Dr. Rudina Xhillari
Faculty of Foreign Languages
University of Tirana
rudina.xhillari@yahoo.com

Dr. Orges Selmani
Faculty of Foreign Languages
University of Tirana
orges.h.selmani@gmail.com

Process-Oriented Approach and Group Work in Translation Teaching

Abstract

Years ago translation theory was focused on translation as a productand no attention was devoted to the process. The shift from product-oriented approach to process-oriented approach in translation studies is important because it contributes to translation teaching and involves the process in order to achieve the goal of translation, i.e. the product. The 'translation process' is the conscious and unconscious cognitive operations that happen during translation. During the translation process, would-be translators use linguistic, extra linguistic knowledge, creativity, thinking through alternatives, problem-solving strategies and decision-making skills, all these together comprise-translation competence of the translator.

By focusing on the process and translator, this approach in translation classes is student-centred as well because it involves the participation of all the students during group work sessions where they can plan, reflect, discuss, review and edit their work, and also encourage meaningful, independent interaction in English.The process-oriented approach contributes to improving translation quality since it allows trainees in translation to understand the different processes a translator goes through and explain the choice of certain translation strategies and techniques used in order to obtain the quality of the final product.

This new approach is widely used with the students trained to be translators in the Faculty of Foreign Languages, University of Tirana and the presentation analyses the findings of a questionnaire conducted with translation branch students about the advantages and disadvantages of group work in the practical translation classes. This approach should be encouraged since it helps upgrade future translator's competences and generate a qualitative product.

Key words: process-oriented approach, product-oriented approach, translation process, group work, translation competence, translation techniques and strategies.

Dr. Albert SHEQI
University of Tirana
Faculty of Foreign Languages
Department of English Language
albertsheqi@hotmail.com

The Cultural Elements in John Hodgson's Translation of Ismail Kadare's Novel *The Traitor's Niche*

Abstract

This article focuses on the challenge of translating the cultural elements in Ismail Kadare's novel ("Kamarja e turpit") *The Traitor's Niche* translated into English by John Hodgson. Special attention will be paid to the techniques employed in translating Albanian historical and cultural elements and the way they have been rendered into English. These techniques range from instances of untranslatability to cases of the narrowing and/or the broadening of the ST meaning. The article also focuses on the specific challenge of the translation of some key metaphors in this novel.

Bibliography:

Primary Sources

Kadare, Ismail., *The Traitor's Niche*, Harvill Secker, London, 2017.

Kadare, Ismail., *Kamarja e turpit*, Onufri, Tiranë, 2006.

Secondary Sources

Books:

Baker, Mona., *In Other Words: A Coursebook on Translation*, Routledge, London and New York, 1992.

Baker, Mona., (ed.) *Routledge Encyclopaedia of Translation Studies*, Routledge, London and New York, 2001.

Bellos, David., *Is That a Fish in Your Ear?: Translation and the Meaning of Everything*, Faber and Faber, New York, 2007.

Burke, Peter., Po-Chia-Hsia, P., (ed.) *Cultural Translation in Early Modern Europe*, Cambridge University Press, 2007.

Catford, J. C., *A Linguistic Theory of Translation*, Oxford University Press, Oxford, 1965.

Hatim, Basil., Munday, Jeremy., *Translation: An Advanced Resource Book*, Routledge, London and New York, 2004.

Newmark, Peter., *A Textbook of Translation*, Shangai Foreign Language Education Press, 1988.

Ricoeur, Paul., *On Translation*, Routledge, London and New York, 2004.

Academic articles:

Palfrey, Thomas R., "Literary Translation", *The Modern Language Journal*, Vol. 17, No. 6 (Mar., 1933), pp. 410-418.

Hyde, George M., "Literary Translation", *Hungarian Studies in English*, Vol. 22, 1991, pp. 39-47.

Prof.Asoc.Dr. Eda Shehu
Universiteti i Tiranës
Fakulteti i Gjuhëve të Huaja
Departamenti i Gjuhëve Sllave e Ballkanike
E-mail: edashehu_2006@yahoo.com

Vëzhgime dhe Vlerësime të Mënyrave të Përkthimit (të Gjetjes së Barazvlerësve) në Fjalorët Politeknikë të Shqipes

Abstrakt

Në këtë kumtesë do të trajtohen probleme të mënyrave të dhënies së barasvlerësve në fjalorët terminologjikë-politeknikë të shqipes, në të cilët vërehen një varg mospërputhjesh të strukturave semantiko-leksikore nga njëra gjuhë në tjetrën. Jo rrallë, p.sh., një termi në gjuhën angleze i përgjigjet një togfjalësh në gjuhën shqipe, si p.sh., **bar**: *1. tra mahije, 2. krah shpues, 3. vizore e dhëmbëzuar*, **cannel**: *1. vijë lundrimi, 2. kanal shkarkimi, 3. trakt zëri*. Këta togfjalësha janë të qëndrueshëm, por ka edhe të lirë. Përveç rasteve kur kjo mospërputhje ekziston në të dyja gjuhët, duhet nënvizuar se, këto mospërputhje, sidomos në rast të togfjalëshave të lirë, krijon vështirësi në procesin e përkthimit të teksteve nga përkthyesit. Kjo vërehet pothuajse në secilën nga gjuhët të përmendura mësipër dhe për këtë arsye, kërkon një studim, jo vetëm të sintetizuar (siç është në rastin tonë), por edhe më të gjerë, të mëtejshëm.

