

TRANSLATION THEORY IN PRACTICE: A CONTRASTIVE ANALYSIS OF SEMANTIC AND COMMUNICATIVE APPROACHES IN BULLEH SHAH'S WORK

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ABSTRACT

The importance of translation dates back to the time when languages from different cultures started emerging and people started getting interacted with each other being language bounded. This research tries to address a rather modern idea of how the literature is translated using two contrastive approaches and which is the better one focusing upon the theory of the “Communicative Approach to Translation” by P. Newmark more as it is the framework chosen to explain the data in an analytic manner and through a qualitative study design it manually analyzes the translated version of the Poem of Bulleh Shah “Bulleh Nu Samjhawan Aaiyan” with reference to its source text. This research report takes the data from the online web which is commonly used by the people while finding a translation to make it more significant about how the everyday translation matters and works. The selected data to find out whether the semantic approach is used easily and the need of the “Communicative Approach” is more and it is more frequently used than the other theory.

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INTRODUCTION

Background of study

In a world where a huge number of languages reside with deeper contact to their speakers there is always a dire need of Translation. Learning and communication is the necessity of today's world to connect, and for the survival to make their lives better and in this world of globalization where everything is an easy access and meeting new people is as less bounded as possible the knowledge and comprehension of different languages has become a range of studies and flourished through developments and discoveries along with the technology. The area of translation studies has gone through an exclusive change of ideas and priorities and that is what this study discusses about.

“Communicative Approach to Translation” does not depend upon the teaching methods solely it rather takes over the idea of conveying the right meaning with the right idea of not only words but the gist translated from source text to target text making the target audience aware of what is communicated in the source text the best way possible. In contrast to this there is an old and frequently used phenomenon of translating the text word by word with the perfect grammatical transformation and tenses which is now seen as a less important theory because with Communicative learning the purposes of translation can be met more evidently.

To understand the translation theory, specifically the Communicative Approach we first need to understand what translation actually is. And it as generally known is not just transferring words from one language to another relating their contextual meanings. It rather goes beyond this idea and also the idea of everyday translations in second language learning classrooms. At first it was thought that translation is merely an act that needs no such planning, just the vocabulary to relate two different languages by changing words. And in the modern times we understood that the translation approach needs as much of planning as any other communicative technique if not more.

The source text taken for this research is the poetry of Bulleh Shah who is widely known for his spiritual poetry, he belonged to a remote area of subcontinent and his philosophical teachings are famous till date. He wrote in Punjabi, a native language of the subcontinent and we also find traces of Urdu in his writings.

There are texts that are translated in their perfect grammatical and semantic order in the semantic approach to translation that has been known as the contrastive one but we cannot deny that even that perfect semantic order the target translation does fulfill the patterns of communicative approach which means that sometimes the communicative purposes can be achieved through the word to word exact translation. All in all this simple translation word transfer has been a part of the world of translation for centuries and still is used in the second language learning classrooms and the main idea of this research is also to compare the two theories focusing majorly upon the theory of Communicative approach.

Statement of Problem

Learning and communication is the necessity of today's world to connect, and for the survival to make their lives better and in this world of globalization where everything is an easy access and meeting new people is as less bounded as possible the knowledge and comprehension of different languages has become a range of studies and flourished through developments and discoveries along with the technology.

And this research actually tries to find out whether the use of Communicative Approach is more than the old and trusted idea of word-to-word translation and how important is it to use this Approach for effective communicative purposes to be achieved.

Objectives

- Examining the Communicative Approach to Translation.
- To find out if the Communicative Approach works for the translation of poetry as well, as it is a difficult genre to be explored and translated in the best manner.
- To dig out the uses of the semantic approach to translation and its importance in the presence of the communicative approach.

Research Questions

1. How important is it to use the Communicative Approach to Translation while translating Poetry?
2. How does the Communicative Approach work side by side the Semantic Approach while translating a piece of poetry?

Significance of Study

The importance of Communicative Approach in translation and its worth side by side the semantic theory is the core idea of this study on the poem of Bulleh Shah.

