ŠIAULIAI UNIVERSITY

FACULTY OF HUMANITIES

DEPARTMENT OF FOREIGN LANGUAGES STUDIES

STUDY PROGRAMME

ENGLISH PHILOLOGY

TRANSLATION OF TERMS IN USER MANUALS OF HOME APPLIANCES

FINAL THESIS

Supervisor: Assist. Lolita Petrulionė

Student: Gabrielė Tarutytė

Šiauliai, 2015

CONTENTS

INTRODUCTION

The phenomenon of translation has been known since the very early ages, but in our rapidly developing world its importance has increased significantly. Since international communication and a number of languages is increasing, translation has become a crucial activity. Various types of study fields such as scientific, medical, literary, technical, etc. hinge on translation. Nowadays the interest in translation is great and it is still growing.

Many linguists such as Newmark (1988; 1998), Baker (1992), Nida (2001), Davies (2003), Ambrasas-Sasnava (1978), Aixela (1996), etc. are interested in the field of translation. The academic discipline of translation is called differently. Some scholars name it as 'science of translation', others as 'translatology' or 'traductologie', but the most popular and widely used definition is 'translation studies' (Baker, 2005: 277). To give the basic definition of the translation, French theorist Dubois (1974) names it as "Translation is the expression in another language (or the target language) of what has been expressed in another, source language, preserving semantic and stylistic equivalences" (cited from Bell (1991: 5)). As it can be seen, the aim of translation is to achieve the equivalence between source and target languages. In order to implement this aim, many linguists propose variety of translation strategies and continue research in this field.

Translation can be divided into several groups. One of them is technical translation. This type of translation refers to translation of manuals and other technical texts. Apparently, some mistakes while translating technical texts can change the whole meaning of the translated text and cause problems for users. In order to avoid that, translators must be familiar with technical translation, its main problems and challenges.

The **subject** of this research is translation of terms in the user manuals of *Samsung*, *Electrolux* and *AEG* microwaves within the framework of translation strategies provided by Newmark (1998).

The **aim** of the paper is to analyse translation of terms in the user manuals of *Samsung*, *Electrolux* and *AEG* microwaves. In order to achieve this aim, the following **objectives** have been set:

1. To provide theoretical material related to technical translation with particular focus on terminology;
2. To present translation strategies proposed by Newmark (1998) for terminology translation;

3. To compile examples of the user manuals of *Samsung*, *Electrolux* and *AEG* microwaves and analyse them within the framework of translation strategies proposed by Newmark (1998).

The following **research methods** have been applied to the present paper:

1. Descriptive method was used to provide the theoretical data concerning the technical translation, issues of terminology translation and translation strategies provided by Newmark (1998).
2. Statistical method was employed to systematize collected examples of terms in the user manuals of *Samsung*, *Electrolux* and *AEG* microwaves within the framework of translation strategies provided by Newmark (1998).
3. Comparative method was applied to compare the translation of terms in the user manuals of *Samsung*, *Electrolux* and *AEG* microwaves.

The scope of the research is 75 examples of terms in the user manuals of the *Samsung*, *Electrolux* and *AEG* microwaves.

The structure of the paper includes the following parts: introduction, theoretical part, practical part, conclusions, a list of references, dictionaries and encyclopaedias, and appendix.

The introduction reveals the object, the aim and the objectives of the research and also presents the main research methods used in the paper. The theoretical part is based on the theory of technical translation, terminology, the main terminology issues and translation strategies provided by Newmark (1998). The practical part investigates the collected examples from the user manuals of *Samsung*, *Electrolux* and *AEG* microwaves.

The following abbreviations will be used in order to avoid long wording:

- ST (source text);
- SL (source language);
- TT (target text);
- TL (target language).

I. THEORETICAL ASSUMPTIONS RELATED TO TECHNICAL TRANSLATION AND TERMINOLOGY

The 21st century is regarded as the era of technologies and that is the main reason why technical texts are very common in the field of translation. Apparently, this field of translation was not very popular not so long ago. Byrne (2006: 1) gives more metaphorical definition of technical translation: "Technical translation has long been regarded as the ugly duckling of translation <...>." As can be seen, it perfectly describes the lack of attention technical translation attracted. However, times have changed. Nowadays technical texts are getting more attention as they convey the newest information of technical and scientific discoveries. Zecchini (1995: 247) lists two reasons why translation of technical texts is becoming more important: "<…> today more works are translated than in the past and also because the amount of translated technical and scientific papers is steadily increasing." That also proves the fact that technical texts are the inseparable part of translation studies.

Newmark (1998: 151) distinguishes several types of specialized translation: scientific translation, technical translation, institutional translation, the area of politics, finance, government, etc. As can be seen, technical translation is a part of specialized translation. Concentrating on technical translation, Beatriz Méndez-Cendón says that "merely presenting the information in a technical text is not enough, it must be properly phrased and structured within a text in order to produce coherent and readable target texts" (cited from Byrne (2009: 2)). In other words, technical translation must be well structured, use proper phrases and be easy to read. In addition, Stolze (2009: 124) points out that "Technical translation <...> has long been considered as a field of the exact sciences, and the idea of a cultural embedding of technical and scientific texts was dismissed from the theoretical analysis." In other words, technical translation is a separate type of translation studies and it should avoid connection with cultural realia. However, the author also adds that the professional translation of technical texts is more than dealing with terminology (Ibid.).

What concerns the types of technical texts, Newmark (1988: 151) & Zethsen (1999: 66) distinguish the following types of it: technical report, scientific articles, manuals, encyclopaedias, instructions, notices, etc. The purposes of each type can be different, but the main features must be the same of technical texts because all of the above mentioned types are technical.

Many linguists note that the main feature of technical translation is terminology. Newmark (1988: 151) states that "Technical translation is primarily distinguished from other forms of translation by terminology, although terminology usually only makes up about 5-10% of a text". Though the amount of terms used in technical translation form the very little percentage of the whole document, it usually has a huge significance in meaning. Zethsen (1999: 66) states that "<…> technical texts are defined on the basis of subject-matter, terminology and a number of typical syntactic features <...>" and lists them below:

- nominalisation;
- heavy pre- and postmodifications;
- extensive use of passives;
- use of third person;
- long and complex sentences (Ibid.).

In addition, Newmark (1988: 151) also adds several syntactic features such as empty verbs, present tenses, etc. These syntactic features of technical translation make the technical text more impersonal and scientific without any literal meaning. The technical text must lack emotional effects, but must have strictly logical syntax and sentence order.

Concentrating on terminology, it is a must to note that the main problem in technical translation is the new terminology. With new technological inventions, new terms appear. First of all, it is important to understand what the word 'term' means. The *Oxford Online Dictionary* gives such definition: "A word or phrase used to describe a thing or to express a concept, especially in a particular kind of language or branch of study"[1]. In contrast, the *Cambridge Online Dictionary* gives a more simplified definition: "a word or expression used in relation to a particular subject, often to describe something official or technical."[2] To compare these two explanations, it is obvious that a 'term' is a word or phrase that expresses something and has an exact meaning. Furthermore, the *Oxford Online Dictionary* also adds that a 'term' is especially used in a particular branch of study. The conclusion can be drawn that technical translation can strongly relate to this statement as technical texts contain a lot of terms.

