Translation of Culture-specific Items from English to Persian: The Case of *Seize the Day,* Based on House's Model (TQA)

Soraya Masoumian[*]

[*]M.A., Molana Institute of Higher Education, Qazvin, Iran

Abstract
Types of translation need a theoretical debate to determine greater solutions for better translation. This study attempts to use translation of (CSIs) from English in Persian based on House' model (TQA). It is to research for a goal to help the world of science. Translation fiction has always been problematic. Since a translator has to communicate the original message to audiences so ensuring of understanding the text as well as preserving the aesthetic and impact factors of the target text is very important. The present study used library method in which researcher describe the research design and the Julian House' model which has many appropriate options in the translation of the text to deliver possible better translation. Julian House has noted that the good translation should make balance in translation. House finally introduces her model that discourse from work of this study and comparative ST-TT. The finding of the research showed that the main approach is to translate the source text and the mental framework of the audience from one language to another. Translation strategies play an important role in translating in culture. The translator should try transfer an equivalence to creation and make a equal relation between a source text and target text, Equivalence is best method of translation. The cultural equivalence can be applied in translation. A translator should use valuable judgment. A functional -pragmatic model of TQA. House introduces two kinds of translations: overt and covert translation. This model is based on pre-default translation as re-*contextualization.*

Keywords: Translation, Culture-specific items, translator, Seize the Day, House 'model

INTRODUCTION
Theoretically, there are many definitions for translation from diverse points of views. However, all these definitions are classified in one way or other. Naturally, it is recommended that all categorizations must be written on the basis of either similarities or differences .In the present study, translational definitions are taxonomies based on these elements. One view towards the translation definition is Julian House's view which is a rather interesting model in the field of translation. (2018) Culture is related to culture of a particular society, the customs and beliefs, art, life style and social organization of a particular country or group, European /Islamic/African/American, as well as the effect of technology on traditions (p.357).

Translating fiction has always been problematic because involves in figurative meaning of texts, idioms, similes, culture-specific items and other either linguistics or cultural units that the make task of a translation challenging. Since a translator has to communicate the original message to people (i.e. readers) with different linguistic and cultural backgrounds, his /her primary familiarity with the readership make ensure that the readers understand the text as well as protect the aesthetic and impact factors of the target text as far as possible. There for, the translation of culture-specific

*Corresponding Author's Email:
sorayamasoumian@gmail.com

items might be considered one of the most problematic areas in translation studies given to this problematic matter, the following respect to identify the peculiarities of culture specific items in literary translation from English into the Persian (2016).

According to Nida and Taber, cultural translation is "a translation in which the content of the message is changed to conform to the receptor culture in some way, and/or in which information is introduced which is not linguistically implicit in the original text "(Nida and Taber 1696/1982:199). Translation of specialized terms of one language into another has always been a challenge for Translators because they might face difficulty in finding appropriate equivalents in the Target language for the specialized terms existing in the source. This study attempts to use translation of Culture-specific items from English into Persian: A case study of translation of the novel: "seize the Day" based on House's Model (TQA). Strategies that translator uses in the text to maintain balance in the target language. Anyway, there is a problem here. Translating of culture specific items in literary translations seems to be one of the most challenging tasks for translator.

This study aims at applying a model of translation quality assessment (TQA) on a translation of Culture-specific items from English into Persian. Translation of culture-specific items in fiction has always been a problematic issue because it involves in transporting and translating culturally marked words from one language / culture into another. However, the translators as well as readerships' cultural backgrounds always play a major role in the overall process. Therefore, cultural and social context of the text are important as well the readership that translator has in mind. Thus the current thesis focuses on particularities and techniques of transferring culture specific items by S.L. in addition, the translation strategies and principles provided by the translation theorist Davies (2003) was used for the study are explained subsequently. The section

provides information to the readers on how this study contributes to the field of translation studies and who will benefit from it and why this research project is worth the time to be conducted (2018).

Research Questions
The two major research questions in this study focus on translation of Culture-specific items from English in to Persian.

RQ1. What kind of strategies the translator uses in translating a text, in order to be able to convey the concept of cultural items in the target text?

RQ2. Why Julian House's model became important among other models?

