



An Investigation into Norm Extraction with Regard to Domestication and Foreignization of Culture-Specific Items: A Case of Children's Literature in the Past Four Years

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Abstract

The aim of this research was an investigation into norm extraction regarding the domestication and foreignization of culture specific items (CSIs) in the children's literature in the last four years (from 1393 to 1396). The corpus of this study was 8 English children's books with their Persian translated versions. The theoretical framework of the research was associated with the Venuti translation strategies which are called domestication and foreignization. In order to identify the CSIs in the SL, the researcher used the taxonomies of culture-specific items of Espindola and Vasconcellos and Newmark and in order to associate each strategy with domestication or foreignization, the researcher has collected some procedures proposed by Aixelá, Vinay and Darbelnet and Newmark. The collected data from these books and their translations were inserted in tables and their strategies were identified by the use of the mentioned models. The findings of this research evinced that the strategies of domestication with 84.9% dominated the strategies of foreignization with 15%. As a conclusion the strategies which were regarded as the extracted norms were specified.

Keywords: Children's literature, Culture-specific items (CSIs), Domestication, Foreignization, Norm, Translation strategy

INTRODUCTION

As many theorists in various fields such as linguistics, translation studies and cultural studies claim, language and culture are intricately linked together and it is impossible to study a language without considering its related culture. Language influences the culture and culture is also depicted in the language spoken by people belonging to

that specific culture. Therefore, in the translation from one language to another, one cannot just transfer the linguistic items and ignore the cultural characteristics which exist in the source text. Cultural features that are special to a given culture are represented by some items in a text called culture-specific items (CSIs). These items are associated with different concepts, organizations, lifestyles, habits, transportation systems,

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etc., which are prevailed in that specific culture. As a matter of fact, there are no two different languages and two different cultures that have the same items representing different concepts and this may lead to major problems in translation. According to Aixelá:

In translation a CSI does not exist of itself, but as the result of a conflict arising from any linguistically represented reference in a source text which, when transferred to a target language poses a translation problem due to the nonexistence or to the different value whether determined by ideology, usage, frequency, etc.) of the given item in the target language culture. (1996)

In fact, when it comes to children, translation is a more delicate job because children are more affected by what they read or hear. In the translation for children, culture and cultural items are considered as important aspects. Cultural differences, specifically in translating children's books cause serious problems which may even result in some sort of censorship and a great deal of adaptation.

Children books and their translations convey knowledge about world, about values, customs and accepted behaviors in different cultures as well as providing entertainment for children. Also it has to be observed that children's literature translation is subject to different kinds of censorship, mostly on pedagogical grounds or sometimes resulting from children's assumed incapability of understanding (Fornalczyk, 2007).

Mdallel (2003) also considers translation as a cross-cultural communication. According to him, translation is not only a transfer of linguistic units, but it is also a transfer of culture. Thus, taking some protective cultural measures while translating for children becomes necessary, specifically if the culture of the source and target languages are far distinct and belong to two varied cultural systems.

To solve the discussed cultural differences between the source and target text some different

procedures and strategies have been proposed. Among those who proposed strategies for dealing with the cultural differences, Venuti (2017) in his leading work 'The Translator's Invisibility' proposed two main strategies that are mainly used for translating culture-specific items. He believes that, in the translation of texts from one culture to another it is necessary to choose between two major cultural strategies that are 'domestication' and 'foreignization'; and the initial decision to adopt one of these two strategies for dealing with cultural items may influence the whole translation process and also the translated product. Domestication is related to a translation strategy by which the translator tries to minimize the foreignness of the text and seeks to adopt a clear and fluent style to bring the text closer to the target text's reader. Foreignization, on the contrary, is a strategy by which the target conventions are intentionally broken in order to keep some foreignness of the source text.

In order to transfer CSIs from source text to the target text, both of these strategies have been used by translators of children's books. Some of the culture-specific items have received domestication and some others have been transferred by foreignizing procedures.

In fact, among the translators of children's literature, some are in favor of domesticating cultural items and different forms of adaptation and they prefer to adapt most of the cultural items to the level of child's knowledge. This group of translators give priority to child's readability and comprehension of the text and they believe that the less a translation deviates from the conventions of the target language and the target culture, the more the translated text is comprehensible for a child reader. According to Epstein (2010), "when it comes to children's literature the translators construct culture for them by manipulating the text and mostly they tend to domesticate or change more than they would for adult readers". While others believe that, foreignization is a suitable cultural strategy for dealing with cultural items such as anthroponyms.