Terminology cannot be emotional or ambiguous. Terms must have one meaning and should be used in one field. Newmark (1988: 152) explains that terms, which appear only

[1] Oxford Online Dictionary. Available from: http://www.oxforddictionaries.com/ [Accessed on 07 December, 2014]

[2] Cambridge Online Dictionary. Available from: http://dictionary.cambridge.org/ [Accessed on 07 December, 2014]

once, are called ‘context-free’. In order to understand ‘context-bound’ terms, the easiest way to do it is to gradually eliminate less likely versions. Newmark also points out that “Even BSI (British Standards Institution) standardised terms may have more than one meaning in one field, as well as in two or more fields” (Ibid.). It shows that terminology can still cause many problems even if it is standardised. However, Byrne (2009: 4) adds that “In cases where terminology is not standardised various cultural factors mean that terms must be checked carefully because intercultural incongruity can result in the same concept being designated differently in different cultures”. To put it in other words, it means that terminology can cause problems of equivalence and ambiguity if it is not standardised. A translator must carefully check the meanings of each term.

In conclusion, technical texts are getting more attention as they convey the newest information of technical and scientific discoveries. Due to this, technical texts are inseparable part of translation studies. It is important to note that technical translation has a strong bond with terminology. Apparently, many problems arise with terminology such as ambiguity of terms, polysemous terms, equivalence and non-equivalence, translation of neologisms including new coinages, abbreviations, etc.

II. THE ISSUES OF TERMINOLOGY TRANSLATION

2.1. Equivalence and Non-equivalence

The development of various branches of science is constantly bringing new terms into use. Since 21st century is considered to be the century of technology, so it is no exception that new technical terms are being created. As it is known, technical translation is not an easy task to do. Translators should be acquainted with technical terms, must have some technical knowledge in particular field that the text is being translated and have to know some ways how to avoid problems during the translation process. Since the number of technical fields is infinitely large, terminology is expanding and changing every day. Due to this, many issues of terminology translation in technical texts arise.

Equivalence is one of the biggest issues that translators face with. Translators always seek some kind of equivalence in translation. Baker (2005: 77) claims that "<…> equivalence is variously regarded as a necessary condition for translation, an obstacle to progress in translation studies, or a useful category for describing translations." To put it in other words, equivalence brings a lot of challenges while translating but is a necessary feature in translation studies. In general, equivalence is considered to be a representation between a ST and a TT that allows the TT to be considered as a translation of the ST (Ibid.).

There are various types of equivalence proposed by linguists. For instance, Hatim & Munday (2004: 40) distinguish and describe two types of equivalence which were mainly offered by Nida (1964):

1. **Formal** equivalence;
2. **Dynamic** equivalence.

The authors also add that formal equivalence "<…> is a relationship which involves the purely 'formal' replacement of one word or phrase in the SL [source language] by another in the TL [target language]." It means that this type of equivalence pays attention on the message itself, in form and content (Nida, 1964: 159). Hatim & Munday (2004: 40-41) also refer to Nida (1964) saying that this type of equivalence is not the same as literal translation since two terms must be distinguished. Dynamic equivalence is based on the principal of equivalence effect. This type of equivalence does not insist that the TL reader understands the cultural patterns of the SL context. Nonetheless, it must be noted that formal equivalence is more related to technical translation rather than dynamic equivalence.

However, when there is no equivalent of the term in TL, the problem of non-equivalence arises. Baker (2011: 18-22) lists the main problems of non-equivalence:

1. **Culture-specific concepts.** It appears when the SL term has no equivalent concept in TL;
2. **The source-language concept is not lexicalized in the target language**. The SL term may be a known in the target culture but is not lexicalised.
3. **The source-language word is semantically complex.** The spelling of the SL word may be quite simple but a translator can face difficulties when translating its meaning;
4. **The source and target languages make different distinctions in meaning.** Different languages can have different points of view on distinctions.
5. **The target language lacks a superordinate.** The TL may lack general words for specific ones.
6. **The target language lacks a specific term (hyponym).** The TL may lack specific words for general ones.
7. **Differences in physical or interpersonal perspective**. The TL words may have the same direct meaning as the SL words, but different expressive meaning or value;
8. **Differences in expressive meaning, form and in frequency and purpose of using specific forms.** There is no equivalent in the TL for a particular expressive word in the SL;
9. **The use of loan words in the source text**. If there is no particular words which exists in the TL, a translator may transfer that particular term.

Nevertheless, not all of the above mentioned problems of non-equivalence can be attributed to technical translation. For instance, culture-specific concepts, differences in physical or interpersonal perspective, differences in expressive meaning, form and in frequency and purpose of using specific forms cannot be found while translating technical texts because they cannot have expressive meaning or culture specific items.

Even though there are many theoretical materials about equivalence, it still remains of the biggest issues during the translation process. The problem of non-equivalence occurs when the most difficult terms to translate appear only in the particular language and have no equivalent in TL.

2.2. Translation of Neologisms

Another issue of non-literary translation is neologisms. As has been mentioned, this era is technological one, so new objects and processes are created. To name each new product,

new words appear. Newmark (1988: 140) defines neologisms as: "newly coined lexical units or existing lexical units that acquire a new sense." He distinguishes such types of neologisms:

1. **Old words with new senses**. It is a creation of new meaning of existing words;
2. **New coinages**. New coinages can be created by some writers or by creators of particular products;
3. **Derived words**. Neologisms of derived words may be coined by the addition of affixes (i.e. suffixes, prefixes, and endings);
4. **Abbreviations**. Abbreviation is a common type of pseudo-neologisms;
5. **Collocations**. Collocations are the combinations of nouns or adjective plus noun. The neologisms in collocations are mainly used in the social sciences and in computer language (Newmark, 1988: 145);
6. **Eponyms.** Derivations from proper names;
7. **Phrasal words.** Conversion of verbs to nouns.
8. **Transferred words.** Such words have only one sense of their originality. "Newly transferred words keep only one sense of their foreign nationality; they are the words whose meanings are least dependent on their context" (Newmark, 1988: 147);
9. **Acronyms.** They are made of initial letters of words that form a group of words which stands for an object, institution or procedure;
10. **Pseudo-neologisms**. According to Newmark (1988: 148), pseudo-neologism is "a generic word stands in for a specific word."

Neologisms can be a tough to deal with because there can be no equivalent of the particular neologism in the target language. In such case, translators must learn as much information about the translating technical equipment and other terms as possible and try to understand the meaning of each technical term. Eventually, if there is no equivalent of neologism, translators have to follow and use a descriptive method to describe neologism.

2.3. Other Issues of Terminology Translation

Apart from the equivalence, non-equivalence and neologisms, there are other problems such as polysemous terms which lead to ambiguity. Polysemous terms are the ones which have several meanings. In order to avoid any ambiguity caused by polysemous terms, it is necessary to standardize them. Standardization helps to distinguish terms by their meaning in particular branches of sciences.

Another problem while translating technical texts is the distinction between technical and descriptive terms. Nonetheless, even if translators have several opportunities how to translate particular terms, they should stick to one point and avoid translating a descriptive by a technical term and vice versa. Newmark also gives a definition of technical and descriptive terms saying that "a technical term (standardised language) is always more precise (narrower in semantic range) than a descriptive term (non-standardised language)" (Newmark, 1988: 154). It means that a technical term is more likely to be used while translating technical texts because it is standardised and has a consistent meaning. Descriptive term, however, should be used when there is no equivalent technical term in the TL.

To sum up, in order to avoid ambiguity, translators should keep away from polysemous terms and try to use consistent terminology. Standardised terms can be very helpful while dealing with technical texts but if there is a case where the SL term has no equivalent in the TL, translators must use a descriptive term.

III. TRANSLATION STRATEGIES PROVIDED BY NEWMARK

Newmark is a well-known linguist who is interested in technical translation and has made a decent amount of research in this field. In order to produce a better translation, translators usually use translation strategies which are helpful while rendering difficult texts. They help translators to overcome and solve many problems which occur due to the lack of knowledge of the TL. As this particular paper focuses on technical translation, translation strategies proposed by Newmark (1998) will be discussed.