LITERATURE REVIEW
A Brief History and Definition of Translation: The history of twentieth century translation theory and its applicability to Bible translation. Eugene Nida (1959- 1998:12-23) places the beginning of translation and production of the Septuagint which seems to have been the first translation of the Hebrew Old Testament in to Greek. Following Douglas Robinson's definition (1997, 2002), the history of translation goes back to ancient times with the distinction of (word – for – word) Literal translation or verbum pro verb and (sense – for – sense) free translation or sense pro sense employed for the first time by Marcus Tullius Cicero (106- 43 B. C. E) IN De optimorator (the Best Kind of Orator, 46 B. C E) and translated by H.M. Hubbell. Cicero points out that one should not translate verbum pro verb and opened adapted that has continued for centuries. Long after Cicero made his statement, the same issues were still discussed since, the scholar Peter (1988 b). Clamed in the second half of the 20th century, that the main problem of translating a text was (whether of freely). (1988 b:45). The following major development discusses: philosophical theories of translation. Walter Benjamin: the emergence of the linguistic era.

Polarities of directional equivalence

Many theories of directional equivalence are based on two opposed ways of translating, often allowing that there are possible modes between the two poles. The approaches are not always the same, and some of the theorists have very different preferences, but they are all thinking in terms of opposites. Here is a shortlist:

Cicero:	ut interpres	ut orator
Schleiermacher:	foreignizing	domesticating
Nida:	formal	dynamic
Newmark:	semantic	communicative
Levý:	anti-illusory	illusory
House:	overt	covert
Nord:	documentary	instrumental
Toury:	adequacy	acceptability
Venuti (1995):	resistant	fluent

According to Bhatia (1992) translation is "communication of the meaning of a source-language text by means of an equivalent target language text (p.1051). Jacobson's 1959 essay (as cited in venuti, 2012). On linguistic aspect of translation, has categorized translation in to three groups:

1. interlingual translation or rewording is an interpretation of verbal signs by means of other language

2. Interlingua translation or translation proper is an interpretation of verbal signs by means of some other language.

3. Inter semiotic translation or transmutation is an interpretation of verbal signs by means of signs of nonverbal sign system (p.127).

There is an aim for most translation of the book the translation studies reader (2012), Vermeer (1970s) introduces Skopostheory." skopos is a Greek word for aim or purpose" (munday,2008, p.79).

According to SKOPOS theory, the most important criterion which determines the strategies and techniques of translation is the purpose of the translation. However, there are some criticisms for this theory (Nord 1997); SCHAFFNER, (1998). For instance, all actions have no purpose. Additionally, when there are SKOPOS, there might be sub – SKOPOS too. Moreover, SKOPOS theory cannot assume that all texts have goals, intention, or specific addressees, since there is a difference between potential of a text and its realization (VERMER, as cited in VENUIT, (2012, PP. 191- 202).

Theories of Translation and the Goals
In this book Jenny Williams, the first category of theorists identified the T S literature by translators themselves. Indeed, the earliest writing

on translation, both in Europe (MUNDAY, 2009, b:1) and in China (Tang,2007:359), were produced by practicing translation translators. In this book, CHSTERMAN argues that a translator must have a theory of translation: to translate without a theory is to translate blind (2000a:3). CHESTERMAN goes on to argue that theoretical concepts can be essential tools for thought and decision – making during the translation process and claims that translation theories can be useful tools for translators, trainees and their teachers .On the other hand, Pym takes the view that translators are theorizing all the time (2010: 1), that the very act of translation , which involves generating arrange of solutions to a particular translation problem and then selecting from this range one solution , is self an act of the oriz .Pym distinguisher between this private internal theorizing (2010) and public theory which develops out of disagreements over different ways of translating (2010 : 2). Other theorists, Robinson, CATFORD, TOURY, ZOHAR, HOLMES, MARTHA, CHEUNG, NORD, AND TYMOCZKO.

Translator
In article Examine Literary Translation Challenge and Challenges of the Reader (1393), the translation of the literary text is the more challenging task that makes translation further difficult. Type of translation needs a theoretical debate to determine better solutions for better translation and success of translators. Clear that every literary translator should confront three essential challenges: The challenges of the type of text, the challenge of the reader, the challenge of the importance of the text. Importance of the text can be categorized as the challenge of words, the challenge of phrasal

and idiomatic explanations and the challenge of the sentence structure and syntax, Level of translation and reducing of its effectiveness. Among solutions prepared to eliminate those challenges is the collection of all meaning in the text of several texts which is reference to new research with new terms in expansion of the implicit concept.