As the communicative approach tries to buck up the cultural significance to the translation studies and make the learners understand not only what the words mean rather what is the message that is being conveyed and the gist relating to in its true sense. The significance of this study is highlight the importance of the translation of one text to be exact in understanding once read by the foreign language speakers and to identify the best possible ways of translating a text into another language.

LITERATURE REVIEW

The literature review for this particular study identifies the research gap that no study has been carried out using this particular theoretical framework to analyze the ideas of the Communicative Approach to Translation by analyzing the translation of Bulleh Shah's poetry.

The idea of the importance of the communicative approach in translation in teaching the foreign language is the core of the research "Towards a Communicative Approach to Translation A Teaching Experience" by Nisio (2014). It takes up the road to actually add cultural significance to the translation studies and make the learners learn not only what the words mean rather what the words mean and the gist

relates to in its true sense. He states in his article that a text is an act of communication and further joins this idea with translation by saying the translation function is actually coding the same message into another culture and after that he analyzes various pieces of literature being found from the lectures and the workshops to address the problems while translating to see what are the factors that problematize the act of translating from source text to the target text.

As the world progresses and becomes a global village the resources to engage with people from different cultures, speaking different languages becomes more needed and the studies in language learning turn more important leading this road to second language learning. The formal second language learning in the earlier times introduced some theories for it naming grammar translation method and direct method et cetera is what is being discussed by Demirezen (2011), states in his paper "The Foundations of the Communicative Approach and Three of Its Applications." But later on when the need for better learning strategies appeared and that actually tried to target the target text named as the communicative approach depending upon the purpose of making the students able to communicate better with complete contextual knowledge of the target language, to know the sociocultural contexts and to get the efficient grammatical knowledge. Achieving all these goals the communicative approach became the widely known and highly appreciated functional theory in second language learning and comprehension.

Nord (2006), in his "Translating for Communicative Purposes across Cultural Boundaries" thoroughly explains the idea of communicative translation by using the skopos oriented approach and in the details he mentions the notions of how a communicative based approach depends upon the purpose this particular translation wants to achieve which directly depends upon the audience and the fact that the translation must be engaging the socio cultural aspects and the meaning, idea, thought or context conveyed rather than a full-fledged word to word grammar translation.

This study takes the path of analyzing two different ideas that may occur during the identification of the translation purpose on the basis of the target audience interests and understanding about what is the target language culture and how does it complement the idea of the source text. The goal here is to achieve the understanding of the target text culture to be thought of, related to the source text purpose and represented

but if this is not possible and the cultural barriers exist how the functional purposes of the source text are molded to adjust those with the target texts.

Sdobnikov (2016), in his article "In Defense of Communicative-functional Approach to Translation" tends to talk about the two major contrastive approaches to translation studies and basing upon those two approaches; one being the text based approach and the other being the communicative approach he contrasts between the two, gives evidences and thoroughly explains how the communicative approach is better than the other including the importance of observing the translation quality and it being sufficient for the target text to provide all the aspects of the source text in the best way possible.

The role of translation and translation theory after thoroughly defining it is presented by Ali (2018) in her study "Communicative Translation as a new approach in Translation with Reference to English and Kurdish." She states that translation is an important and not a very easy task, it needs due attention, the knowledge of both source text and target text and a very keen observation to make the function of translation fulfill its purposes. She further goes on to explain the two major theories of translation of which are the semantic and communicative approaches to translation. She thoroughly describes the semantic theory first and then goes on to define the communicative theory which is our concern in this particular study. She says communicative translation is the one in which the function of conveying message in which both the linguistic aspects of the message and the contextual ones are clearly conveyed and understood by the audience after translation into the target text. Her research paper takes up the theory of P. Newmark to work with the topic for presenting the communicative approach to translation and ends up the work by providing a practical application of translating an original text from English into Kurdish by pointing out the communicative approach in it.

Theoretical Framework

It is not new to highlight the importance of the translation theories with regards to how they are beneficial and what should be done in the world of linguistics. P. Newmark in (1982) presented the idea of Communicative Approach to Translation in his book and did not name it so at that time.