Translation strategies are applied in the translation of sentences or particular expressions in the ST such as terms, idioms, culture-specific items and grammatical constructions. As an alternative term to 'translation strategies', Newmark uses 'translation procedures' and lists many of them (Newmark, 1998: 81-93):

1. **Transference.** It is the process when a SL word or expression is transferred directly into a TL text without any translation. Newmark (1998: 81) adds that the transferred word becomes 'loan word'.
2. **Naturalization.** During this procedure, a SL word or expression is firstly adapted to the normal pronunciation and then to the normal morphology of the TL in order to sound more naturally.
3. **Cultural equivalent.** Translation strategy when a cultural word in a SL is translated by an equivalent cultural word of a TL.
4. **Functional equivalent.** Using this procedure, a SL word or expression is translated by a functionally equivalent TL word or expression which has the same meaning. Also, this translation strategy can be used when a SL technical word has no adequate TL word (Newmark, 1998: 83).
5. **Descriptive equivalent.** Translation of a SL word or expression into TL text using a description or an explanation. In addition, Newmark (1988: 153) points out three reasons when the SL writer can use a descriptive term for a technical object:
   a) The object is new, and has not yet got a name;
   b) The descriptive term is being used as a familiar alternative, to avoid repetition;
   c) The descriptive term is being used to make a contrast with another one.
6. **Through-translation.** It is also called 'calque' or 'loan' translation. It is the literal translation of collocations and combinations. This procedure is used when a SL word or

expression is translated into TL without any particular changes. However, Newmark (1998) states that calque translations should be applied only when the terms are recognizable.

7. **Shifts or transpositions.** It is a translation of a SL word or expression that involves changes in the grammatical structure. For instance, the change from singular to plural, the change when a specific SL structure does not have an equivalent in the TL, etc.
8. **Modulation.** This strategy is applied when a SL word is translated into TL through a change of different points of view. For instance, abstract for concrete, one part for another, active for passive, etc. (Newmark, 1998: 89).
9. **Recognized translation.** It is used to translate a SL term with a well-known accepted term of a TL.
10. **Translation label.** This is a provisional translation of a SL term that does not have any agreed translation in a TL and should be placed in inverted commas.
11. **Compensation.** This procedure occurs because of loss of meaning, sound-effect, etc. in one part of a SL sentence and is compensated by adding something else in another part of the sentence in the TL.
12. **Reduction.** Reduction occurs when a translator omits something and does not fully translate a SL word or expression into TL text.
13. **Expansion.** Expansion is often used when there is a need to add or explain something in the TL text during the translation process.
14. **Paraphrase.** According to Newmark, this translation strategy is "an amplification or explanation of the meaning of a segment of the text" (Newmark, 1998: 90). It is usually used when a SL text is poorly written and has crucial omissions.
15. **Notes, additions, glosses.** They are provided when a translator wants to give additional information to the target audience. Notes, additions and glosses are useful because the give more expanded view of the translated phenomenon. Additional information can be provided in the footnotes, in the brackets, at the bottom of the page, at the end of the chapter or at the end of the book.

As can be seen, there is a wide variety of translation procedures. Each of translation strategies is different and translators have a choice to pick the right one if they face some difficulties while translating the text. However, not all of the above mentioned translation strategies can be applied while translating technical texts and terminology. It is not only important to be able to choose the most suitable translation strategy, but also to convey the accurate SL text meaning without making too many changes in the TL text.

IV. TRANSLATION OF TERMS IN USER MANUALS

As has been mentioned in theoretical part, Newmark (1998) proposes a long list of translation strategies. However, not all of them can be applied while translating technical texts. The translation procedures provided by Newmark (1998) and used for rendering technical terms in this research are naturalization, functional equivalent, through-translation, shifts or transpositions, recognized translation, reduction and expansion.

The present paper investigates translation procedures applied in translation of terms in the user manuals of microwaves. All the examples used in the practical part have been collected from the user manuals of *Samsung*, *Electrolux* and *AEG* microwaves (see Appendix). In order to avoid long wording, the following abbreviations will be used to identify the brand of microwaves: S (*Samsung*), E (*Electrolux*) and AEG (*AEG*).

To conduct the research, several methods have been set. First of all, descriptive method has been used to provide the theoretical data concerning the technical translation, issues of terminology translation and translation strategies provided by Newmark (1998). Secondly, statistical method has been applied to systematize collected examples of terms in the user manuals of *Samsung*, *Electrolux* and *AEG* microwaves within the framework of translation strategies provided by Newmark (1998). Thirdly, comparative method has been employed to compare the translation of terms. The statistical data has been prepared using Microsoft Excel 2010 software.

To carry out the analysis, several dictionaries have been used. The main dictionary is the bilingual electronic dictionary *Anglonas* which contain over 130 000 words and phrases of English and Lithuanian languages. Another dictionary is an online version of the *Modern Lithuanian Dictionary* (available from http://dz.lki.lt/). It composes about 80 000 modern Lithuanian words. Moreover, in order to find out the English meaning of terms, the *Cambridge Online Dictionary* has been used (available from http://dictionary.cambridge.org/).

4.1. Translation of Terms in the User Manual of *Samsung* Microwave

The most frequent translation strategy that was used in translation of terms in the user manual of *Samsung* microwave is **recognized translation**. This procedure is used to translate a SL term with a well-known accepted term of a TL. Also, the word or expression of the TL

text is translated with the equivalent provided in the dictionary. In this case, the bilingual dictionary *Anglonas* has been used For example:

(1) Installation → Įrengimas (S)

(2) Reheat → Pašildymas (S)

(3) Utensils → Reikmenys (S)

(4) Accessories → Priedai (S)

(5) Defrosting → Atšildymas (S)

(6) Warning → Įspėjimas (S)

(7) Glassware → Stiklo dirbiniai (S)

(8) Cookware →Virtuvės reikmenys (S)

(9) Control panel → Valdymo skydelis (S)

(10) Disposal → Išmetimas (S)

(11) Power level → Galios lygis (S)

Each term in Examples 1-11 is translated by the equivalent provided in the bilingual dictionary *Anglonas*. As can be seen, majority of the terms consist of a single word and a few terms consist of two words. Particularly in Examples 7 and 8, the English terms are compound nouns, however, they are translated into two words in the Lithuanian language.

Another translation procedure is **through-translation**. It is the literal translation of collocations or other word combinations. This procedure is used when a SL word or expression is translated into TL without any particular changes. For instance:

(12) Safety precautions → Atsargumo priemonės (S)

(13) Safety instructions → Saugumo nurodymai (S)

(14) Timer knob → Laikmačio rankenėlė (S)

(15) Aluminium foil → Aliumininė folija (S)

Examples 12-15 provided above show that the English combinations are translated literally into the Lithuanian language. No changes are made in such translations and the word order is also kept as in the SL. It must be noted that in Example 15, *aluminium* is usually translated into Lithuanian literally as *aliuminio* which is of masculine gender. This particular example indicates that this adjective has a Lithuanian feminine inflection *–ė* which is also acceptable.

Functional equivalent is used when a SL word or expression is translated by a functionally equivalent TL word or expression which has the same meaning. Also, this translation strategy can be used when a SL technical word has no adequate TL word. For example:

(16) *Kitchen paper → Popieriniai rankšluosčiai (S)*

(17) *Grill rack → Kepsninės padėklas (S)*

Both 16 and 17 Examples have equivalent translations in the Lithuanian language but they are translated by the approximate Lithuanian words which carry out the same meaning. In addition, Example 16 can also be translated as *virtuviniai rankščuosčiai* or *virtuvinis popierius*, and all three versions would be correct. Also, in Example 17, *grill rack* has the Lithuanian literal translation *grilio grotelės*, but *kepsninės padėklas* also stands for the same part of the appliance and it is an acceptable term.