In this article According to Bush, literary translation is an archetypal idiosyncratic activity at the middle of a complex network of social and cultural exercises (1998: 127). All the type of translation, literary translation lets one coherent share in the creative process of translation (Lander 2001:4-5). Lambert, who communicate with the literary translator, asserts that a published translation is the consequence of a considerable creative effort by the translator, who is the key delegate in the idiosyncratic activity and social practice of translation. (1998: 130). Once the notion of culture is fundamental for understanding the meaning for literary translation and culture – specific items in translation, various translation theorists define culture as a complex of beliefs, values, attitudes and rules which a group of people share each other's (Larson 1984: 431). Considering literature as being the product of the dominant, ideology, it is obvious that signs system cannot be assumed to be understood by everyone.

Culture Specific Items in Translation

According to Bassnett in Translation Studies, translation involves in the transfer of meaning of one language signs in to another language signs through appropriate use of the dictionary and grammar by a process of position of extra – linguistic criteria also (Bassnett, 2002: 21). According to New Mark the phenomena of cultural translation has been debate by varied linguistic researchers and there is no single term to define culture words yet. Petrulion perceive that terms in translation studies are used inter-changeably: culture – specific items. (Davies, 2003), culture –specific concepts (Baker, 1992), (Robinson, 1997), or culture bound elements (Hagfors , 2003; Petrulions, 2012: 44). Therefore, CSIs can appear in the same language but there are different spoken limits of communities. As New Mark writes: we may

have several cultures (and sub – cultures) within language. New Mark (1988: 94) states that translation is under limitation of the language.

Translation Strategies

The book Translation: An advanced reference book, Hatim and Munday (2001), Roman Jacobson claim decisively that all cognitive experience and its categorizations are transfer to available language (jakobson1959: 238, B1.1). St Jerome described his Bible translation strategy that word- by-word has no sense and four centuries later, given to his explain it is claimed that not word - for - word but sense for sense is true (Jerome 395 / 1997: 25). The literal and free translation strategies can yet be seen in text to the nowadays. As George Steiner notes, admirer to literal translation has been selected for what is distinguished to be the word of God, for this cause as well as aggravate much burning discussion not to say savage maltreatment over the centuries in resource book (P. 226). Aims that attempts to in research both the practice and the theory of translation in an accessible and systematic way.

In order to an achieve a required objective, a number of translation strategies can be applied. The area itself is overwhelmed with a number of different strategies of the subject which has been discussed by a number of different scholars. For example, Aixela (1969), divides translation strategies in to two main groups, proper name and common expressions. Culture-specific items stand out especially among language problems in translation. There for, some research designs create taxonomies of translation strategies particularly for applying CSI in different model (Davies, 2003, Valedon 2008, Pedersen, 2011, Axielar, 1996, Henvey and Higgin, 1992, Tomaszkiewiez, 1993).

-Strategies for Culture-specific items: (2016).

Omission – Literal Translation – Borrowing – Equivalence – Adaptation – Replacement – Generalization – Explication.

According to Davies, there are seven translation strategies which can be applied by professional translators to render words which carry cultural meaning, Davies (2003) classified used strategies as a formwork. The first strategy which Davies calls **Preservation,** is

used when words do not have a close equivalent in the target language (TL) and the translator simply transfers the foreign word to the target text (TT). The second strategy, Davies points out **addition** means talking about the role of translator as a mediator between language and cultures, he states that a translator has to provide the target audience whatever they need to process the translation, in such way similar to the way members of the source culture process the source text (ST) (Davies, 2003, p 68) The third strategy in the translation is Omission. **Omission** appears when culture specific items are removed from a TT because the translator either cannot find an adequate translation of the word used in the ST or it would require too much of the translators' energy or time and would be disadvantageous in the aspect (p.81). the next strategy is **globalization** as a process of replacing culture specific items references with ones which are more neutral or general in the sense that are accessible to audiences from a widely range of cultural backgrounds (p. 83). The strategy which stands in opposition to globalization is l**ocalization**. According to Davies (2003), **transformation** as a strategy is used when the modification of a culture specific items seems to go beyond globalization or localization and could be seen as an alteration of distortion of the original (p. 86). Seven strategy Davies also introduces **creation** as a translation strategy. The translator may employ this strategy to render the meaning of culture specific item in a manner that would be clearer t the target readership (p.87).

