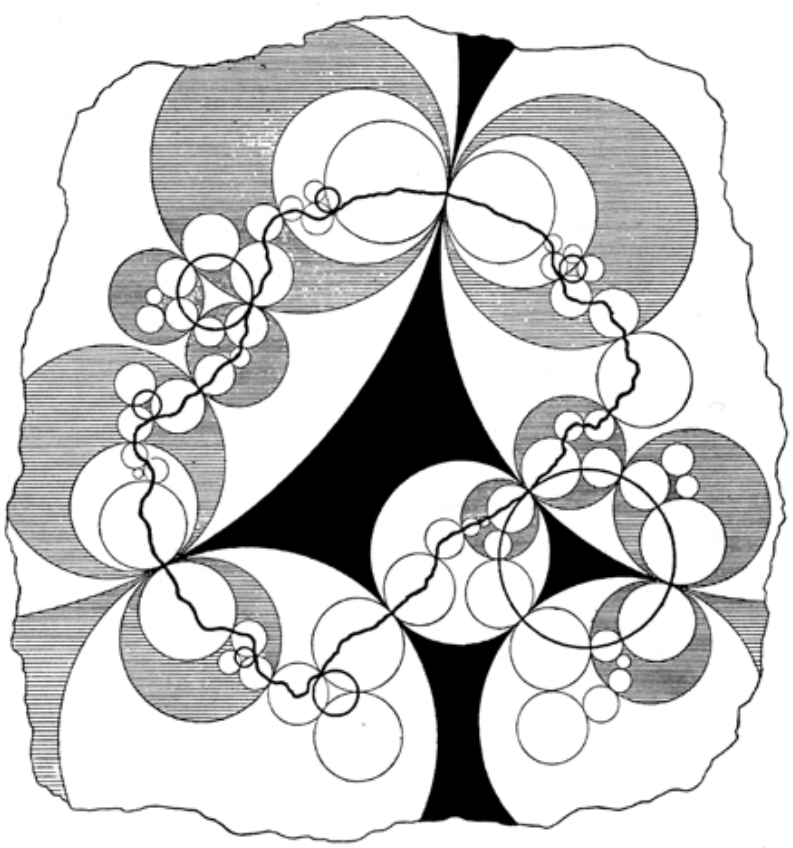

Translation as Systemic Interaction

A New Perspective and a New Methodology

Heidemarie Salevsky/Ina Müller

Frank & Timme

Verlag für wissenschaftliche Literatur

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Denn Wahrheit oder Schein sind nicht im Gegenstande,
so fern er angeschaut wird,
sondern im Urteile über denselben,
so fern er gedacht wird.

Immanuel Kant : Kritik der reinen Vernunft
(1781/1995:308)

For truth and illusion are not in the object,
insofar as it is intuited,
but in the judgement about it
insofar as it is thought.

Immanuel Kant: Critique of Pure Reason
(1781/2000:384)

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The authors feel especially indebted and grateful to Prof. Dr. Martin Leutzsch (University Paderborn, Germany) for reading the entire manuscript, for critical comments and for provoking us to rethink matters, sometimes more thoroughly than we otherwise would have, especially in the field of Bible translation.

We owe a great deal of gratitude to our American colleague, Ms. Leigh Love, M.A. (University of Applied Sciences, Magdeburg-Stendal) for proofreading Part I and Part II of this book with the eyes of a native speaker of English.
The authors are grateful to Dr. Olga Martin, PhD. in Systems Science and M.A. in Translation Studies, and to Dr. Ida A. Jones, PhD. in Translation Studies and M.S. in Computer Science; both from the State University of New York at Binghamton in the United States for taking on the job of proofreading and copyediting the final manuscript for delivery. Finally, our thanks go to Dr. David J. Clark (Camberley/England) for answering questions that still remained after the revision process. Obviously any remaining weaknesses or misunderstandings are our own responsibility.

The authors are pleased that this book found a home with the Frank & Timme Publishing House Berlin, Germany and are grateful to Dr. Karin Timme for her competent and humane support through the process.

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The authors

Preface (Heidemarie Salevsky)

The main ideas of this book were presented and discussed during guest lectures at the Department of Translation Studies of the Okan University, Istanbul (Turkey) in October/November 2006. I am indebted to the colleagues of the Department and to the Rector of the University for welcoming me so warmly and for inviting me to join the staff. I hope my colleagues from Okan University will feel, in the end, that I responded with integrity to both the challenge and the inspiration they embodied for me.