The theory according to Peter Newmark depends upon the thorough planning of the translation act that

must contain the message as it was delivered in the source language considering the contextual background, prior knowledge and root of the culture being evident through the target text. The communicative approach does not just talk about the contextual meaning idea but also considers the different levels of language while translating as the structure, form and themes to convey the sense of the source text in its best original form but it gives a lot of importance to the target language as the goal described by this theory is to consider the target text's importance of being as relevant as it could for the target audience so at many different levels the translation act gets ambiguous and needs a thorough plan and attention because the ideas conveyed in the source text do not find the right word or idea to replace in the target text which makes it difficult to achieve the purpose of communicative approach.

Newmark does not propose that other theories to translation must not work he rather takes up the path where other theories help convey the message and engage it with the Communicative theory keeping in mind that the main purpose of this theory is to make the message as related and clear to the source text as possible.

RESEARCH METHODOLOGY

Design

The qualitative research design has been used to conduct this study.

Population

The population for this research is assumed to be all of the translated poems of Bulleh Shah available on the internet.

Sample

The sample for the research is the one selected poem of Bulleh Shah "Bulleh Nu Samjhanwan Aiyaan"

DATA ANALYSIS

Part One

*Bulleh Nu Samjhawan Aaiyaann Bhaena Tey
Bharjayee-yan*

*Man Lay Bulleya Sada Kena, Chad Day Palla
Raaiyan (Shah, 2009)*

*Bulleh Shah's sisters and sisters-in-laws came to
convince him.*

*Bulleya, please do as we tell you and leave the
Arain's (his guru's) company.*

Analyzing the Semantic and Communicative Approaches in Translation has been an important topic over the years to find out the better one for translation purposes. This first couplet of Bulleh Shah's Poem has both of the styles combined. The first verse of this couplet seems to follow the semantic approach and it fulfills the need of the translation in both semantic and contextual ways.

The second verse of the first couplet of this poem can be distributed into two parts the first one is translated through the semantic approach while the second one has a notion of communicative approach where the source text word "Palla" is translated into "Company" while it is not the literal translation of the word "palla" but translating the word with the exact meaning would have confused the collective meaning of the couplet for the target text audience to understand what was being said and meant by the poet as "palla" means the corner of a shawl or headscarf and here it is used in the terms of being as close as friends for which the translator ended up using the word "company" which seems to be the suitable most word to convey the context because even the word "friend" would have been misleading according to the background of the poem.

*Aal e Nabi Ullad e Ali, Nu Tu Kyun Lee-kaan
Laiyaan. (Shah, 2009)*

*You are born into the family of prophet, you are heir
of Ali, so why do you ruin your family's name like
this.*

This is a single verse in the source text which is being transferred into a couplet because of the fact that the idea of that one verse in Urdu conveyed more than what could be semantically translated in English so we can automatically state that this translation is not semantic bound rather a communicative approach at that. And in the communicative approach this kind of strategy is where there is more than a single meaning conveyed through a single word like here in the source text "Aale Nabi" means a longer sentence and same is the case with "Olaad e Ali" and the target text even had to elevate the meaning after it was already long to make the target language readers understand the purpose of what was being said or in fact what was said in the what context to be exact.

The second point that emerges from this verse transformation is the point where the target text translated the word "Leekan" to "ruin" which is not

the literal translation of what this Punjabi word means. The word “leekan” means “to doodle aimlessly” which if translated semantically would never have given the same sense as it does now in the target text.

The next use of of the Communicative Approach can be seen in the same first verse where the target text actually has the words “your family name” that do not even exist in the source text at the first place but the target text fit these in the couplet in the best way possible giving a clean explanatory sense to the message conveyed completely.

*Jeyra Saanoun Syed Saday Dozakh Milay Sazaiyaan.
Jo Koi Saanu Raie Aakhe, Bhisti Peenghaan Paian
(Shah, 2009)*

Those who address me as Syed, shall be condemned to hell.

Those who address me as Raie, shall ride the swings in heaven.