Among is other scholars Newmark (1988) who categories culture specific items, Newmark his classification are as follows:

1. Ecology (flora, fauna, winds, plains, hills).

2. Material cultural (food, clothes, houses and towns, transport).

3. Social culture (work and leisure).

4. Organizations, customs, activities, procedures, concepts (political and administrative, religions, artistic).

5. Gesture and Habits (pp. 62-75).

Natural equivalence

On overview in book Exploring Translation Theories by Antony Pym, equivalence is a relation of equal value between a start source text and a target text. Natural equivalence is supposed to exist between language or cultures prior to the act or translating. The equivalence paradigm solves this problem by working at levels lessen that language systems. Vinay and Darbeinets general table of translation solution (translation from Viena and Darbeinet (1958, 1972:55), comparison of translation solution types Malone (1988), Vazquar, Ayora (1977).

Source language (SL) = Target language (TL)

Goal in this book on the main paradigms of western translation theories since the 1960s, and translation problems identify and decide as possible solutions.

Table 1
Comparison of translation types, adopted from Munoz Martin (1998)

Vinay and Darbelnet (1958)		Vázquez Ayora (1977)		Malone (1988)	
more difficulty less ↑ ↓	Loan	more ← translation proper → less	Literal translation	Matching	Equation A → E
	Calque				Substitution A → S
	Literal translation				
	Transposition	Oblique	Transposition	Reordering AB → BA	
	Modulation		Modulation		
	Correspondence (*équivalence*)		Equivalencia		
	Adaptation		Adaptation		
Degree of difficulty not specified	Amplification	Secondary	Amplification	Recrescence	Amplification A → AB
	Implicitation		Omission		Reduction AB → A
	Compensation		Compensation		
	Explicitation		Explicitation	Repackaging	Diffusion A∩B → A|B
	Dilution				Condensation A|B → A∩B
	Particularization			Zigzagging	Divergence A → B/C
	Generalization				Convergence B/C → A

Equivalence is best Method of Translation. Equivalence means producing a TL approximation to the original version (target language) but identical version is impossible. There are three types of equivalence: a. formal, b. dynamic/semantic, and c. functional/ communicative. The equivalence in all the three levels is the ideal one. The translator should first try to reach the communicative equivalence, then try to transfer and distribute the sum total of the explicit and implicit information of the original text with natural and clear TL expression.

Translation Quality Assessment

The book Julian House (1997), pre and past translation quality assessment (RuiRoth–Neves, 2002), he overviews translation quality assessment for Research purposes of empirical approach stated the model of quality assessment by House's (1987,2000) as the most important example in this filed. The pragmatic circumstance of her model opens a way to further studies that inserted cultural aspects of the understanding of translation.

Nida (1964) pointed out that a Translator is severely criticized if he makes a mistake but only praised when he successes. A good translation has always been about for translators and an exception for their addresses. Contrary to what first it sounds defining or even reaching good translation is not simple and easy.

Although, references are still to be found to the new of emerging discipline (e.g. Riccardi 2002), since Holmes' paper, Translation studies has evolved to such as extend that it is really a perfect interdisciplinary, interfacing with a whole host of other fields, the aim may still be to describe translation phenomena and in some cases, to establish general principles but the methods of analysis are more varied and the cultural and ideological features of transition have become as prominent as linguistics. Figure A.1 illustrates the breadth of contacts:

Development in Translation Studies

The seventh goal is the only one which reaches beyond the discipline itself and offers the methods and insights of TS to wider scholarly community. This is itself is a sigin that the discipline is coming of age.

There are lots of definitions on culture and translation. Newmark defined culture as the way of life, its manifestation that are peculiar to a community that uses a particular language as its means of expression. The term culture originally meant the cultivation of the soul or mind. Culture is a complex whole which includes knowledge, belief, customs and law and many other capabilities and habits acquired by man as a member of society. But how cultures have been transferred through the language? for answering this question we should consider the strong relationship between culture and language. Translation is the only way which does it. The fact is that there is only one transfer sense, meaning from one language to the other, by means of the word, thus, by translation (1988).

