

TRANSLATION AND RELEVANCE

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FROM TEXT TO COGNITION

Equivalence is largely text-based.

Translation processes, however, imply cognition.

Cognitive analysis of the translation process has shifted the focus from TEXT to MENTAL PROCESSES.

One of the main features of cognition is INFERENCING.

Example from Newsweek, 2001:

Serge Cardin, a Canadian MP, had to apologize to the House for humming the theme song from The Godfather while Public Works Minister Alfonso Gagliano, who is of Italian descent, addressed Parliament.

INFERRNCING AND RELEVANCE

- Relevance Theory (Sperber and Wilson 1986),
communication → stimulus → the maze / meaning →
speaker's informative intention.
- Inferencing involves context.

DESCRIPTIVE VS INTERPRETIVE

- Descriptive: intended to be true of a state affairs in some possible world.
- Interpretive: intended by the speaker not to represent his or her own thoughts but those of someone else.

DIRECT VS INDIRECT TRANSLATION

- Indirect translation : intended to survive on their own, and involve whatever changes the translator deems necessary to maximize relevance for new audience.
- Direct translation : tied to the original.

COMMUNICATIVE CLUES

In relevance theory, the notion of the communication clue is proposed as a possible solution to the problem of inter-linguistic disparity (Gutt, 1991: 127).