Moreover, those who prefer to foreignize culture-specific items believe that a child should be offered the same chance as adults to get acquainted with any cultural peculiarities even if there is no equivalent for it in his or her own culture.

Following the above discussion, this research aims at studying a number of recent Persian translations of contemporary English story books written for children, in terms of the cultural strategy applied in these translations to see whether the most frequently used strategy for CSIs translation has been domestication or foreignization. Also, to see whether the main objective in translating for children in Iran, has been children's readability by minimizing unfamiliar elements or children's acquaintance with other cultures by keeping a great deal of foreignness.

It is noticeable that a lot of factors are involved in considering one of these two strategies (domestication and foreignization) as the most appropriate translation strategy in a certain culture and society. For example, in an article written by Pounds (2010), the translator's choice between domestication and foreignization in children's literature translation is related to the ideology of that translator. She says that, "the choice between naturalizing (domesticating) and estranging (foreignizing) is relevant to pedagogic and more generally, ideology reflecting potential of the translation of children's literature" (Pounds, 2010).

This research's aim will be studying the translation of CSIs in a number of recent Persian translations of English story books that are written for children and understanding which translation strategies are applied for domestication and foreignization and which one of these two is the dominant one.

Research Questions

- 1- Which of the two strategies, domestication and foreignization, has been the dominant strategy in translation of selected children's books?

- 2- What are the procedures that result in domestication?
- 3- What are the procedures that result in foreignization?
- 4- What is the possible norm in the use of domestication and foreignization strategies?

METHODS

For the purpose of the present study, Venuti (2017) domestication and foreignization translation strategies are applied to describe the common stands toward the translation of cultural items. Next in order to identify the culture specific items in the source text, the researcher puts forward Espindola and Vasconcellos (2006) and Newmark (1988) taxonomies. In this study the CSIs refer to toponyms, anthroponyms, forms of entertainment means of transportation, fictional character, legal system, local institutions, measuring system, food and drink, scholastic reference, religious celebration and dialect, ecology (flora and fauna, winds and etc.), material culture (artifacts, clothes, houses and towns, transport), social culture (work and leisure), organization, customs, ideas (political, social, religious or artistic), gestures and habits.

Then in order to detect different procedures applied by translators in translating the CSIs, the researcher has selected some procedures proposed by Aixelá (1996), Vinay and Darbelnet (1995) cited in Munday (2013), and Newmark (1988).

Corpus

In this study, among all the translated children's books in the last recent 4 years (1393-1396), 2 books from each year (8 books in all) that contained more CSIs were selected. The reason for working on this period of time is that in the last 4 years there was no presidential change and the governing rules for book publication were the same, so the results would be more reliable. It should be mentioned that these books were chosen from different translators.

The names of the original books and their Per-

sian translations are listed with other details of these books:

1. Harry Potter and the Sorcerer's Stone, J. K. Rowling
هری پاتر و سنگ جادو، ترجمه سعید کبریایی، کتابسرای تندیس، 1393
2. The Adventures of Tintin: the Castafiore Emerald, Herge
ماجراهای تن تن خیرنگار جوان: جواهرات کاستافیوره، ترجمه گروه نشر رایحه اندیشه، انتشارات رایحه اندیشه، 1393
3. Horrid Henry and the Mega- Mean Time Machine, Francesca Simon
هنری زلزله و ماشین زمان، ترجمه مژگان کلهر، انتشارات افق، 1394
4. Le Petit Prince, Antoine Saint- Exupery
شازده کوچولو، ترجمه مریم صبوری، انتشارات کوله پشتی، 1394
5. Fantastic Beasts and Where to find them, J. K. Rowling
جانوران شگفت انگیز و زیستگاه آنها، ترجمه ویدا اسلامی، کتابسرای تندیس، 1395
6. The BFG, Roald Dahl
غول بزرگ مهربان، ترجمه محبوبه نجف خانی، انتشارات افق، 1395
7. Daddy Long Legs, Jean Webster
بابا لنگ دراز، ترجمه انتشارات ایلنا، انتشارات ایلنا، 1396
8. Diary of a Wimpy Kid: Hard Luck, Jeff Kinney
خاطرات یک بچه چلمن: بدشانسی از نوع خفن، ترجمه تبسم آتشین، 1396