When I began to deal with Translation Science (TS) after ten years of practical work as an interpreter and translator and five years of teaching interpreting and translating, the questions I raised hardly attracted attention. What I noticed, was a reluctance on the part of many scholars to address the real-world translational processes, which did not fit into their neatly compartmentalized theoretical categories. But because of my own practical experience I evinced a "suspect" interest in examining the translational processes that went well beyond the languages involved and the theoretical-methodological inventory available. Doubts can be like purgatory which you have to pass through before finding a solution.
As the first person to be appointed Assistant Professor in Translation Science at Berlin's Humboldt University in 1984 (a lifetime appointment), I saw this as a challenge to counter ignorance with activity. In 1988 I organized the first international conference on Translation Science and Translators'/Interpreters' Training in Berlin (with 250 participants from 20 countries, cf. Salevsky 1990a). In 1989 I established what was the internationally first Research Seminar on TS (for 75 seminars until 2007 see Salevsky 2010b) at the Berlin University where, back in the early 19th century, Friedrich Daniel Ernst Schleiermacher became the first scholar worldwide to speak out for "translation science" (Übersetzungswissenschaft) as a discipline in its own right and where, in 1887, the training of interpreters and translators in Germany was launched (cf. Salevsky 1996a).

In the recent past we have seen social and cultural studies talking about a "translational turn" (Bachmann-Medick 2006), with translation* being seen as a key perspective for intercultural action and TS as a kind of "Leitwissenschaft". Culture-specific ways of thinking, patterns of action, expectations, and the complexity of the translation* processes along with their relations of power and dependence, with their systemic interactions and their formative potential are moving front and centre. This gives rise to the question of which methods to use for exploring these interactions beyond any binary attitudes, a quest for the reasons behind the success or failure of transfer operations. There is a demand for more flexible perspectives,

for an adoption of a broader, more open approach to translation* (cf. Tymoczko 2006:13-15; 2007:8). What is at issue here is the differences in social conditions, in cultures and languages, in interpretations and expectations, but also the conditions for cross-cultural mediation, the complexity of translational processes.

Thinking and writing about translating and interpreting as systemic interactions was my very personal way of proceeding from practice to theory by teaching (in TS as well as in the field of interpreting and translating) at Humboldt University Berlin (1972-1996), and at the University of Applied Sciences Magdeburg-Stendal (1996-2009), by researching at the Moscow State Linguistic University (1978 and 1982) and the Bible Institute in Rome (1993) and by being a member of various learned societies.

I am indebted to Prof. Dr. Hans J. Vermeer (1930-2010, Professor at University of Heidelberg at the time), the first person to invite me to a university in the part of Germany that had previously been closed to me. A special word of thanks goes to Prof. Dr. Marilyn Gaddis Rose (State University of New York at Binghamton), who arranged for me to spend the spring semester of 1994 as a visiting professor at the Center for Research in Translation at the University. This was not only an important step in my professional career, it also brought me into contact with ideas that were far from popular in Europe at the time. I am also grateful to Prof. Dr. Mary Snell-Hornby (University of Vienna) and to Prof. Dr. Annemarie Schmid (University of Innsbruck) for inviting me as a visiting professor for a full semester in the 1990s. With gratitude I remember the discussions I had with the students in these universities, as well as those that I had in Berlin – with prospective translators and interpreters in 33 languages at Humboldt University Berlin before 1989 and those studying other subjects at Humboldt University, Free University and Technical University Berlin, attending my lectures in TS and taking part in the seminars in the 1990s.

After the changes that had taken place in Germany, it took some time to realize that the Western views, including those on translation*, constituted only *one* of many possible ways in which we all needed more openness. Much of what was argued seemed partial and in need of further expansion and development. I am indebted to André Lefevere for discussions on cultural exchange between East and West in the spring term 1995 during his stay as a visiting professor at the Department of Translation Science at Humboldt University Berlin (Institute of Slavonic Studies) which I had the privilege to found in 1990 and to direct until 1996.

Especially the discussions at the Scholarly Forum of the United Bible Societies about quite unusual variables of translation processes and their interactions in Bible

translation projects outside Europe prompted me to reconsider the problem of complexity of translational processes, together with translation consultants from various regions of the world at conferences in Chorin, Berlin, Madrid, Bratislava, Uppsala, Prague, St. Petersburg, Istanbul, Athens, Frankfurt am Main, Amsterdam and London.

