Objectives:
To present interdisciplinary analyses between Cognitive Linguistics and Translation Studies by using multiple translations from Japanese to English.

To describe the zero-encoding subject in Japanese in a comparison of multiple translations in terms of "Subjectivity" and "Construal Alternative." Japanese is a SOV and topic-prominent language.

Zero-encoding subject in Japanese:
(a) I am Jun Nakamura.
(b) O Nakamura Jan desu.

Cognitive Linguistics and Translation Studies:
Three major assumptions of Cognitive Linguistics (C Fred and Cruse 2004:1):
(I) Language is not an autonomous cognitive faculty
(II) Grammar is conceptualization
(III) Knowledge of language emerges from language use.

Translation Studies: a contrastive analysis between two or more different languages in terms of what is retained and what is lost from a source text to a target text. Two main streams of key concepts in Translation Studies:
Word for Word → Foreignization → Formal equivalence → Category shifts
Sense for Sense → Domestication → Functional equivalence → Cultural Norms

Case Study: Translation Project of the song called "Sukiyaki".
The project was conducted in the course of Japanese and English Translation Techniques in Massey University in 2015 and 2016.
The procedure: Students in the course had to do the translation practice of a song called "Sukiyaki" from Japanese to English and explain their Skopos and techniques to be used. Then they compared their own renditions with Yoko Oto's translation in the final examination of the course.

Students could prepare for their translations in advance. Over the two years, 19 students were involved.

"Ue o muite arukō" "Sukiyaki"

Let us walk towards the top
So as not to spill tears
Spring day to remember
lonely night
Let us walk towards the top
Counting the blurred star
Happiness is in the clouds
Happiness lies beyond the sky

Subjectivity and Construal Alternatives in a Cognitive Linguistic approach:
The notion of "Subjectivity" and "Objectivity" proposed by Langacker:
(1) Venous is sitting across the table.
(2) Venous is sitting across the table from me.
(3) Venous is sitting across the table from Vanessa.

The difference in the construals is from (1) to (3): from subjective to objective.
The "structural alternative" is a notion related to the speaker's construal of referents, and it also how the speaker assigns the same referent with different construals (the speaker is a conceptualiser to construe the situation).

Student 1
Let's walk looking up
Let's walk looking up
Let's walk looking up
I count the stars with tears in my eyes

Student 2
I hold my head up as I walk
So no one sees me crying
Remembering those spring days
And the lonely nights
Let's walk looking up
I count the stars with tears in my eyes
Happiness lies beyond the sky
Happiness lies above the clouds

The zero-encoding subject in Japanese:
The formal syntactic approach: grammatical omission, which means that the absence of what there should be based on a syntactic rule.
The functional/pragmatic approach: recoverability of deleting discourse information, which is based on the cooperative principles of the speech-act participants.

Translation Analyses: depending on translation directions
From Japanese to English, addition of a subject
From English to Japanese, deletion of a subject
Both strategies are aimed for "domestication" with functional equivalence.

Concluding Remarks:
This case study demonstrates that the zero-encoding of the grammatical subject in Japanese can be reanalysed in terms of "subjectivity" and "construal alternatives" in multiple translations, instead of finding various types of equivalences used in a standard model of Translation Studies.
Previous research of Translation Studies has used a linguistic approach to analyse a relationship between a source text and a target text. Therefore, the main field of translation analyses are often considered as applied linguistics or contrastive literature. However, the analysis of translation also has a potential for examining various linguistic hypotheses and concepts.
As a future direction, this case study demonstrates that Translation Analysis is not just for teaching language but can also be used for teaching linguistics.

Bibliography:

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The contrastive analysis of multiple translations: Sukiyaki song from Japanese to English

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