Procedures

The main purpose of this research was recognizing the dominant translation strategy in the translation of children's books in the last 4 recent years on the basis of Venuti's translation strategies, domestication and foreignization. The first step was collecting all of the children's translations that were published in recent 4 years between the periods of 1393 to 1396. In all the books, those that had more CSIs were chosen. Lastly 8 English children's books and their Persian translations (2 books from each year and 16

books in all) constitute the corpora of this research. After this step each CSI of the source books were found on the basis of (Newmark, 1988), (Espindola & Vasconcellos, 2006), and their Persian translations were compared with the original ones. After this step, the strategies that were used for translating these items were identified which some of these strategies were domestication and some others were foreignization. Then to attribute each strategy to foreignization or domestication, the classifications proposed by Vinay and Darbelnet (1995) as cited in Munday (2013), Aixelá (1996), Newmark (1988) were used. These applied taxonomies are explained one by one:

Synonymy: According to Newmark (1988), the word 'synonym' is used in the sense a near TL equivalent to a SL word in a context, where a precise equivalent may or may not exist.

Limited Universalization: According to Aixelá (1996), limited universalization is used when the translator feels that the CSI is too vague for the readers or that there is a more familiar one and decides to replace it with another reference also belonging to the source language culture but closer to the readers.

Absolute Universalization: According to Aixelá (1996), this strategy is used when the translator does not find a better known culture-specific element or prefer to avoid any foreign connotation and replace the culture-specific item with the more neutral reference for the target readers.

Descriptive Translation: As the name of this strategy implies, it is a strategy by applying which the translator uses generic terms (not cultural terms) to convey the meaning of culture-specific items in several works.

Adaptation: According to Vinay and Darbelnet (1995) as cited in Munday (2013), this strategy is changing the cultural reference when a situation in the source culture does not exist in the target culture.

Functional Equivalence: This is a common procedure in the translation of cultural words when there is no cultural equivalent of the word

in the target language. It requires the use of a culture-free word, sometimes with a new specific term; therefore, it neutralizes or generalizes the source language word.

Cultural Equivalence: This is an approximate translation where a source language cultural word is replaced by a target language cultural word.

Descriptive Equivalence: According to Newmark (1988), in descriptive equivalence the meaning of the culture-bound term is explained in several words.

Naturalization: This strategy succeeds transference and adopts the source language word first to the normal pronunciation, then to the normal morphology (word-forms) of the target language.

Modulation: According to Vinay and Darbelnet (1995) as cited in Munday (2013), in this procedure the semantic, point of view and very often the category of thought of the source language word are changed and in fact source language word is retold in the source culture. Vinay and Darbelnet (1995) proposed different modulation procedures that some of them are: 'part for whole', 'one part for another', 'active for passive', 'negated contrary'.

Idiomatic Translation: As the name of this strategy implies, this procedure is used for translating idioms. In this procedure, the translator is trying to keep the meaning of the source text in the translation.

Explication: It is the act of making clear or removing obscurity from the meaning of a word, symbol or expression. By applying this strategy, the implicit meaning of the source text becomes explicit in the target text for the target reader.

Exoticism: In exoticism the translation carries the cultural features and grammar of SL to TL. This strategy is very close to transference.

Simplification: "The tendency to simplify the language used in translation" Baker, (as cited in Ippolito, 2014).

Omission: "The translators consider the CSI unacceptable on ideological or stylistic grounds, or they think that it is not relevant enough for the effort of comprehension" (Aixelá, 1996).

Transposition: According to Vinay and Darbelnet (1995), transposition is changing the word class without changing the meaning, such as changing from singular to plural. They consider this strategy as the most common structural change which is applied by the translators.

Extratextual Gloss: According to Aixelá (1996), this strategy is considered to be a foreignizing strategy by the use of which, the translator offers some explanation of the meaning or implication of the culture-specific item that is needed for better understanding of the target reader. But this information is prepared as a footnote.

Intratextual Gloss: "When translators include their gloss as an indistinct part of the text" (Shokri & Ketabi, 2015).

Transcription: "A general term used to refer to a type of interlingual transfer in which the forms of the original (e.g. sounds, letters or words) are preserved unchanged in TT" (Cowie & Moira, 1997).