(18) *Plated meal → Maistas lėkštėje (S)*

(19) *Grill → Kepsninė (S)*

In Example 18, the word *meal* is translated as *valgis* in the dictionary *Anglonas.* However, in this particular example, *meal* is rendered as *maistas*, but the recognized translation of the word *maistas*, provided in *Anglonas* dictionary, is *food*. The *Cambridge Online Dictionary* gives such definition for the word *meal*: "an occasion when food is eaten, or the food that is eaten on such an occasion." As can be seen, *meal* can also be regarded as *food* so it proves that these words are synonyms. In Example 19, *grill* can be rendered as *grilis*, but *kepsninė* stands for the appliance which has the same function of grilling.

One more translation procedure found in the *Samsung* user manual is **expansion** and it is often used when there is a need to add or explain something in the TL text during the translation process. Consider the examples:

(20) *Turntable → Sukamasis diskas (S)*

(21) *Cling film → Maistinė plėvelė (S)*

(22) *Grilling → Kepimas ant grotelių (S)*

As it can be seen, this procedure is not as ubiquitous as recognized translation. In Example 20, the word *turntable* is translated as *diskas* in *Anglonas*. However, in order to give users particular information on how this particular part of the microwave looks like, adjective *sukamasis* is added. Example 21 also contains the additional adjective *maistinė* to show what kind of film it is. In Example 22, the function of grilling is explained by adding *ant grotelių* which means that the process of grilling must be particularly made by a grilling function.

The translation procedure of **shifts or transpositions** can also be found in the *Samsung* microwave user manual. It is a translation of a SL word or expression that involves changes in the grammatical structure. See the examples listed below:

(23) *Caution → Atsargiai (S)*

In this case it is obvious that *caution* is a noun in the English language, but it is translated as an adverb *atsargiai* in the Lithuanian language. It means that this example has changes in grammatical category.

One example of **reduction** has been found while analysing the examples of the *Samsung* user manual. This translation strategy occurs when a translator omits something and does not fully translate a SL word or expression into TL text:

(24) *Power supply → Maitinimas (S)*

It is clear that the meaning of the word *power* is omitted in the Lithuanian translation. The bilingual dictionary *Anglonas* provides the definition for this expression which is *maitinimo šaltinis*. In the same dictionary the word *supply* is translated as *maitinimas*. It is obvious that in this example only the meaning of the word *supply* is given.

All the translation strategies which have appeared in the user manual of *Samsung* microwave have been commented. As it can be seen, not all of them have been applied. The frequency of translation strategies used for translation of terms in this particular user manual is provided in Figure 1:

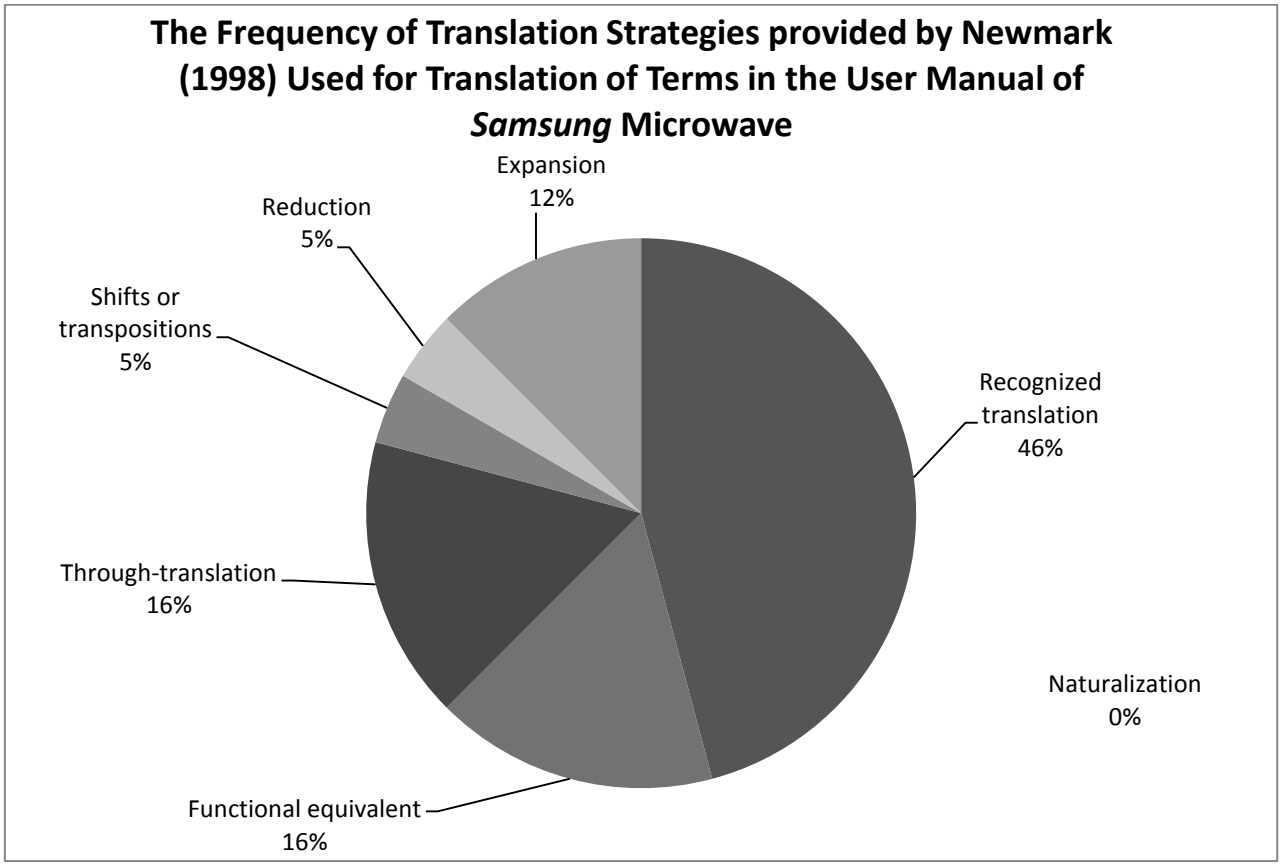

Figure 1. The Frequency of Translation Strategies provided by Newmark (1998) Used for Translation of Terms in the User Manual of *Samsung* Microwave

Overall, 24 terms in the user manual of *Samsung* microwave have been compiled and analysed. Figure 1 shows that the significantly dominant translation strategy is recognized translation (46%). Less frequent strategies are through-translation and functional equivalent (each 16%). Three cases of expansion (12%) have been identified. Moreover, there has been found one example of reduction (5%) and one example of shifts or transpositions (5%). However, no cases of naturalization have been collected.

4.2. Translation of Terms in the User Manual of *Electrolux* Microwave

The *Electrolux* user manual is another source of the collected cases. It also has a significant amount of examples of **recognized translation** and it is used when a SL word or expression has a recognized translation in the TL. For example:

(25) *Installation → Įrengimas (E)*

(26) *Reheat → Pašildymas (E)*

(27) *Utensils → Reikmenys (E)*

(28) *Accessories → Priedai (E)*

(29) *Defrosting → Atšildymas (E)*

(30) *Warning → Įspėjimas (E)*

(31) *Control panel → Valdymo skydelis (E)*

(32) *Power level → Galios lygis (E)*

Each term in Examples 25-32 is translated by using the equivalent provided in the bilingual dictionary *Anglonas*. In addition, some of the examples have the same translation as in the *Samsung* microwave user manual (see Examples 1-6, 9 and 11).

