

1. J. K. Rowling's Harry Potter children's books have been translated into over 40 languages and have sold millions of copies worldwide. It is interesting that a separate edition is published in the USA with some alterations. The first book in the series, *Harry Potter and the Philosopher's Stone* (Bloomsbury 1997), appeared as *Harry Potter and the Sorcerer's Stone* in the USA (Scholastic 1998). As well as the title, there were other lexical changes: British *biscuits*, *football*, *Mummy*, *rounders* and the sweets *sherbet lemons* became American *cookies*, *soccer*, *Mommy*, *baseball* and *lemon drops*. The American edition makes a few alterations of grammar and syntax, such as replacing *got* by *gotten*, *dived* by *dove* and *at weekends* by *on weekends*, and occasionally simplifying the sentence structure.

Consider the changes listed above and how far you think these can be termed 'translation'.

10%

2. Consider the following flawed signs collected from around the world. These texts are all poor, literal, unidiomatic translations.
 1. The lift is being fixed for the next day. During that time we regret that you will be unbearable. (Sign in a Bucharest hotel lobby)
 2. Visitors are expected to complain at the office between the hours of 9 and 11 a.m. daily. (In a hotel in Athens)
 3. Special today: no ice cream. (In a Swiss mountain inn)
 4. Order your summer suit. Because is big rush we will execute customers in strict rotation. (At a Rhodes tailor shop)
 5. If this is your first visit to the USSR, you are welcome to it. (On the door of a Moscow hotel room)

What is wrong with them? Are the problems simply lexical/ grammatical, or more deep-rooted, probably grounded in culture, the kind of text involved, etc.? What are the parameters within which these texts may be revised? 20%

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3. Examine these three text examples below and answer the following questions for each text, producing linguistic evidence (actual words, grammar, etc.) to support your views:

Example 1

Summary

The present report . . . has been prepared in response to General Assembly Resolution 51/186. In accordance with resolution 54/93, the report comprises a review of the implementation and results of the World Declaration and Plan of Action . . . It draws upon a wide range of sources . . . It also draws upon earlier reports . . .

From the *Report to the General Assembly by the UN Secretary-General* 4 May 2001, concerning follow-up to the World Summit for Children

Example 2

She talked all the time and at first it was about people and places.

She was working on a piece of needlepoint when we first met them and she worked on this and saw to the food and drink and talked to my wife.

(E. Hemingway *A Moveable Feast* (1964/1994) Arrow: London)

Example 3

The Cohesion of OPEC

Tomorrow's meeting of OPEC is a different affair. Certainly, it is formally about prices and about Saudi Arabia's determination to keep them down. Certainly, it will also have immediate implications for the price of petrol, especially for Britain which recently lowered its price of North Sea oil and may now have to raise it again. But this meeting, called at short notice, and confirmed only after the most intensive round of preliminary discussions between the parties concerned, is not primarily about selling arrangements between the producer and consumer. It is primarily about the future cohesion of the organization itself.

(*The Times* 31 March 1998)

- (1) What in your estimation is the writer's ultimate aim (i.e. rhetorical purpose)? How does the text, or the language used, affect you as a reader (in response to 'text function')? 20%
- (2) Re-write Example 1 to make it suitable for an editorial and modify with the new purpose in mind and examine the decision-making involved in producing the new version. 20%
- (3) Compare the two versions, what kind(s) of equivalence relations would dominate in one version and not in the other? Please explain in terms of the nature of the 'commission'. Are there any other factors driving the decision-making: The kind of audience envisaged? The text type expected? The kind of language fulfilling the communicative requirements of one or other occasion? 30%

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