The key reason for which I have been occupied with the idea of a holistic (process oriented) approach to translation* for so long is that, based on my own practical experience, I was resolved to challenge the views of "recognized authorities". I had the good fortune of meeting people who supported my scientific endeavours. In the case of the new methodology, which I had championed for years, it was Prof. Dr. Frederic Vester (1925-2003, member of the Club of Rome), who showed me the way forward with his Sensitivity Model. It was my honour to test the applicability of this computer program in the field of Bible Translation at an interdisciplinary and interdenominational UBS-project entitled "Planning, Management and Evaluation of Bible Translation Projects", which I had the privilege to direct at the end of the 1990s. Afterwards I was taken with the idea that this new methodology could be applied to other subfields of translation*, notably those involving a good deal of process management, and could lead to a new approach in TS.

In Part I, I try to demonstrate the basic ideas of the new approach and methodology and to give some reasons for the necessary change in the theoretical perspective. In Part II of the present publication my young colleague and former research assistant, Dr. Ina Müller, deals with the application of the program in the field of translating specialized texts in the highly contrastive triangle Russia-Germany-United States. In Part III, we will jointly attempt to point out the implications of the new approach for establishing a more general interaction model and interaction theory of translation*, and for showing the openness of the translation* concept and of TS. I am grateful to my friend and younger colleague Dr. Ina Müller for her magnificent cooperation and support whenever needed and for assuming the tasks of technical editing and compiling the indices.

My husband, Bernd Salevsky, knows better than anyone else what writing this book has entailed for me. This volume would not have seen the light of day without his support. I would also like to thank our daughter, Dr. med. Marion Heinschel, for her advice and comments on medical topics and our granddaughters Anne and Julia for the joy they bring into our life.

Preface (Ina Müller)

My desire to discuss problems of translating specialized texts within the context of a dissertation arose during my work as a member of the academic staff at the Communication and Media Department of the University of Applied Sciences, Magdeburg-Stendal, and in the course of my relevant teaching activities both there and at Berlin's Humboldt University. It was kindled by my involvement in various research projects and, not least, by the animated discussions that took place during the Research Seminar on Translation Science directed by Prof. Dr. Heidemarie Salevsky. She also agreed to assume the task of being my dissertation supervisor and, right from the start, encouraged me to use the licensed software "Sensitivity Model Prof. Vester®".

Since abstracts are crucial for the international or intercultural transfer of knowledge and reflect the problems of translating specialized texts in a nutshell, this text type recommended itself as a subject of investigation in the highly contrasting triangle Russia-Germany-United States.

I managed to defend my dissertation at Hildesheim University in 2007 thanks to the encouragement and support I received from Prof. Dr. Reiner Arntz. I would like to express my gratitude to the Ministry of Arts of the state of Saxony-Anhalt, which granted me a scholarship under a scheme to promote the appointability of women as professors to universities of applied sciences in Saxony-Anhalt, thus affording me an opportunity to present partial results at various national and international conferences including the 30th annual meeting of the International Association "Language and Business" in Moscow (2005), the 75th Congress of the Humanities and Social Sciences in Toronto (2006), the 38th annual meeting of the Gesellschaft für Angewandte Linguistik (GAL) in Hildesheim (2007) and at the International Specialist Meeting "Translation zwischen Text und Welt – 120 Jahre Dolmetscherausbildung an der Berliner Universität" at Berlin's Humboldt University (2007).

Those who agreed to act as subjects for usability tests in Germany (Institute of Materials and Joining Technology of the Otto von Guericke University, Magdeburg; Engineering Department of the University of Applied Sciences, Berlin; the Training and Research Centre for Welding Technology, Berlin), in Russia (Chair of Welding Equipment and Technology at the Bauman Technical University, Moscow) and in the United States (Department of Mechanical Engineering of the University of Minnesota, Minneapolis, and Department of Mechanical Engineering of the State University of New York at Binghamton) contributed significantly to the success of my work. I owe the fact that usability tests could be performed in the United States to the good offices of Prof. Dr. Marilyn Gaddis Rose (Center for

Research in Translation of the State University of New York at Binghamton) and to Prof. Dr. Doreen Stärke-Meyerring (then University of Minnesota, Minneapolis, now McGill University, Montréal), who played host to me at their institutions during my stay in the United States, supporting me in a unique way and establishing all the necessary contacts.
I am also grateful to the editors of the journals *Schweißen und Schneiden* (Düsseldorf), *Avtomatičeskaja svarka* (Paton Institute of Electric Welding in Kiev) and *Svaročnoe proizvodstvo* (Moscow), who readily filled out the questionnaires I had prepared. My thanks also go to those who offered me advice on welding technology and helped me become familiar with this subject, notably my mother, Prof. Dr. Irmhild Martinek (Chair of Joining Technology at Otto von Guericke University, Magdeburg), who indefatigably provided me any professional assistance I required. Mr. Dietmar Rippegather, chief editor of the journal *Schweißen und Schneiden* and head of Commission 6 (Terminology) of the International Institute of Welding, deserves credit for his critical remarks on terminological problems in welding technology. Moreover, I would like to thank all the staff members and doctoral candidates of the Chair of Joining Technology at Otto von Guericke University, Magdeburg, who agreed to discuss technical matters with me. The same goes for Ms Leigh Love (Master of Arts in History) of the Communication and Media Department of the University of Applied Sciences Magdeburg-Stendal, an American who in her capacity as a native speaker of English helped me go through the English translations.