Second translation procedure which appears in translation of terms in user manual of *Electrolux* microwave is **through-translation**. It is the direct translation of SL words or expressions. Examples are the following:

(33) *Electrical connection → Elektros prijungimas (E)*

(34) *Safety precautions → Atsargumo priemonės (E)*

(35) *Care & cleaning → Valymas ir priežiūra (E)*

(36) *Start button → Paleidimo mygtukas (E)*

(37) *Before first use → Prieš naudojantis pirmąkart (E)*

(38) *Grill rack → Grilio grotelės (E)*

Examples 33-38 listed above illustrate the literal translation of the English terms. No particular changes are made, however, it can be noted that in Example 35, the Lithuanian word order differs from the word order in the SL. If to keep the original word order, the word

priežiūra should be placed before the word *valymas*. Overall, it does not affect the quality of the translation as the main meaning of the term is preserved. Also, the same literal translation of the Example 34 in the *Electrolux* user manual is also found in the *Samsung* user manual (see Example 15).

Expansion is another translation strategy found in the user manual of *Electrolux* microwave. It is used in order to explain or add additional information. For example:

(39) Turntable → Sukamasis pagrindas (E)

(40) Cling film → Maisto plėvelė (E)

(41) Grilling → Kepimas ant grotelių (E)

These above presented example are also found in the *Samsung* microwave user manual (see Examples 20-22). In Examples 39 and 40, the adjectives *sukamasis* and *maisto* are added in order to give additional information. In Example 41, the function of grilling is explained by adding *ant grotelių* which means that the process of grilling must be particularly made by a grilling function.

(42) Disposal → Seno prietaiso išmetimas (E)

The recognized translation of the term *disposal* is *išmetimas* (see Example 10). In the *Electrolux* user manual, this term is presented with an explanation *seno prietaiso,* so the whole phrase *seno prietaiso išmetimas* means 'the disposal of an old device' [translated by the author]. The addition of this phrase illustrates what kind of device should be disposed.

One more translation procedure is **shifts or transpositions**. This procedure contains changes in the TL grammatical structure such as singular for plural, the change of a grammatical category and vice versa. Consider:

(43) Child safety lock → Vaikų saugos užraktas (E)

Particularly in this case, the English singular word *child* is translated as *vaikų*, which is in plural form in the Lithuanian language.

(44) Safety instructions → Saugos instrukcija (E)

This example is the opposite of Example 43. The English plural noun *instructions* is rendered as the Lithuanian singular noun *instrukcija*.

(45) Caution → Atsargiai (E)

This case has the same translation as Example 19 in the *Samsung* user manual. The term *caution* is the English noun, but it is translated as an adverb *atsargiai* in the Lithuanian language. From these examples it is clear that all three examples involve changes in the grammatical structure and can be attributed the translation procedure of shifts and transpositions.

One case of **functional equivalent** has been found. As has been mentioned, this translation strategy is applied when a SL word or expression is translated by a functionally equivalent TL word or expression which has the same meaning. For instance:

(46) Cookware → Prikaistuviai (E)

The *Modern Lithuanian Dictionary* defines the word *prikaistuvis* as 'indas virti valgiui' which means 'a utensil for cooking food' [translated by the author]. To look at Example 8, this term *cookware* is translated as *virtuvės reikmenys* which is referred to the translation strategy of recognized translation. As the definition of *prikaistuvis* has been given, the conclusion can be drawn that the word *prikaistuviai* carries the same meaning as *virtuvės reikmenys*.

Moreover, likewise in the previous sub-chapter of the translation of terms in the *Samsung* manual, only one example of **reduction** has been identified while collecting terms in the user manual of *Electrolux* microwave. This procedure occurs when some part of the TL expression is omitted. Consider:

(47) Power supply → Maitinimas (E)

The same as in Example 24, the omission of the word *power* occurs. *Anglonas* provides the definition for this expression which is *maitinimo šaltinis*. In the same dictionary the word *supply* is rendered as *maitinimas*. It is clear that in this example only the meaning of the word *supply* is given.

The translation strategy of **naturalization** provided by Newmark (1998) is used when a SL word or expression is firstly adapted to the normal pronunciation and then to the normal morphology of the TL in order to sound more naturally. For instance:

(48) Grill → Grilis (E)

During this procedure, the word is transferred from the English language into the Lithuanian language and its morphology is adjusted according to the Lithuanian rules so it allows the word to sound more locally. As can be seen in Example 48, the word *grill* loses one letter *l* and the Lithuanian inflection *-is* is added.

All the translation strategies which have occurred in the user manual of *Electrolux* microwave have been analysed. The frequency of translation strategies used for translation of terms in this particular user manual is provided in Figure 2:

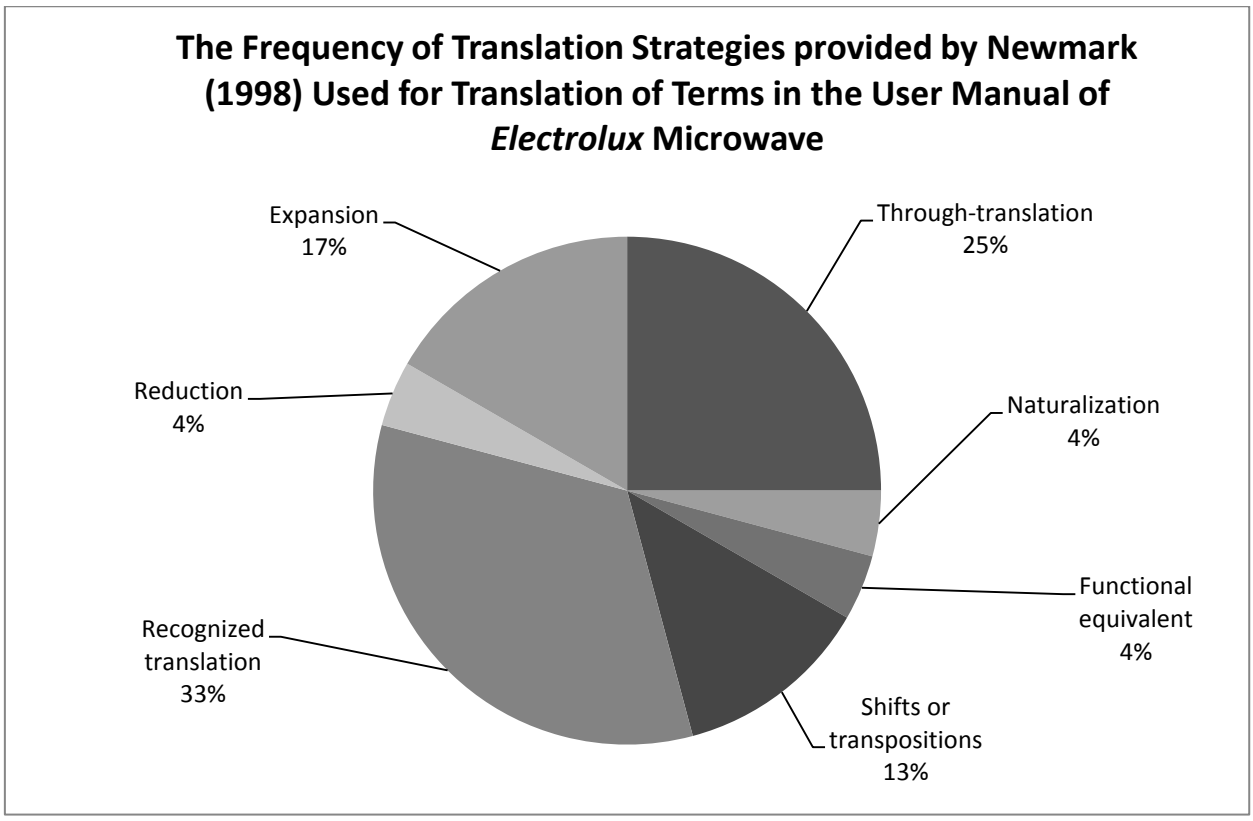

Figure 2. The Frequency of Translation Strategies provided by Newmark (1998) Used for Translation of Terms in the User Manual of *Electrolux* Microwave