The first verse of this analysis is completely translated in a semantic approach way but the fact is that even in the semantic approach way it does fulfill the requirements of the communicative purposes. The idea of what “Syed” means has been addressed in the previous verse where the meaning was elevated and now there is no need to complicate things when the simple translation can achieve the purpose easily. The next verse is the description of both semantic and communicative approach because of the use of the same word “Rai” as in the source text and its translation giving it the vibe that this particular thing is culture bound and cannot be changed or transferred in the target text because of its originality importance in the source text and that is one major point discussed in the theory of Communicative Approach in translation ‘to keep the worth of the source text culture in mind while translating.’ And the second part of the verse is as simply translated as the first one.

Now, this has to be said here that even if it apparently seems like the semantic approach is taking over here in this couplet in the translation but the point to ponder is that it does not leave the communicative approach without any heed. This means if this translation fulfills the purpose of the semantic translation, it does the same for the communicative translation as well. And here is another point emerging that semantic translation is used until now in all the places needed where the communicative purpose was being achieved thoroughly but there was no point that the semantic technique was given first priority if the translation would not meet the

requirements of the Communicative approach because what we observe here is that the semantic technique is used by translator as a tool for the communicative approach to make the message reach the target language audience in the best simplest way possible that may not confuse or distract them at all and get the message conveyed as well.

*Raien, Saayin, Sabhin Thaayein, Rab Deyaan Bay Parwaaayaan,
Sohniyaan Paray Hatayaan Tay, Khojeyaan Lay Gall Laiyaan. (Shah, 2009)*

*Arain and masters are born at every place, God does not discriminate against anyone,
The lord is so carefree, that he neglects the beautiful (others) and hugs the ugly.*

In contrast to the last verse this one gives off a complete presentation of the communicative approach used in more than one way, which means as in the previous text there is deep rooted communicative purpose used in the target text that is not on the surface and there is also the surface level presentation of it clear as well. And the idea that the Semantic Approach is nowhere to be seen makes the thought of it being used when needed to help in the communicative approach not as the first priority statement to be used for the translation of such kind of literature from one language to another even clearer.

The first verse of the second last couplet has two parts and both of these represent the communicative approach as the words in the target text “born at every place” is not the exact meaning of what is said in the source language but when analyzed carefully it can be judged easily that the target text means the exact same of what the poet tries to say in his native language and that is one goal achieved in the Communicative Approach to Translation.

The second part of the first verse is completely different in the target text and we try to find the semantic approach in there not a trace of it will be found. “God does not discriminate against anyone” is not what the source text says in its original transcript it rather quotes the words of “forgetfulness” relating to God but the poet does not convey the meaning that occurs in the target text if we translate it semantically so the Communicative approach way of translating it meets the purpose of conveying what has been meant but not said.

Another unique point that has not occurred before in this analysis is the translation of something that has been said earlier at some point in the source text not at its own place rather later in the next verse. We observe that what was said in the first verse and not

addressed there by the translator actually got translated and meaningfully conveyed in the next verse by getting merged into the meaning of the preceding thought.

The last point of this verse to be addressed is the word “he” that has been used in the target text but not mentioned in the source text. Apparently, it seems like the translator tries to connect what is said in the later part to what was said earlier for creating a sense of understanding.

Jay To Lorain Baagh Baharaan ,Chaakar Ho Ja Araiyaan.

Bulley Shah Dee Zaat Kee Puchni, Shaakar Ho Razayaan. (Shah, 2009)

*If you seek the pleasure of a heaven in spring, go and become a servant of the Araiens, O' do not ask **Bullah** his caste; Be thankful and be content with the lord's creation.*

This is the last part of analysis and gives discusses almost the same idea that has been discussed in the previous parts. the first verse of this couplet shows a complete semantic approach being used to translate simply every word of the source text in its perfect lexical transformation in the target text but also indicates a notion of the communicative approach that by now seems like a norm of the analysis by quoting the word “Araiens” preserving the cultural factor.

The last verse of the poem actually is not properly the exact semantic idea as it changes the point of addressing the audience in different terms. In the source text the poet addresses the audience generally without mentioning while in the target text we can see how the word “O” signifies that the second person singular has been used to address the audience.