Calque: This foreignizing strategy includes TL words but in SL structure therefore while it is unidiomatic to target reader but it is familiar to a large extent.

Repetition: According to Aixelá (1996), this strategy keeps the original reference as much as possible in the translation of the culture-specific item.

Borrowing: By applying this foreignizing strategy, a word from one language is borrowed and gets adapted in another language.

Formal Equivalence: This is a word for word translation strategy and by the use of this strategy, the target language linguistic equivalent is replaced with the source language word or expression.

Literal Translation: In this procedure, source language grammatical constructions are converted to their nearest target language equivalents, but the lexical words are translated singly out of context.

After that, the numbers of domestication were compared with the number of foreignization to answer the first question and then their percent-

ages were computed. In order to answer the second question of the research, the strategies which were resulted in domestication and foreignization were identified and compared with each other. It should be noted that in every steps the researcher sought to find the norms.

RESULTS

The frequency and percentage of each domesticating strategy is shown in Table 1. As it can be seen, Naturalization is the dominant strategy and

Table 1.

Frequencies and Percentages of Domesticating Strategies

Strategy	Frequency	Percentage
Naturalization	157	35.6%
Adaptation	3	0.6%
Cultural Equivalence	5	1.1%
Descriptive Equivalence	3	0.6%
Functional Equivalence	3	0.6%
Modulation	25	5.6%
Idiomatic Translation	4	0.9%
Descriptive Translation	119	27.1%
Explication	3	0.6%
Synonymy	13	2.9%
Simplification	38	8.6%
Transposition	7	1.5%
Omission	16	3.6%
Equivalence	12	2.7%
Total Number	438	100%

Adaptation, Descriptive Equivalence and Descriptive Translation are the least applied domesticating strategies. In Figure 1 these domesticating strategies are shown in bar chart.

Based on Table 2 and graphic representation of foreignizing strategies, Borrowing was the dominant foreignizing strategy and Calque was the least applied foreignizing strategy among all.

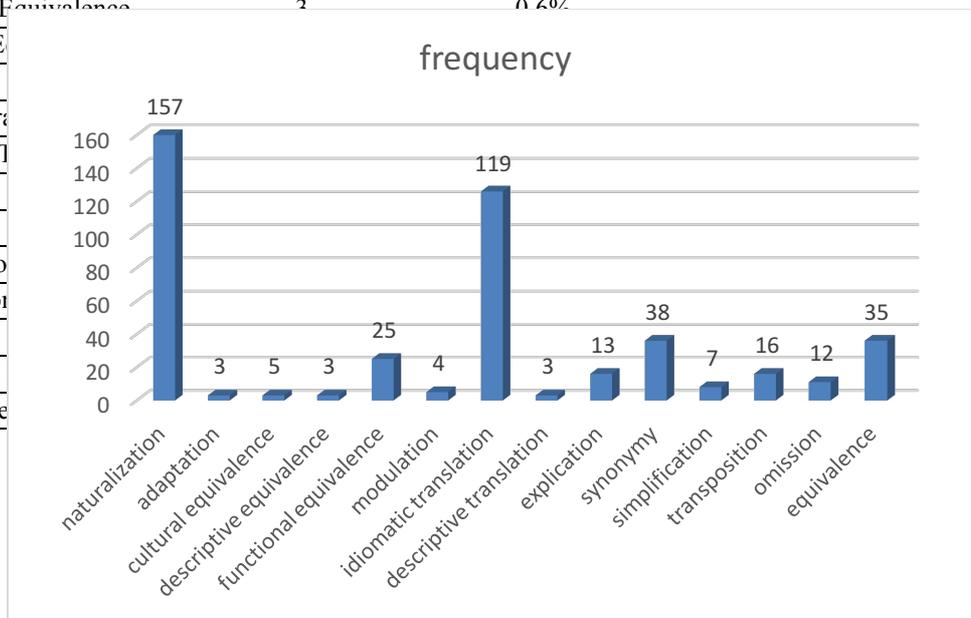


Figure 1. Graphic representation of domesticating strategies

Table 2.