In general, 24 terms in the user manual of *Electrolux* microwave have been collected and analysed. Figure 2 proves that the mostly used translation procedure is recognized translation (33%). Furthermore, in this particular microwave user manual 6 cases of the strategy of through-translation (25%) have been identified and this procedure is used more often than in the *Samsung* user manual. Less frequently met translation strategies are expansion (17%) and shifts or transpositions (13%). Three translation procedures of functional equivalent, naturalization and reduction have the same frequency percentage (each 4%).

4.3. Translation of Terms in the User Manual of *AEG* Microwave

The third microwave user manual is of *AEG* brand. As well as in the *Samsung* and *Electrolux* user manuals, in the *AEG* user manual the most frequently met translation strategy is also **recognized translation.** It is used when the meaning of the SL words or expressions is provided in the dictionary. In this case, the bilingual dictionary *Anglonas* has been used. Consider:

(49) *Installation → Įrengimas (AEG)*

(50) *Utensils → Reikmenys (AEG)*

(51) *Accessories → Priedai (AEG)*

(52) *Defrosting → Atšildymas (AEG)*

(53) *Control panel → Valdymo skydelis (AEG)*

(54) *Power level → Galios lygis (AEG)*

(55) *Warning → Įspėjimas (AEG)*

As can be seen, most of the examples listed above found in the *AEG* microwave user manual have the same translations as in the *Samsung* and *Electrolux* user manuals. The meanings of the SL terms are provided in the bilingual dictionary *Anglonas*.

(56) *Caution → Perspėjimas (AEG)*

In contrast with the *Samsung* and *Electrolux* user manuals, here the word *caution* is translated as a noun *perspėjimas* in the bilingual dictionary *Anglonas*, and is attributed to the translation procedure of recognized translation. The same word in the *Samsung* and *Electrolux* manuals is translated as an adverb *atsargiai* and addressed to the translation strategy of shifts or transpositions (see Examples 19 and 45).

(57) *Power supply → Maitinimo šaltinis (AEG)*

Moreover, differently from the previously mentioned user manuals, the *AEG* microwave user manual presents the full translation of the expression *power supply* in Example 57. The Lithuanian meaning *maitinimo šaltinis* is given in the bilingual dictionary *Anglonas* while in other manuals this English term is not fully translated (see Examples 24 and 47).

Another ubiquitously met translation strategy in the user manual of the *AEG* microwave is **through-translation**. To remember, it is used when a SL word or expression is literally translated into TL without any particular changes. For example:

(58) *Safety instructions → Saugos instrukcijos (AEG)*

(59) *Child safety lock → Vaiko saugos užraktas (AEG)*

(60) *Kitchen paper → Virtuvinis popierius (AEG)*

(61) *Electrical connection → Elektrinė jungtis (AEG)*

(62) *Care & cleaning → Priežiūra ir valymas (AEG)*

(63) *Grilling → Kepimas (AEG)*

(64) *Aluminium foil → Aliuminio folija (AEG)*

(65) *Timer knob → Laimačio rankenėlė (AEG)*

Examples 58-65 show that English words and expressions are directly rendered into the Lithuanian language. These terms and expressions of the SL are translated into the TL without changing the TL syntactic rules. In addition, the word order is also kept the same as in the SL.

It is obvious that majority of the examples consist of two words, only Example 63 consists of a single noun both in the SL and TL.

One more translation strategy found while analysing examples of the *AEG* microwave user manual is **functional equivalent.** As has been mentioned, this translation procedure occurs when the SL word or expression is translated by a similar word in the TL which has the same meaning. Also, this translation strategy can be used when a SL technical word has no adequate TL word. For instance:

(66) Plated meal → Patiekalas lėkštėje (AEG)

In the dictionary *Anglonas,* the translation of the word *meal* is *valgis.* Here this word is translated as *patiekalas.* However, the recognized translation of the word *patiekalas* is *dish* in the same dictionary. The *Cambridge Online Dictionary* gives such definition for the word *dish*: "food prepared in a particular way as part of a meal." As the definition is clear, it is obvious that the word *patiekalas* is the equivalent to the word *valgis*.

(67) Glassware → Stikliniai indai (AEG)

Also, the recognized translation of *glassware* is *stiklo dirbiniai* (see Example 7), but *stikliniai indai* in Example 67 means the same so it can be considered as the functional equivalent.

(68) Before first use → Prieš pradedant naudoti (AEG)

In this case the SL expression *before first use* does not have an adequate TL translation, so the similar Lithuanian words *prieš pradedant naudoti* are used in order to convey the same meaning. In addition, this expression can be directly translated as *prieš naudojantis pirmąkart* (see Example 37).

(69) Grill → Kepsninė (AEG)

As well as in the *Samsung* user manual, here the same translation of the term *grill* is provided. In the Lithuanian language it can be rendered as *grilis*, but *kepsninė* stands for the appliance which has the same function of grilling (see Example 19).

One more translation strategy is **expansion.** It is usually used when there is a need to add or explain something in the TL text. For example:

(70) Cling film → Maistinė plėvelė (AEG)

(71) Turntable → Sukamasis padėklas (AEG)

These two instances have been already analysed in the previous sub-chapters of the *Samsung* and *Electrolux* user manuals (see examples 20-21 and 39-40). To remember, in Example 70, *cling film* is translated as *plėvelė* in the dictionary *Anglonas*, but in order to show what kind of cling film is, the adjective *maistinė*, which is related to food, is added. Example

71 illustrates expansion as the adjective *sukamasis* is added in order to give users more information on how this particular part of the microwave looks like.

(72) Start button → Paleidimo mygtukas START (AEG)

Moreover, in contrast with Example 36 of the *Electrolux* microwave user manual, here Example 72 is referred to the translation strategy of expansion. In the Lithuanian translation *paleidimo mygtukas START*, the English word *START* is added to provide users particular information about this exact button and how it looks like on the appliance.

Another translation procedure is **shifts or transpositions**. As already known, it is a translation of a SL word or expression that involves grammatical changes. Consider:

(73) Reheat → Šildymas (AEG)

In the user manuals of *Samsung* and *Electrolux* microwaves, the term *reheat* is translated by the recognized term *pašildymas* (see Examples 2 and 26). However, in Example 73 of the *AEG* microwave user manual, this term is translated as *šildymas* and cannot be assigned to the translation procedure of recognized translation because it lacks Lithuanian prefix *-pa*. Lack of a prefix means, that this translation of the term *reheat* has changes in the grammatical structure and belongs to shifts or transpositions procedure.

Also, one case of **reduction** has been found in the examples of the *AEG* microwave user manual. Reduction occurs when a translator omits something and does not fully translate a SL word or expression into TL text. For example:

(74) Cookware → Indai (AEG)

As has been analysed, the recognized translation of the word *cookware* is *virtuvės reikmenys* (see Example 8). In the example presented above, this SL term it is translated as *indai* in the TL. The bilingual dictionary *Anglonas* renders *indai* as *ware*. Evidently, this translation lacks some particular meaning, because *cookware* is about wares that are used particularly in kitchen and cooking. *Indai* is a more general word and does not fully convey the meaning of *cookware*.