As a research assistant to Heidemarie Salevsky I became acquainted with the Sensitivity Model Prof. Vester®. We experimented with the model, attempting to apply individual tools of this programme in various fields of translation*. Initially, I had my doubts as to whether the application of this model to the field of translating specialized texts would yield the desired results, all the more so as scepticism was expressed on all sides. However, the outcome of my investigations without this programme was not satisfactory and failed to convince me. Only with the aid of this licensed programme did I manage to account for the interactions of the variables involved and to identify the real problems in the field being investigated. Frederic Vester's method and his tools produced the intended result in theoretical, didactic and practical terms.

List of acronyms, abbreviations and some German terms in English

PS	partial scenario
SC	source culture
SI	simultaneous interpreting
SL	source language
ST	source text
TC	target culture
TL	target language
Transl.: B.Z.	Translated by Bernd Zöllner
TS	Translation Studies, Translation Science
TT	target text

Dolmetschen — interpreting
Dolmetscher — interpreter
Fachlichkeit — technicality
Fachlichkeitsgrad — degree of technicality
Fachübersetzung — translating specialized texts
Gegenstand — subject of research
Gegenstandsbereich — subject area of research (in/of Translation Science)
Gegenstandsbestimmung — definition of the subject area of research
Kommunikationsfeld/-bereich — field/domain of communication
Objekt — object under examination
Objektbereich — object area (under examination)
Sinn — sense (in contrast to *Bedeutung* – *meaning*)
Teilbereich der Translation — domain (of translation*)
Teiltheorie (im Rahmen der Translationswissenschaft) — subfield (of TS)
Thematik — subject matter
Translation (as a generic term for translating and interpreting) — translation*
Translator (as a generic term for translator and interpreter) — translator*
Übersetzen — translating
Übersetzer — translator
Übersetzung (product of a translating process or: translating process and product) — translation

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PART I

A new systemic approach and a new methodology

To Bernd

1 Introduction

In his book *Die Logik des Misslingens* [The Logic of Failure] the German psychologist Dietrich Dörner recounts an experiment:
Dörner invented a fictitious African region, Tanaland, feeding its key data – drawn from existing African regions – into a computer. The idea was to develop a programme that would make it possible to change the situation there through appropriate aid and various other measures in such a way as to improve the lot of the people of Tanaland. Using simulation procedures, the country was to be steered through a period of ten years. Twelve experts representing various disciplines were entrusted with this task (each being given six opportunities for intervention) and got down to work. They set up power stations, improved sanitary conditions, introduced better farming and fertilizing methods, etc. What was the outcome? After temporary improvements, the region was struck by disasters and famines, livestock herds dwindled to a fraction of their original size, and food and financial resources were depleted. A chilling result, indeed. The reason was that their compartmentalized thinking largely prevented them from looking beyond the confines of their own speciality and grasping the complexity of the situation. They were thinking in terms of chains of effects rather than webs of effects.
On the strength of such experiments, Dörner (1996:32) illustrates the strategic errors most frequently committed in dealing with complex systems:

1. Insufficient recognition of the objective
   Acting without having analysed the situation. Correcting malfunctions without an overall plan until the next malfunction occurs and needs correcting, a behaviour typical of a repair service in which individual data cannot be arranged into a well-ordered system.
2. Lop-sided focus
   The result of a lop-sided focus is that remote and side effects in other (sub)domains and in the system as a whole remain undetected and thus escape analysis. No distinction is made between manifestation and essence, i.e. there is a tendency to address symptoms rather than the root of the problem.
3. Methodism and a tendency towards authoritarian behaviour
   Those who act are convinced that they have chosen the best course of action because the negative effects are not immediately apparent. Their power to change the system and their belief that they have fully mastered it generate an authoritarian attitude to their own approach. However, such an attitude is ill-suited to complex systems.

Not least, the latter statement is borne out by the devastating Chernobyl accident: In the aftermath of 26 April 1986, discussions got underway in both the East and the West about the technical equipment of nuclear power plants, security standards, etc. In fact, the immediate causes were to be found on a quite different level. They stemmed from the belief that a "repair service approach" would suffice in a complex system. Almost one million people paid for this error with their health and a fair number even with their lives.[1] Even when matters do not assume such dramatic proportions in our domain of translation*, complexity and systemic interactions are the real problems in the modelling of translation* because this involves the simulation of mental activity – not in an isolated, but in an inter-connected, manner.