Frequencies and Percentages of Foreignizing Strategies

Strategy	Frequency	Percentage
Extratextual Gloss	12	15.3%
Borrowing	34	43.5%

Formal Equivalence	16	20.5%
Calque	5	6.4%
Addition	11	14.1%
Total Number	78	

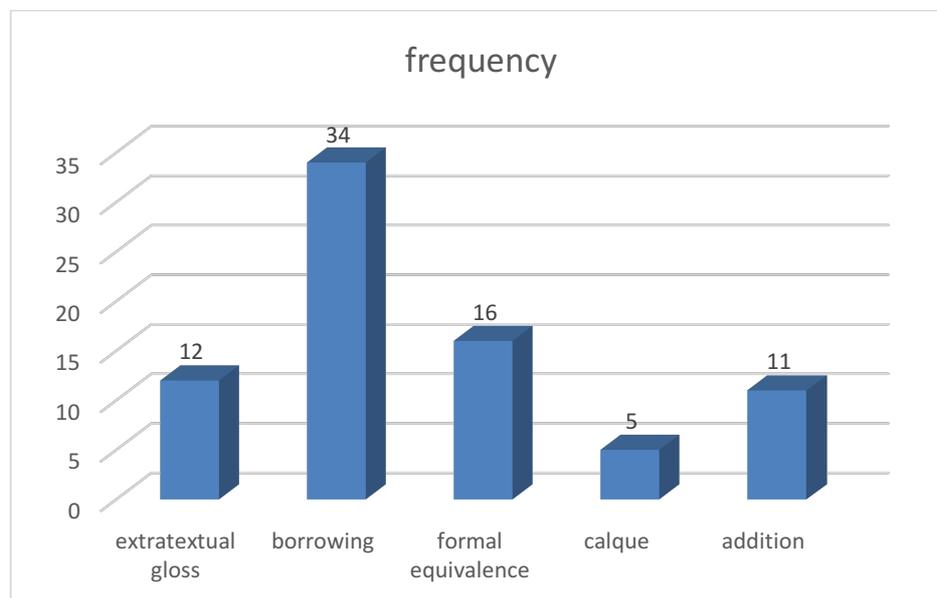


Figure 2. Graphic representation of foreignizing strategies

DISCUSSION AND CONCLUSION

After examining the collected data regarding the cultural strategy used for translating each culture-specific item contained in the selected books of the study and in order to answer the second research question, it was shown that some CSIs were transferred by using domesticating strategies such as: naturalization, adaptation, cultural equivalence, descriptive equivalence, functional equivalence, modulation, idiomatic translation, descriptive translation, explication, synonymy, simplification, transposition, omission and equivalence; and in order to answer the third research question, it was shown that some CSIs were transferred by using foreignizing strategies such as: extratextual gloss, borrowing, formal equivalence, calque and addition. A comparison between the percentages of these two strategies shown that one of them has been the most frequently used strategy for translating culture-specific terms collected for this study. The total percentage of domesticating strategies is 84.9% and the total percentage of foreignizing strategies

is 15%. Thus, in order to answer the first research question, it should be stated that domestication has been the dominant strategy in translation of selected children's books.

The thing that was concluded from this research is that in the translation of some sentences of the book, *BFG*, the translator used a kind of strategy which does not exist in any taxonomy proposed by the scholars. Therefore the researcher borrowed the word *clipping* from linguistics and applied it to CSI translation strategies for the first time. The translator used a word as a toponym that can be clipped in a meaningful way, so the translation has the near effect on the target readers. The examples are as follows:

He says Turks from Turkey is tasting of turkey.

می‌گوید گوشت فیلیپینی‌ها مزه فیل می‌دهد.

The translator translated in a way to keep the form of the source text and by the use of clipping (فیلین was clipped to form فیل) this aim became practical. In other words,

Greeks from Greece all tastes greasy.

گوشت سنگاپوری‌ها مثل سنگ سفت است.

In this translation, again the translator did clipping to keep the phonological form of the source text (سنگ was clipped to سنگاپور)

The people of Wellington taste of boots.

مردم قرقیزستان مزه قرقی می‌دهند.

Here, in this translation by the use of this coined strategy, the translator sustained the phonological form of the source text (قرقیزستان was clipped to قرقی).

Human beans from Jersey taste of cardigans.

وجود شرّ کشور اوتریش مزه ریش می‌دهند.

And in the translation of this sentence, by the use of clipping the translator kept the phonological form (ریش was clipped to اوتریش).

