Cognitive Linguistic Approach in Translation Studies

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

**Description:**
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) 0 Nakamura Jun deu. C.O.P.

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**Cognitive Linguistics and Translation Studies:**
Three major assumptions of Cognitive Linguistics (Coffin and Cruze 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

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**Subj ectivity and Construal Alternatives in a Cognitive Linguistic approach:**
The notion of "Subjectivity" and "Objectivity" proposed by Langacker:

1. Vanessa is sitting across the table.
2. Vanessa is sitting across the table from me.
3. Vanessa is sitting across the table from Veronica.

When the involvement of an event is expressed in a language it is a "subjective construal", if the speaker does not express a conceptual element of the event.

The main component of the construals is: from (1) to (3) = from subjective to objective.

The "construal alternative" is a notion related to a conceptualiser to construe the situation.

Considering a situation of the above examples, the speaker is talking about a photo which shows the speaker and Vanessa sitting across from table, (1) and (2) are construal alternatives, one of which is selected based on more or less the speaker’s subjectivity (subjective conceptualisation).

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**Discussions:**
The song in the Japanese source text uses no personal pronouns. The first verse "Ue o muite arukō" is a zero-encoding subject, which expresses semantic ambiguity but also a possibility of multiple interpretations based on construal alternatives.

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**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 Ono’s translation in the final examination of the course.

Students could prepare for their translations in advance.

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**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 linguistic approaches to the zero-encoding subject in Japanese:
The formal syntactic approach: grammatical omission, which means that the absence of what there should be 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 approaches are aimed for 'domestication' with functional equivalences.

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**Ethics Approval:**
From Human Ethics Northern Committee in Massey University, NOR 16/11 Sukiyaki project: an analysis of students’ approaches to translations.
The contrastive analysis of multiple translations: Sukiyaki song from Japanese to English

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