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[1] What happened?
On 25 April, at 1 p.m. the operator began to lower the power level for a safety test. At 2 p.m. the emergency core cooling system was disconnected from the reactor. At this point the Kiev controller requested that the reactor continue supplying the grid with electricity to meet demand, and so it was released from the grid only after 11 p.m. The plan was to power the reactor down to 25 per cent of its nominal capacity. Shortly after midnight the level had already fallen to 1 per cent. The operator, using manual control, had undershot the intended power setting without giving due consideration to the reactor's braking behaviour, creating a dangerous situation (the risk of the reactor "running out of control"). He tried to rectify the situation, attaining 7 per cent of normal capacity after 30 minutes. Since it was forbbiden to run the reactor at less than 20 per cent of its capacity, it would have been necessary to break off the test. Instead, at 1 a.m. all eight pumps of the primary circuit were switched on (although the maximum number of pumps in use at any time was limited to six). Assuming that additional cooling would provide stability, the operator failed to realize that this led to many of the control rods (which determine the speed of nuclear fission) being withdrawn from the reactor and the system beginning to react spontaneously. The steam-drum pressure went down. The attempt to cope with this situation by increasing the water flow proved counterproductive (with even more control rods being withdrawn from the reactor). To make matters worse, the operator deactivated the steam-drum automatic shutdown of the reactor. Although only six to eight control rods were left (while operating policy required a minimum of twelve), the test continued. Now the reactor was practically without brakes. At 1:23 a.m. one of the steam line valves was closed (for test purposes), which meant that another automatic safety trip was disconnected. When the danger became obvious one minute later, it was too late. Scramming the reactor (by driving in the emergency shut-off rods) was no longer possible. At this moment the disastrous explosion occurred (cf. Reason 1987; for the problems of *bifurcation* – a sudden qualitative change in the state of a system – see Stewart 2007:148-149 and Catastrophe Theory).
The worst-ever known accident involving a western-style reactor (pressurized water reactor), which occurred at the Three Mile Island nuclear power plant (near Harrisburg, Pennsylvania) on March 28, 1979, also became a symbol for the failure to deal with complexity, for a concatenation of technical and human errors. The engineers had lost their grasp of the interactions that were taking place within the plant. Sheer luck prevented an explosion of the pressure vessel and the radioactive contamination of the cities of Harrisburg, Royalton and Middletown (cf. Schumann 2009).

2 Why a new perspective?

> The state of the art of translation studies is better than ever before. It is not good. There is so much still to be done.
> (Holmes 1988b:110)

Over the past 50 years, TS has developed into a scientific discipline in its own right. This has increased our knowledge of translating and interpreting but has not led to the emergence of a really general theory of translation*. The words of James Holmes still hold true. Why? I think that Arrojo is right in arguing:

> "The history of translation studies could also be described as the history of a few closely related obsessions [...]." (Arrojo 2005:53)

The problem – as I see it – is the lack of innovation within TS.
In spite of the great advances that have been made in knowledge about translation*, some fundamental gaps still remain: texts, cross-cultural communication and mental processes are treated as utterly disparate phenomena. Yet all three arise in experience, and in the translator* all three meet and apparently intermingle.
Even today the nature of translation* is not clear. This is all the more true when translation* (the German *Translation*, as introduced by Kade 1963) is used as a hyperonym for translating and interpreting, and Translation Science or Translation Studies – henceforth referred to as TS – (in German *Translationswissenschaft*, as introduced by Kade in 1970 at a Leipzig conference/printed in Kade 1973), as a hyperonym for the scientific discipline that includes both translating theory and interpreting theory.[2]

Science is only possible when what is happening can be controlled and restructured. The issue here is the reality that is to be grasped by means of appropriate methods, models and theories. Cognitive ability depends on the standpoint assumed for cognition. Interrelated disciplines are like shapes or colours which help to enhance the beauty of a painting, but are distorted when considering *what* to represent and *how*. One may concentrate on just one colour of a picture (e.g. Titian red), but to gain an impression of the painting as a whole one will, as a rule, have to

[2] I fully agree with André Lefevere: "Das scheinbare Äquivalent 'Translation Studies' dient mehr dazu, die Verwirrung zu übertünchen als sie zu lösen." (Lefevere 1996:173) [The supposed equivalent 'Translation Studies' is more susceptible of glossing over the confusion than clearing it up.]