Furthermore, one case of **mistranslation** has been identified while analysing collected examples of the *AEG* microwave user manual. Mistranslation is a translation error when the word or expression is translated incorrectly. For instance:

(75) Disposal → Utilizavimas (AEG)

The recognized translation of *disposal* is *išmetimas* (see Example 10). In Example 75, it is translated as *utilizavimas*. The recognized translation of *utilizavimas* is *utilization* in the dictionary *Anglonas*. The *Cambridge Online Dictionary* provides such definition for the word *utilization*: “to use something in an effective way.” In comparison, the definition of *disposal*

given by the same dictionary is "the act of getting rid of something, especially by throwing it away." Clearly, both words *disposal* and *utilization* have different meanings so the conclusion can be drawn that the translation of Example 75 is incorrect. Due to that, this case cannot be ascribed to any of the translation procedures.

All the translation strategies which have occurred in the user manual of *AEG* microwave have been analysed. The frequency of translation strategies used for translation of terms in this particular user manual is provided in Figure 3:

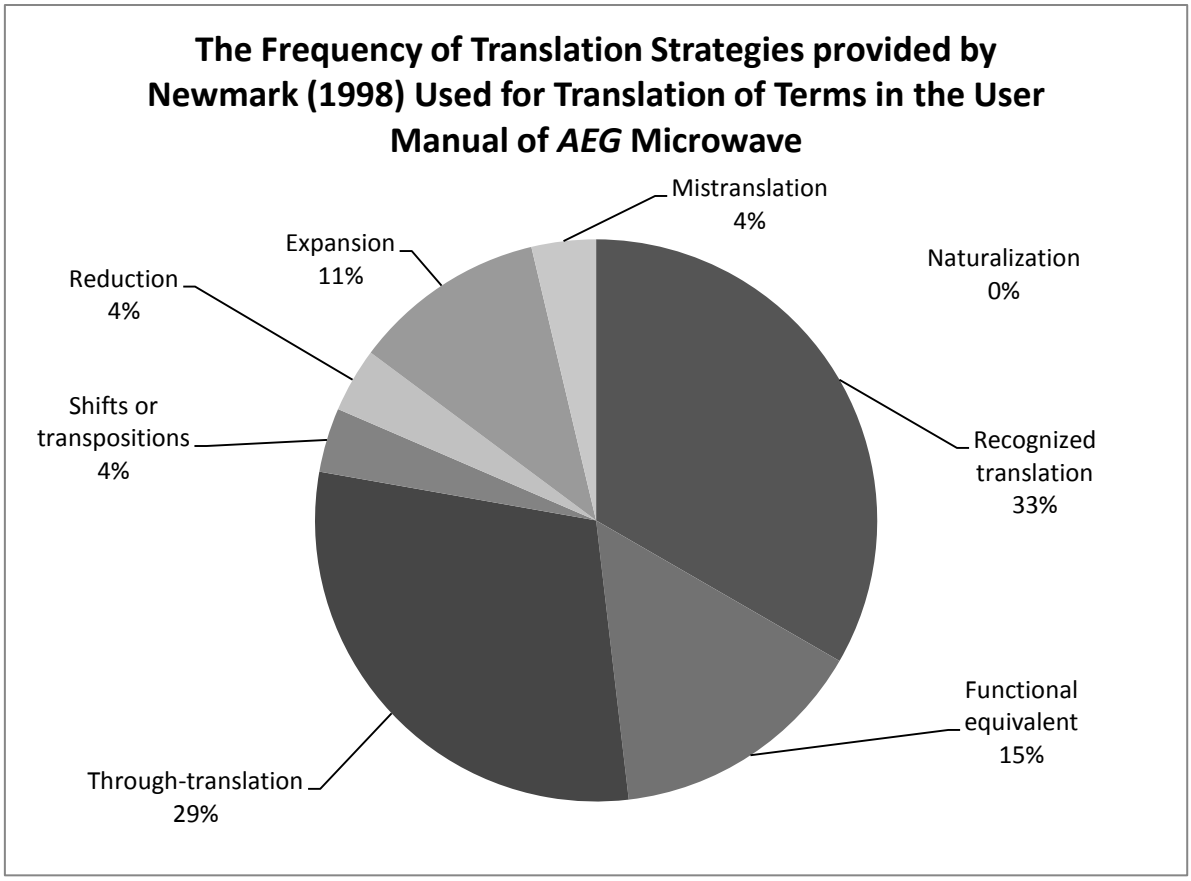

Figure 3. The Frequency of Translation Strategies provided by Newmark (1998) Used for Translation of Terms in the User Manual of *AEG* Microwave

In total, 27 terms in the user manual of *AEG* microwave have been compiled and analysed. Figure 3 shows that the mostly used translation procedure is recognized translation (33%). The second mostly used strategy is through-translation (29%) and the third – functional equivalent (15%). Less frequently found translation strategy is expansion (11%). Shifts or transpositions and reduction are least used translation procedures and have the same frequency percentage (each 4%). In addition, one case of mistranslation (4%) occurred in the

user manual of *AEG* microwave. However, no cases of naturalization have been accumulated (0%).

Overall, 75 examples of terms in the user manuals of *Samsung*, *Electrolux* and *AEG* microwaves have been collected and analysed according to the translation procedures provided by Newmark (1998). To summarize the results of each section of the empirical part and to calculate the the frequency of translation strategies provided by Newmark (1998) used for translation of terms in user manuals of *Samsung*, *Electrolux* and *AEG* microwaves, Figure 4 is presented below:

