمبرج وچ داخلا, American-drape-frock: امریکی فراک and chalet roof: چھت.

### 7.6. Modulation

This strategy is used when translator procreates a SL text item into TL text. Through this technique message is delivered by tempering the original one. Cultural challenge and barrier forces the translator to apply it. In the table 9, there are three entries which are transmitted through the strategy of modulation. These words are following: old pig: گندا جہارومال, Mardi Gras film: اک فلم, and woolen dock: گندا جہارومال. The translator has applied thus strategy by keeping in view the culture of our country. For example the word, 'Old pig' is translated by doing a total change and he uses a Punjabi cultural related word for its transposition. He does so because the original or SL text word is prohibited in our societal and religious norms. So, he applies the modulation strategy to convey the sense. In the same way the word, 'woolen dock' is transmitted by keeping in mind the cultural equivalent of the TL text. As the 'Mardi Gras film' is only related to the SL text culture so the translator changes it by considering the generalizations of the TL text culture. He creates a general sense of a film to convey the essence.

### 7.7. Descriptive Equivalence

This strategy is used to convey the message in many words. The translator uses this technique to elaborate the meaning of any CSIs. In the table 2, there is one entry of descriptive which is following:

South-African leftists: کھپے دھڑے نال تعلق رکھن والے افریقی

The translator uses this strategy to make detailed understanding for the readers of the TL text. But, as this is a political term, the translator ought to give any some notes or paraphrase equivalent to give clear insight to the readers.

### 7.8. Functional Equivalent

In this strategy CSIs items are translated by considering the function of SL text words. The new equivalents, TL text words, are also of the same reception. The translator has to

keep in mind the same functions of both TL text words and SL text words. In the table 3, there are four entries of CSIs which are the examples of functional equivalent. These words are: white-splashed stones: چٹے وٹے, platinum grass: چیکنی, English orthography: لیکھنا / املاء and Berries: چیکنی. The word, white-splashed stones, and its TL text equivalent is produced by concentrating on the whiteness of the stones. The word, platinum grass, also has the same case that this word and its equivalent is produced by focusing on the sparkling quality of the both items. In the same way, the CSI, Berries, is also transported by concentrating on its function of being agglutinated quality. The translator keeps in mind the quality of berry and translate it according to its functional role.

### 7.9. Cultural Equivalent

It is used to replace a SL text item into a TL text by considering the equal function of both words. In this technique, the translator focuses on the same equivalent purpose of different CSIs. In the table 2, there are two entries of the cultural equivalent items. These words are following: British M. P: پارلیمنٹ دا ممبر and Masonic gathering: وڈیاں دی محفل. Both of these are words are translated by considering the main function of the both CSIs. For instance the word British M. P is translated by keeping in view the same designation which is also available in the TL culture. The word Masonic gathering also has the cultural equivalence as the gatherings of elders are also practiced and followed in the TL culture (Punjabi).

## 8. Conclusion

The overall findings of this research work denote that culture is the most flagrant element of any society and writing which can never be overlooked. How much effort a translator does to interpret culture of any nation, there is always something missing in the translation. So, the issue of transportation always remains in every kind of translation.

The discoveries of this research advocate the best exertion of the translator, Waqar Ahmad Paul, to filter the African/English culture through the net of translation. As the fundamental aim of translation is to transfer the source text language information into target language text. The 45 frequency of the 'transference strategy' in the course of translation indicates the capacity of the translator to transport

the maximum material from the source language- English, into the target language- Punjabi. From this angle, the translator, Waqar Ahmad Paul, has tried his maximum to transmit the foreign culture to the Punjabi readers. Besides, this translation in the indigenous language, Punjabi, has set the foundation to create new strands in the zone of translation studies to motivate the native scholars to initiate research on local languages.

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