Regarding the four research questions of this study and based on the data analysis and obtained results, the researcher understood that first, both domesticating and foreignizing strategies were applied by different translators of the eight Persian translated books selected for the study but in fact, the frequencies of these strategies were different.

In order to answer the fourth research question which is the possible norm in the use of domestication and foreignization strategies, the researcher identified these translation strategies for each culture specific item:

For the translation of toponyms, the strategies such as naturalization, descriptive translation, functional equivalence, explication, omission, simplification and equivalence were used and the naturalization was the dominant translation strategy for this culture specific item. For the translation of anthroponyms, the strategies such as naturalization, extratextual gloss, formal equivalence, addition, descriptive translation, functional equivalence, explication, synonymy, equivalence and addition were used and the naturalization was the dominant translation strategy for this culture specific item. For the translation of forms of entertainment, the strategies such as functional equivalence, transposition, extratextual gloss, naturalization, equivalence, addition, synonymy, explication, omission. These translation strategies were almost used equally with a very little difference.

For the translation of means of transportation, the strategies such as synonymy, formal equivalence, naturalization, modulation, equivalence, borrowing and calque were used and synonymy was the dominant used strategy for this CSI. For the translation of fictional character, the strategies such as transposition, naturalization, explication, simplification, cultural equivalence, equivalence and formal equivalence were used and equivalence was the dominant translation strategy for this CSI. For the translation of food and drinks, the strategies such as synonymy, equivalence, borrowing, adaptation, naturalization, simplification, transposition, formal equivalence, omission and addition were used and the dominant strategy among these translation strategies was naturalization.

For the translation of scholastic reference, the strategies such as synonymy, addition, equivalence and formal equivalence were used and these strategies were almost used equally. For the translation of dialect, strategies such as naturalization, extratextual gloss and borrowing were used and borrowing strategy was the dominant one for the translation of this CSI. For the translation of ecology, strategies such as naturalization, equivalence, borrowing, calque, addition and extratextual gloss were used and naturalization was the dominant strategy.

For the material culture, strategies such as functional equivalence, descriptive equivalence, synonymy, borrowing, formal equivalence, simplification, equivalence, naturalization, explication, transposition, calque, addition and omission were used and the dominant strategy was synonymy. For the translation of social culture, strategies such as synonymy, transposition, functional equivalence, modulation, naturalization, equivalence, borrowing and cultural equivalence were used and they were almost used equally. For the translation of organization, strategies such as formal equivalence and synonymy were used and these two strategies were almost used equally for this specific CSI.

For the translation of customs, the strategies such as explication and formal equivalence were

equally used. For the translation of ideas, the strategies such as naturalization and borrowing were used and the naturalization was the dominant one. For the translation of gestures and habits, only the modulation strategy was used. For the translation of idiom, strategies such as idiomatic translation, omission and explication were used and the idiomatic translation was the dominant one for the translation of idioms. For the translation of local institution, strategies such as synonymy, functional equivalence, naturalization, explication and equivalence were used and naturalization strategy was the dominant one. For the translation of measuring system, strategies such as omission, equivalence, addition, naturalization, transposition, borrowing and synonymy were equally used.

Furthermore, based on the frequencies of domesticating strategies and foreignizing strategies which were calculated and represented in two tables and graphs in chapter 4, the researcher concluded that Naturalization and Idiomatic translation were the most frequently used domesticating strategies which the latter was used for translating idioms and the former was used for transferring anthroponyms from English to Persian; and Borrowing was the most frequently used foreignizing strategy which was used for translating CSIs such as dialect, material culture and food.

On the other hand, after the mentioned analysis and based on a comparison between the total number of domesticating strategies and foreignizing strategies which the latter was 78 and the former was 440, the researcher concluded that domesticating strategies were the most frequently used strategies applied for translating culture-specific items collected for the present study.

Therefore, the question of this research concerning which of the two strategies, domestication or foreignization, has been more frequently used strategy for translating culture-specific items in children's literature translation in the last 4 years in Iran was answered that, based on the discussed results, domestication has been the most frequently used strategy applied by different Iranian translators of children's books.

The findings of the studies could be very beneficial to the children's books translators and students of translation studies who have attempted to find practical translation guidelines beyond theoretical ones for more adequate, comprehensible and educative translations for young readers.

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