Here, we see two cultures intersecting each other, with a symbolic translator (tr) = hypothetical placed in the intersection, That is a very simple model, it is not a law of translation, it is not a defitniion of all translators, it doesn't not assume there are only two cultures in play, it doesn't suggesst that cultures are homogenous circles (a more complex model would map the networks as in PYM 2007).

The main points about equivalence are:

1) Equivalence is a relation of equal value between a start text segment and target text segment.
2) Natural equivalence is presumed to exist between language or cultures prior to the act of translating.
3) Equivalence can be established on any linguistics level, from to function.
4) Structuralism linguistics especially of the kind that sees language as world views would consider natural equivalence to be theoretically impossible.
5) The equivalence paradigm solves this problem by working at levels lower than language systems.
6) Following Vinay and Darbeinet, there are several categorizations of the solutions by which equivalence can be maintained.

The sub-paradigm of natural equivalence is historical, since it assumes the production of stable texts in language that allow equal expressive capacity (pym, 2010, 2014, p.7.)

The significance of TQA

Assessing the quality of translation is one of the most important subjects in the field of translation studies. In fact, both translation trainees and translation teachers are always concerned with an evaluation and they are involved in evaluation translators, writers, source text (ST) and target text (TT).

Nowadays people who are involved in translation including translators, clients, researchers and those who are engaged in translation training courses are focused their attention on translation quality assessment, Translation of scientific texts and source.

The original House model of translation quality assessment (1977, 1981) is based on theories of language using. It was designed to provide an analysis of the linguistics discourse as well as the situational cultural particularities of original and translated texts, a principle for comparison of two text and evaluation of their relative corresponding. The model is an eclectic one and is based on pragmatic theory, Hallidays systematic functional, linguistics, register theory, stylistics and discourse analysis.

One of the most influential theories in the field of language is Halliday's systemic Functional linguistics (SFL), which has been employed in the literature on linguistics and applied linguistics (Almurashi, W.A, 2016), Systemic functional linguistics is a theory of language, developed mainly by Micheal Halliday which is a part of a social semiotic approach, focused on the notion of language. In other word, the structure and creation of language is directed by the social context. In systemic functional linguistics, the term **systemic** is a network of systems or interrelated sets of options for making meaning (Halliday, M.A.k, 1994) and term functional refers to the point that language has to be dealt with as it is, since it has been formed and developed to function in human society as a means of multifaceted communicational tool. He states that language reflect the **multidimensional architecture of language**. For Halliday language are engaged in three general functions which are termed meta-functions, the first meta-function which reflects the contextual value of filed includes experience the meanings that are related to

text's aspects of tenor or interactivity, spontaneity and communicative distance (Halliday, M.A.K and Hasan, R. 1985). This issue will also be discussed later in the section related to linguistics-textual analysis and genre. The resultant scheme for textual analysis, comparison and assessment is as follows:

House model of TQA

House (1997) model of translation quality assessment is a detailed non-quantitative with description explanation, he uses the functional characteristics of the text presented by Halliday and excludes the idea that TQA is too subjective by nature. As Williams (2001) mentions, House finally introduces her model as a descriptive explanatory model that is in conflict with a socio-psychologically based value judgment, Hose as cited by Williams (2001, p. 334) states that unlike the scientifically/linguistically based analysis, the evaluation judgment is ultimately not a scientific one but rather a reflection of a social, political, ethical, moral or personal stance.

1. A functional-pragmatic model of TQA

a. covert translation

b. overt translation

Overt translation is the translation that focused on the source text.

Covert translation is focused on the target text (TT).

The concept of a cultural filter introduced by myself (1977) is a means of capturing social-cultural differences in expectations norms and stylistics conventions between the source and target linguistics-cultural communities. The concept was used to emphasize the need for empirical bases for any manipulation on the original undertaken by the translator.

Further, given the goal of achieving functional equivalence in covert translation, assumptions of cultural difference should be carefully examined before any changes from the original are made in the translation.

Intercultural Communication and Intercultural Understanding

Over and above the type of contrastive pragmatic study described above using the example of

my own work over the past decades, another important strand for translation quality assessment involves the rich resources drawn from the fields of intercultural and cross- cultural research. I will also show ho translation quality assessment can benefit from integrating aspects of intercultural studies. First of all, translation is intercultural communication process between embers of different lingua-cultural groups with their often widely diverging knowledge sets, values, beliefs, histories, traditions and social, regional and local backgrounds.