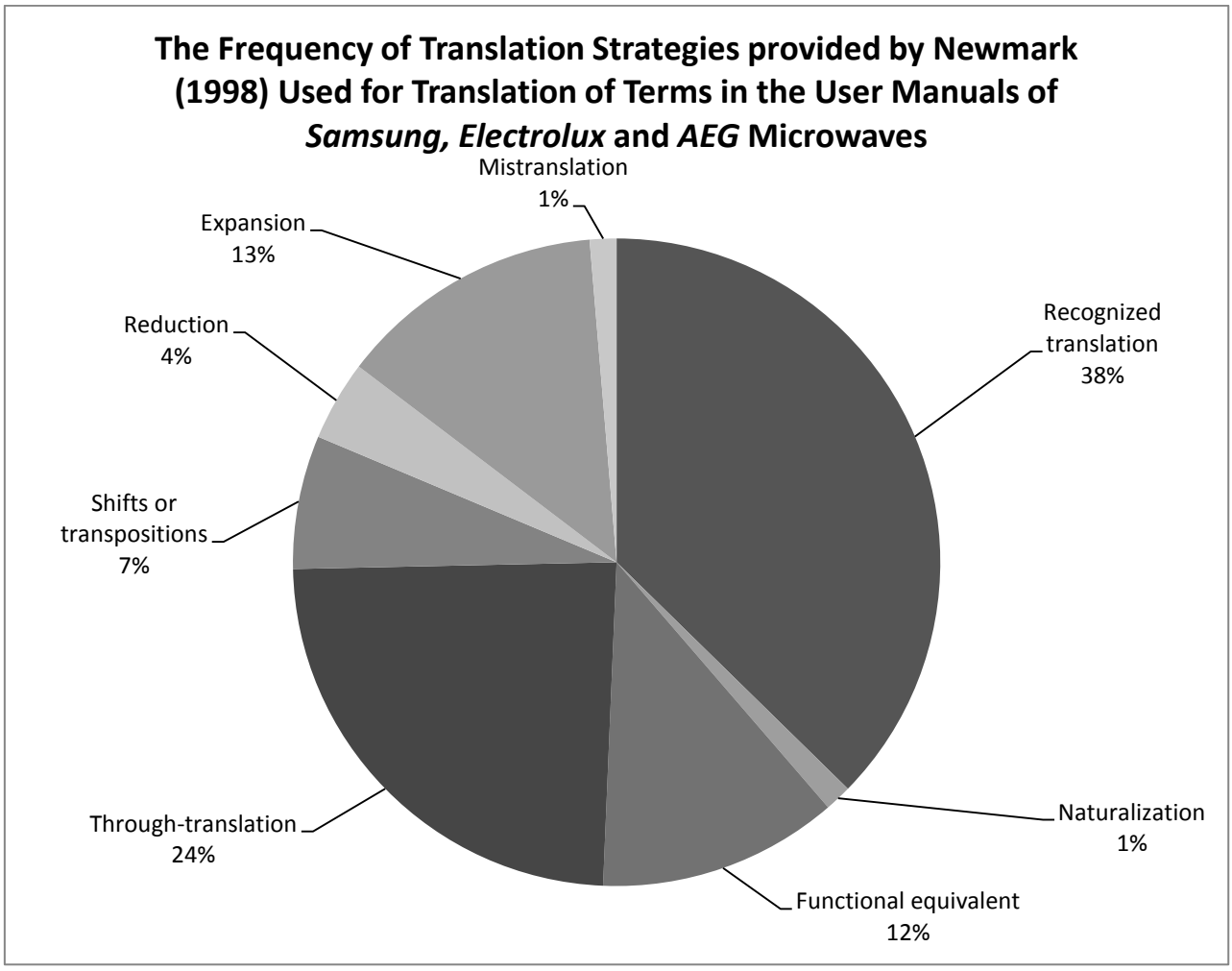

Figure 4. The Frequency of Translation Strategies provided by Newmark (1998) Used for Translation of Terms in the User Manuals of *Samsung*, *Electrolux* and *AEG* Microwaves

As can be seen in Figure 4, the dominant translation strategy is recognized translation (38%). Through-translation procedure is also widely used. It makes 24% of examples. Other translation startegies that have a decent amount of examples are expansion (13%) and

functional equivalent (12%). Less ubiquitous procedures are shifts or transpositions (7%) and reduction with (4%). The frequency of naturalization is only 1% as the only one case has been identified. Furthermore, one example of mistranslation, which form 1%, has been observed while analysing the examples of the user manual of *AEG* microwave. Even though it cannot be ascribed to any of the translation procedures, it is still important to recognize it.

CONCLUSIONS

The aim of the paper is to analyse translation of terms in the user manuals of *Samsung*, *Electrolux* and *AEG* microwaves. It has been accomplished together with the objectives pointed out in the Introduction of this thesis: 1) to provide theoretical material related to technical translation with particular focus on terminology; 2) to present translation strategies proposed by Newmark (1998) for terminology translation; 3) to compile examples of user manuals of *Samsung*, *Electrolux* and *AEG* microwaves and analyse them within the framework of translation strategies proposed by Newmark (1998). The research of the translation of terms allows to draw the following conclusions:

1) The 21st century is regarded as the era of technologies and that is the main reason why technical texts are very common in the field of translation. Nowadays technical texts are getting more attention as they convey the newest information of technical and scientific discoveries. Technical translation must be well structured, full of proper phrases and be easy to read. The main feature of this type of translation is terminology. It cannot be emotional or ambiguous and terms must have one meaning and should be used in one field. However, there are many problems related to terminology such as ambiguity, equivalence and non-equivalence, translation of neologisms including new coinages, abbreviations, etc.
2) Newmark is a well-known linguist who is interested in technical translation and has made a decent amount of research in this field. In order to produce a better translation, translators usually use translation strategies which are helpful while rendering difficult texts. Newmark (1998) proposes many procedures such as naturalization, functional equivalent, through-translation, shifts or transpositions, recognized translation, reduction and expansion, etc. However, not all of the translation procedures can be applied while dealing with technical texts. Each translation strategy is different and translators have a choice to use the right one if they face some difficulties while translating texts.
3) Overall, 75 examples have been collected from the user manuals of *Samsung*, *Electrolux* and *AEG* microwaves. They have been analysed within the framework of translation strategies proposed by Newmark (1998). The most prevailing translation procedures are recognized translation with (38%) and through-translation (24%). Other translation startegies that have a decent amount of examples are expansion with (13%) and functional equivalent with (12%). Such procedures as shifts or

transpositions (7%), reduction with (4%) and naturalization (1%) have been used very rarely. It must be noted that one case of mistranslation (1%) have been found while analysing the examples of the user manual of *AEG* microwave.

To sum up, various translation strategies are very commonly used in translation of technical texts and terminology. Translators have a choice to use the appropriate translation procedure and apply it only if necessary. According to the analysis of the examples, equivalent effect can be achieved when the same term is translated by applying different translation strategies.

REFERENCES

1. Baker, M. [ed.]. 2005. *Routledge Encyclopedia of Translation Studies.* Taylor & Francis e-Library.
2. Baker, M. 2011. *In Other Words: A Coursebook on Translation.* Taylor & Francis e-Library.
3. Bell, R.T. 1991. *Translation and Translating: Theory and Practice.* USA: Longman Group UK Limited.
4. Byrne, J. 2006. *Technical Translation. Usability Strategies for Translating Technical Documentation.* Dordrecht: Springer.
5. Byrne, J. 2009. "The Coming of Age of Technical Translation: an Introduction." In: *The Journal of Specialised Translation*. 2009. Issue 11, p. 2-5. Available from: http://www.jostrans.org/issue11/art_introduction.pdf [Accessed on 15 November, 2014].
6. Hatim, B. & Munday J. 2004. *Translation: An Advanced Resource Book*. Taylor & Francis e-Library.
7. Newmark, P. 1988. *A Textbook of Translation*. UK: Prentice-Hall International Ltd.
8. Newmark, P. 1998. *A Textbook of Translation*. Hertfordshire: Prentice-Hall Europe.
9. Nida, E. 1964. *Toward a Science of Translating*. Leiden: E. J. Brill.
10. Stolze, R. 2009. "Dealing With Cultural Elements in Technical Texts for Translation." In: *The Journal of Specialised Translation*. 2009. Issue 11, p. 124-142. Available from: http://www.jostrans.org/issue11/art_stolze.pdf [Accessed on 15 November, 2014].
11. Zecchini, L. 1995. *Linguistic equivalents in the translation of technical and scientific texts*. Available from: http://www.openstarts.units.it/xmlui/handle/10077/7677 [Acessed on 15 November, 2014].
12. Zehtsen, K.K. 1999. "The Dogmas of Technical Translation – Are They Still Valid?" In: *Hermes, Journal of Linguistics.* 1999. No 23, p. 65-75. Available from: http://download1.hermes.asb.dk/archive/FreeH/H23_05.pdf [Accessed on 15 November, 2014].

DICTIONARIES AND ENCYCLOPEDIAS

1. *Cambridge Online Dictionary*. Available from: http://dictionary.cambridge.org/ [Accessed on 25 April, 2015].

2. *Modern Lithuanian Dictionary.* Available from: http://dz.lki.lt/ [Accessed on 27 April, 2015].
3. *Oxford Online Dictionary*. Available from: http://www.oxforddictionaries.com/ [Accessed on 07 December, 2014]
4. Piesarskas, B. 2005. *Anglonas.* Electronic version.

APPENDIX