While the last part of the last verse of the last couplet is again a communicative strategy being used that can be observed clearly by seeing how the target text has elevated it by adding up the information which was not present at the first place in the source text underlined in red above.

FINDINGS

The Semantic and Communicative Approaches Merged

Through the thorough analysis of the text we can easily say that both of the approaches can be used side by side easily to make the target text a best one for the audience. As the first verse of this analysis is completely translated in a semantic approach way but the fact is

that even in the semantic approach way it does fulfill the requirements of the communicative purposes.

The Existence of the Communicative Approach in Each Verse

The semantic approach has been used at a lot of points and serves the purpose it defines but in contrast with the Communicative Approach it is used as a second priority. And at some points it apparently seems like the semantic approach is taking in the translation but the point to ponder is that it does not leave the communicative approach without any heed. This means if this translation fulfills the purpose of the semantic translation, it does the same for the communicative translation as well.

The Semantic Approach is not a Must

And here is another point emerging that semantic translation is used until now in all the places needed where the communicative purpose was being achieved thoroughly but there was no point that the semantic technique was given first priority if the translation would not meet the requirements of the Communicative approach because what we observe here is that the semantic technique is used by translator as a tool for the communicative approach to make the message reach the target language audience in the best simplest way possible that may not confuse or distract them at all and get the message conveyed as well.

Elevating the Translation

At times it is needed that the target text may add something other than the source text to make the message get conveyed in the right manner to the target language audience.

For Example, there is a single verse in the source text which is being transferred into a couplet because of the fact that the idea of that one verse in Urdu conveyed more than what could be semantically translated in English so we can automatically state that this translation is not semantic bound rather a communicative approach at that. And in the communicative approach this kind of strategy is where there is more than a single meaning conveyed through a single word like here in the source text “Aale Nabi” means a longer sentence and same is the case with “Olaad e Ali” and the target text even had to elevate the meaning after it was already long to make the target language readers understand the purpose of what was being said or in fact what was said in the what context to be exact.

Using the Communicative Approach

The Communicative Approach can be seen in the same first verse where the target text actually has the words “your family name” that do not even exist in the source text at the first place but the target text fit these in the couplet in the best way possible giving a clean explanatory sense to the message conveyed completely.

Using the Previous Ideas

Through the analysis it is found out that at places where an idea is discussed previously it is not addressed by the translator again but the target translation keeps on with new information through relating it to the previous without physically mentioning it, assuming that the audience will get have the idea of it. For example The idea of what “Syed” means has been addressed in the previous verse where the meaning was elevated and now there is no need to complicate things when the simple translation can achieve the purpose easily.

The Semantic Order

There are texts that are translated in their perfect grammatical and semantic order but we cannot deny that even that perfect semantic order the target translation does fulfill the patterns of communicative approach which means that sometimes the communicative purposes can be achieved through the word to word exact translation. All in all this simple translation word transfer concludes that it is not always necessary to use different elements in the target text or add something to make the message reach the target audience perfectly it can be done in the simplest of way as well where the essence of the source text can remain.

Using the Semantic Approach as a Tool

The research finds out that there are times when a translation fulfills the purpose of the semantic translation, it does the same for the communicative translation as well. And here is another point emerging that semantic translation is used until now in all the places needed where the communicative purpose was being achieved thoroughly but there was no point that the semantic technique was given first priority if the translation would not meet the requirements of the Communicative approach because what we observe here is that the semantic technique is used by translator as a tool for the communicative approach to make the message reach

the target language audience in the best simplest way possible that may not confuse or distract them at all and get the message conveyed as well.

CONCLUSION

The idea of Communicative approach and its importance has been thoroughly discussed in the analysis and findings. The research concludes that even when the semantic approach has been used at a lot of points and serves the purpose it defines but in contrast with the Communicative Approach it is used as a second priority. And at some points it apparently seems like the semantic approach is taking in the translation but the point to ponder is that it does not leave the communicative approach without any heed. This means if this translation fulfills the purpose of the semantic translation, it does the same for the communicative translation as well.

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