Intercultural communications can be simply characterized as communication between members of different cultures who presumably follow differing socio-cultural rules for behaviour, including speaking, and who range from groups to groups identified by their social class, age, or gender. Differences also emerge from different historical development, traditions, legal systems, experience, attitudes and affect and so on (House, 2015).

METEODOLOGY

This section introduces the method of this study consisted of participant, in describes the research design, materials, theoretical from work, instrument and procedures. The aim of this study was to make a statement about the translation of Culture-specific items of the novel Seize the Day. In doing so, Julian House 'model of translation quality assessment was the core discourse framework of this study and comparative ST-TT.

Instrument

In the same way, translational definition was classified based on these elements. One view towards the translation definition is Julian Houses view which was a rather interesting model in the realm of translation. House s model of translation quality assessment (1977, 2nd. 1981) was based on theories of language use. based on pragmatic theory, Hallidayan comparison of it is posited that a translation text had a function equivalent to that of its original and the two texts evaluation of their related match (P.21).

House (2001) introduced two kinds of translation: Overt and Covert translation.

An overt translation was a kind of translation in which TT addresses were not directly

addressed. It was overt a translation on overt translation is not a second original: in overt translation the original was tied in a specific manner to the source language community and its culture, and was often specifically directed at source culture addresses but at the same time points beyond the source language community because it was, independent of its source language origin. Overt translation had got less cultural problems than covert one. It is added by House that ST in overt translations were be divided into two important types. the first one will overt historically linked ST which was tied to specific occasion and special source language audience is being addressed. The second one was overt timeless source texts (S T). which belong to a particular period of time and who were the products of time and particular culture because of addressers who were the products of time and culture such as aesthetic works. On the other hand, covert translation had other specific features (p.54), 2015.

The definition of covert translation indicated by House is as follows: it was a kind of translation that enjoyed the status of on original. ST in the target culture. this translation types were directly addressed to a target culture audience. In a covert translation, ST and TT were pragmatically of equal concern for source and target language addresses. Covert translation needs culture filter, hence, there were two kinds of cultural filters. justified cultural filter is a cultural filter in which the translator thinks that a TT addresser does not share any knowledge of ST culture. Unjustified cultural filters are a cultural filter, in which a translator makes some changes in the dimensions of social role, attitude, and participation of the address or vis-à-vis his addresses. (2018) in this study House's model (1997), the classic Hallidayan register concepts of field, mode and Tenor were used.

Procedure

The aim of this research be the translation of Culture-specific items from English into Persian. The novel: "Seize the Day" bused on House`s model (T Q A). This research determined the type observation and research and the study of documents, such as various articles, through the Electronic library, books, thesis, conferences

and through the site internet. Then help of professor and translators, the most important ways of collection information in this studies. The study showed that of each translation procedure depended on the type of Culture-specific items, and the chosen translation method.

Table 2
Evaluation of the sentences and examples of cultural equivalent were applied translation in translation from English to Persian

