

CHAPTER I

INTRODUCTION

This chapter presents a general point of the research including background, statement of problems, aims of the research, scope of the research, significance of the research, clarification of terms and organization of the paper.

1.1 Background

Lately, there has been a wide change in translation industry which is the increase in translation needs. There are many foreign textbooks used as a compliment book in the classroom. However, the readers seem to be unsatisfied with the result of translation, especially the translation of technical books. The confusion revealed since some of the terms were not properly translated. Therefore, the translator's understanding about the approach of domestication and foreignization is very important.

Translation has been variously defined by so many experts, its definition depends on the point of view. One may give a definition on the basis of transforming forms of a language into another language. Others may give a definition by emphasizing translation as transferring meaning and messages from a source language (SL) into a target language (TL).

Larson (1984) mentions that "translation as a change of form from the Source Language (SL) into the Target Language (TL) that refers to the actual words, phrases, clauses, sentences and paragraphs. Whether it is spoken or written." Translation is a changing of actual form from source language into the target language, and it can be in spoken or written form.

It is also stated that translation is an instrument of education as well as of truth precisely because it has to reach the reader whose cultural and educational level is different from, and often 'lower' or earlier, than that of the reader of the original (Newmark, 1988:6). It is clear that 'culture' in translation affects the readers, especially in understanding the whole text.

Nowadays, translation strategies such as domestication and foreignization are the most interesting issues of translation theories, whether the translation should domesticate or foreignize the source language. The notions of foreignization and domestication were first introduced by Lawrence Venuti in his book *The Translator's Invisibility: A History of Translation* published in 1995. He describes a brief history of foreignization and domestication in contemporary Anglo-American culture and criticizes the translations into English for being too domesticated.

As Shuttleworth & Cowie (1997) state, domestication designates the type of translation in which a transparent, fluent style is adopted to minimize the strangeness of the foreign text for target language readers.

Judickaite (2009) mentions that “Venuti sees domesticated translations as the devaluated reproductions the original and claims that foreignization should be the technique used by the translator, despite the fact that the TL readers may find a foreignized product strange”. Domestication in the translation field generally has a negative aura as it is suspected to be responsible for covering up the cultural traces of the original text.

As an opposition to domesticating, Venuti (1995) states a foreignizing method as an ethnodeviant pressure on those values to register the linguistic and cultural difference of the foreign text, sending the reader abroad. Foreignizing translation signifies the difference of the foreign text, yet only by disrupting the cultural codes that occur in the target language. Foreignizing translation in English can be a form of resistance against ethnocentrism and racism, cultural narcissism and imperialism, in the interest of democratic geopolitical relations.

In technical textbook, people often found some foreign terms which are hardly defined and sometimes it is hard to find the proper definition in the target language. In the classes, most of the textbooks being used are written in English, it would take more efforts to read such technical book in order to obtain a full understanding. It is because, basically, the English technical terms are relatively different from general English or daily English spoken.

The involvement of translation in many technical textbooks gives a big role in improving readers' comprehension in understanding technical terms. There are some English technical terms, which are rarely used in daily conversation, have a different meaning when translated into Bahasa Indonesia, because some words do not exist in Bahasa Indonesia. This has been one of the interesting issues in translation.

Taking into consideration the fact that architectural field can also represent foreign realia, Venuti's theories on foreignization and domestication can be easily applied to all forms of architectural book translation. Architectural book may contain various kind of theories related to form, space, order and the like, all of which can function as terms that are not always a part of the target language system, and can be either domesticated or foreignized by a translator.

Technical translation covers the translation of many kinds of specialized texts in science and technology, and also in other disciplines such as economics and medicine. The translation of these texts needs a high level of subject knowledge, and a mastery of the relevant terminology (Williams & Chesterman, 2002).

In the present research, the researcher focuses on architectural terms translation. Architecture translation involves translation of information related to the field of architecture. It may involve translation of the architectural texts or translation of various blueprints and designs. In modern times, when the corporation in the construction businesses like all other businesses have been crossing various nation, the need of architecture translation is getting evolved to play an important role in the construction business globally.

Based on the background explained above, the title of the research is **“Foreignization and Domestication in The Translation of English Technical Terms - Architecture: Form, Space and Order”**.

1.2 Statement of Problems

Based on the explanation above, two research questions are proposed as follows:

1. How many categories of architectural terms are found in the book *Architecture: Form, Space and Order*?
2. What specific translation strategies are used in the process of foreignization and domestication in the Indonesian version of the *Architecture: Form, Space and Order* book?

1.3 Aims of the Research

Based on the research question that have been formulated, the research aim:

1. To explore the translation of English architectural terms in *Architecture: Form, Space and Order* book written by Francis D.K Ching.
2. To investigate the process of domestication and foreignization in terms of its strategies.

1.4 Scope of the Research

The research is limited to the case of technical terms translation and the process of domestication and foreignization in *Architecture: Form, Space and Order*. The analysis was conducted to find out the domesticated and foreignized architectural terms and to analyze the foreignization and domestication process in the Indonesian version used by the translator, Hanggan Situmorang, in translating *Architecture: Form, Space and Order* book written by Francis D.K Ching.

1.5 Significance of the Research

The writer hopes that the research will:

1. Practically, give information on improving the skill of translating, especially translating types of architectural terms.
2. Theoretically, provide a deep understanding of foreignization and domestication concept in *Architecture: Form, Space and Order* book, in which the writer hopes, will be useful for similar studies in this field.

1.6 Clarification of Terms

The following terms are provided in order to avoid misunderstanding in this research.

1.6.1 Foreignization

Foreignizing translation should signify “the difference of the foreign text, yet only by disrupting the cultural codes that prevail in the target language” (Venuti, 1995)

1.6.2 Domestication

An ethnocentric reduction of the foreign text to target-language cultural values, bring the author back home (Venuti, 1995)

1.6.3 Translation

Translation is rendering the meaning of a text into another language in the way that the author intended the text (Newmark, 1988)

1.6.4 Architectural

Connected with architecture (Oxford Advanced Learner’s Dictionary 6th edition: 2000).

1.6.5 Terms

Defined as 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.

<http://oxforddictionaries.com/definition/term?q=terms>

1.7 Organization of the Paper

The organization of the paper is presented in five chapters, as follows:

Novia Aprilianti, 2014

Foreignization and domestication in the translation of english technical terms -“architecture; form, space and order”

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Chapter II Theoretical Foundation

This chapter presents the reviews of the theories and literatures related to the research. This chapter consists of the translation theories, foreignization and domestication in translation, architectural terms, foreignization and domestication in architectural translation and relevant previous studies.

Chapter III Research Methodology

This chapter focuses on the methodology used in the research to analyze the issue stated in the research questions. It consists of the method of the research, research question, aims of the research, scope of the research, book review, subject of the research, data collection and data analysis.

Chapter IV Findings and Discussions

This chapter presents the findings and discussions related to the research question of the research. It covers the elaboration of the findings related to the theories of this research and the analysis in order to achieve the aims of this research.

Chapter V Conclusion and Suggestion

This chapter presents the conclusion of the research based on the researcher's interpretation of findings and discussions. It also elaborates some suggestions for further research relating to foreignizing and domesticating translation strategies.