Source Text (ST)	Target Text (TT)
The dime store American English a shop that sells many different kinds of cheap goods especially for the house	بنجل فروشی در آمریکا و کانادا به معنای سکه ده سنتی است. مغازه های ده سنتی: مغازه هایی است که اجناس ارزان و بنجل را معمولا به قیمت 5تا10 سنت می فروشند
Wilhelm felt out of place	وصله ویلهم خود را وصله ناجوری می دید(overt translation)
It is not washable you have to send it to cleaner	پیراهن بشور بپوشی نیست. باید دادش خشکشویی(overt translation)
everyone is shovelling in it There is money everywhere. everyone is shovelling in it.	هرکسی را ببینی دارد با پارو جمع می کند. پول همه جا ریخته هر کسی را ببینی دارد با پارو جمع می کند. (overt translation)
The reading room	قرائت خانه
He had once been an actor, not quiet an extra	یک وقت هنر پیشه بود نه یک هنرپیشه تمام عیار ه جزء سیاهی لشگر
Sleepy	خوابناک
French drapes like	پرده های تمام ضخیم
Tea rooms	چایخانه
Gossip and began to go gossip and look into papers	گپ زدن شروع می کند به گپ زدن و به روزنامه نگاه میکند (overt translation)
out, out, out to after breakfast out, out, out to attend to business	می زد بیرون بعد از خوردن صبحانه، می زد بیرون تا به کارش برسد (overt translation)
a little stooped or thickened	اندکی خمیده بود و یا قوز درآورده بود
with cavernous distortions underneath	قسمت پایین با اعوجاج هایی پرحفره
a comment upon his untidiness His glance was comic, a comment upon his untidiness. (overt translation)	نگاهش مضحک بود،حکایت از شلخته بودنش میکرد
each article appeared to go its own way he like to wear good clothes but once he had put it on each article appeared to go its own way	هر تکه از لباسهایش برای خودشان سازی می زنند او دوست داست خوب لباس بپوشد اما همین که میپوشید به نظر میرسید که هرتکه از لباسهایش برای خودشان سازی میزنند (overt translation)
he had been slow to mature and had lost ground	رشد عقلیش بطئی بود و زمینه را از دست داده بود
His eyes, slack and lid-blinded (turned elsewhere)	چشم هایش وارفته و کورنما چشمهایش وارفته و کورنما به سوی دیگر متوجه شدند (overt translation)
Understood the market well Obviously the doctor understood the market well	نبض بازار را در دست داشت ظاهرا دکتر نبض بازار را در دست داشت
Talent scout	پژوهنده ای اشخاصی که به دنبال پیدا کردن هنرپیشه برای سینما هستند یا بهتر بگوییم آنها را کشف می کنند کلمه پژوهنده از روی ناچار انتخاب شده و کاشف الدها بیشتر به مفهوم اصطلاح نزدیک است حیلی قلمبه است
He han on a double breasted suit of The type then known as the pillbox It was chalk striped, pink on blue the trousers hugged his ankles	آن روزها به آن کت خورجینی می گفتند کت پیچازی بود کت چهار جیبی پوشیده بود که آن روزها به آن کت خورجینی می گفتند، کت پیچازی بود، با خطوطی صورتی رنگ به زمینه آبی، پاچه شلوارش کیپ، مچ پایش بود
Stuff	مزخرفات
He is a little vague	کمی از مرحله پرت است
Yom Kippur	یوم کفاره
To be tipped for the EI molairachmin He wanted to be tipped for the EI molairachmin	بخاطر رضای المولی رحمن
Had no religion His father had no religion	لامذهب

English	Persian
Bgan Aden-in paradise	فی الجنته(در بهشت)
Be in the present grasp the hour	در زمان حال باش
The moment, the instant	الساعه
The deformed nose and ears	گوش و بینی کج و کوله
Before God- and that's no jock	خدا گواه است و این شوخی نیست
They were pouring out and convulsed his body	بدن او را از پای بست متشنج می کردند
He alone of all the people in the chapel was sobbing	در میان تمام کسانی که توی نماز خانه بودند، فقط او بود که داشت هق هق گریه می کرد
Night and day	زمین تا آسمان

RESULTS

Translation of culture-specific items (CSI) is a challenging task for the translator, who has to choose from a variety of translation strategies. The translator is also constantly under the pressure to produce a result that would enhance cross-cultural communication. The translator' choice for this strategy can be explained by attempts in achieving literary effect in the novel. Since a translator has to communicate the original message to readers.

Table 3
The percentages of Strategies used in the book

Strategy	The percentages
Equivalence	90%
Addition	50%
Transformation	85%

Table 4
The percentages of Strategies used in the book

Strategy	The percentages
Omission	1%
Localization	70%
Creation	70%

Localization: the most often used translation strategy by the translator is localization

The finding of the study indicated that Persian translator used equivalent strategy with the highest percentage (90%) in the translated text. After that transformation, addition and localization on the highest percentage were occurred respectively. The motivation of this study to provide some information about English to Persian translation of some Culture-specific items on the other hand, unknown words used in this book. More particularly, the source question which was raised in this study was sorts culture-specific had been used in the translation of book seize the day from English to Persian.

To this end, Julian House' model of translation quality assessment was evaluation in translate sentences in the target culture. Used to the 160 sample sentences of the seven units translated which were selected. The reason that this book was selected as the text of this study was their popularity among other works is one of the marvellous and widely distinguished novels across the globe writer by Soul Bellow a famous noble laureate. Another reason for choosing this book has been meaning and impact of the title.

A group of theories that have been opposed to the equivalence paradigm. These theories propose that a translation is designed to achieve a purpose. if that purpose is to repeat the function of the start text, as is the case in Reiss's theory of text types, then there should actually be little difference between the two paradigms: the relationship between start text function and target text function is still equivalence. However, as soon as a theory accepts that the target side purpose can be different from the start side function, we are dealing with a new paradigm. For example, the target side purpose (which he calls Skopos) is the dominant factor in translation project, Vermeer thus claimed to have dethroned the start text and have gone beyond equivalence. The most important development in the 1960s was the acknowledgment that a text is not static but plays communicative role and functions within a specific-cultural context. Nida proposal of securing equivalent effect in translation was vital in switihicng the focus towards the dynamic communication relationship between the text producer and receptor. Laster theorists such as Koller, Reiss and Vermeer, House and Gutt continued to incorporate and the growing interest in text types and function.

Research on the first Question

In fact, the goals in translation is transferring culture from a source text (ST) to a target text (TT) is

an essential view of point of the phenomenon of translation. One translator in order to an achieve a required objective, a number of translation strategies can be an applied, Translation problems identify and decide as possible solutions. Translation strategies play an important role in translating in culture. The translator should try to reach he communicative equivalence, then try to transfer and division the sum total of the explicit and implicit information of the original in a natural and clear TL expression. And then an equivalence to creation and is a relation of equal between a source text and target text. Equivalence is best method of translation. There are three types of equivalence: a. formal, b. dynamic/semantic, c. functional/communicative.

The cultural equivalent can be applying in translation. In order words, cultural balance arises in translation.

Research on the Second Question

In fact, according to other researcher's investigations that are mentioned in this article to translate quality assessment, can be stated that Julian House's is love meaning and mean (pragmatic and semantic) and says the translation must have the most impact on people. Julian House of repeated pointed has noted that the good translation is translated to make a balance to play a role, says that a lot of structure does not matter is pleasure and important impact. House (1997) model of translation quality assessment is a detailed non-quantitative model with descriptive explanations, her uses the functional characteristics of the text presented by Halliday and excludes the idea that (TQA) is too subjective by nature. House finally introduces her model that value judgment. A functional-pragmatic model of TQA. House (2001) introduces two kinds of translation: overt and c overt translation.

As a results, is response to the questions has been taken in to consideration, to be raised here and with due to the critique taken from her, comparing the House model with other models that Julian model is different from other models. House talked about the equivalence and its performance in translation.

CONCLUSION

On the basis of the study and the collected evidence, it can be claimed that first, the translator Ahmad Karimi Hakkak is faithful to the source text: his respects the text and tries to render every culture-specific items. As a results, the translation strategy of omission was not noticed. Second, used in some cases used in the translation from Arabic words instead of Persian translation. When comparing the source text and the target text it was observed that the translator has mainly applied some strategies that have been distinguished by Davies (2003): localization, creation, transformation, equivalence. The most often used equivalence strategy by the translator is equivalence (occurs in 92 cases). Equivalence of reformulation, translation by paraphrase, adaptation, these are translation techniques which used. Also, was called cultural substitution or cultural equivalence. The usage of equivalence and localization strategies show the translator' attempt to provide as accurate and as clear a translation as possible, presenting all necessary information for Seize the Day readers. Some translation strategies which were described in the article but were not found in the texts. These include omission etc. The translator's attempt to addition, creation and transformation translated. Seems that translator, Ahmad KarimHakkak it well translated the results transferring culture from a source text (ST) to a target text (TT) is an essential view of point of the phenomenon of translation. Culture-specific items stand especially among long usage problems in translation that render by translator solutions for better translation.

This study has a number of implications. The information provided by this study can be used by other scholars who have conducted studies on the Culture-specific items in other text-type. And follow the same pattern for translating all texts. Another implication of this study would be in translating strategies for better translation purpose. The finding of the research would be useful for amateur translators who what to translate translation problems in each text. Before you read text, think about the historical and cultural conditions under which text are produces and translated, then provide a written response for questions.

Possible future studies can be agree using the same set up on the translation of other text type. It is highly recommending that researches investigate other aspects of translation and language, it is suggested that other researchers guidance studies on translation. Too, researchers can study common errors that appear in the translation of books by conducting translating quality assessment researches.

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