Fjalët çelës: *barasvlerës, mospërputhje, togfjalësha të lirë, togfjalësha të qëndrueshëm*

Dr. EriolaQafzezi
Fan S. Noli University
(eriola_bonja@yahoo.com)

Dr. Juliana Çyfeku
Fan S. Noli University
(juliana.cyfeku@gmail.com)

Language and Ideology: Comparative perspective on trends of translation of English-language children's literature into Albanian

Abstract

This article aims to investigate current Albanian translation of English-language children's books and compare them toother existing translations. Being inspired by the belief that translation is one of the best instruments that can be used to contemplate about the way ideology is reflected in the source text and the way it is (re)created in the target text, this paper intends to bring examples which show the significance of ideology and its extent of transfer through languages and cultures. Children's books often become a source of manipulation from translators, either intentionally or

unintentionally. The present study will bring both theoretical insights and practical examples, which will both contribute towards understanding and analysis of the translation process and decisive factors that have influencedtranslation of children's literature into Albanian language.

Key words: children's literature, culture, ideology, manipulation, translation, images.

Alma Karasaliu
Fan S. Noli University
almakarasaliu3@gmail.com

Vasilika Pojani
Fan S. Noli University
vpojani@yahoo.com

Peter - A 'Miniature' of the Modern Author?

Abstract

Swift's narrator has often been studied with the view of defining the similarities between him and the writer himself. In this paper, it is aimed at comparing and contrasting the narrator of "A Tale of a Tub" with Peter, the representative of Roman Catholic Church and a prominent character of the same book as well. This approach is challenging and interesting at the same time due to the fact that both this characters share not only the delusion of grandeur, but also the trickery to achieve their goals through various linguistic maneuvers and the desire to denigrate the individuals around them. Through thorough analysis of their speeches and attitudes, it will be stated that while 'the modern author' lacks the capability of understanding the problems of the society he lives in, Peter, on the other hand, is conscious about everything, including his actions, and has real goals to achieve. Consequently, it will be highlighted that behind the complete failure of the intelligence, literacy and insight of the narrator of the book, who is constantly mingledwithin the whirlwind of his own words and concepts and does not manage to reach to inherent conclusions at the end of his own arguments, lie various implicit messages intended only for the critical reader.Peter, meanwhile, loses his reasoning capability, aware of the fact that his ownbaffling scheme had lost its functionbutcertain, at the same time, that the extent to which he and his mentality had manipulated 'the truth' left no way to a full recuperation of the coats and thus, of the original 'will' itself.

Key words: linguistic maneuvers, implicit messages, grandeur, trickery

Dr. Rozana BELA
University of Tirana
Faculty of Foreign Languages
English Language Department
belarozana@yahoo.com

"The musical language of 'Sirens' in James Joyce's 'Ulysses'. Is it all about music? Some translation concerns in the musical episode."

Abstract

The numerous musical references scattered throughout Joyce's masterpiece play a strong central role in advancing the narrative and enhance both the effectiveness and the expressiveness of the stream-of-consciousness technique employed in the book. We come to know the characters in the book by their actions, words, thoughts, and memories; but it can be well argued that we come to understand them by their individual tastes in music and the melodies that flit through their minds in the course of the day.

With the eleventh episode, called "Sirens," something changed, and so radically that the author's staunchest advocate, Ezra Pound, was dismayed. (Would these events really lose, Pound wrote to ask, by being told in "simple Maupassant"?) For no longer do we see the foreground postures directly, in order to see past them perhaps to Homer. Our immediate awareness now is of screens of language, through or past which it is not easy to see. The language is what we now confront, as in *Dubliners* we had confronted the characters. (Kenner 41)

In this paper we will give a study of the musical language in Episode 11, ''Sirens'' in ''Ulysses'', by James Joyce. Through comparative translation from English into Albanian of the novel, based on the literary explication, we will answer such questions as '' How are the logical connections organized?'', ''How are the logical connections in syntactical systems factorized?'', and '' How are the logical connections realized in the form of a text?''. We will emphasize the nature of: thecognitivemeaningandthe way it has beenexpressed;interactive meaning and itsexpressionthrough the system ofstates, and themeaningofthe discourseanditsexpressionthrough thesystem of topics.

Key words: English-Albanian Translation, Musical language and Translation Procedures.

Lorena Zhuli
Faculty of Foreign Languages, University of Tirana
lorenazhuli@gmail.com

"Lack of Master Programs incorporating several Translation and Interpreting Specialties in regard to the Faculty of Foreign Languages of Albania"

Abstract
Enrolling in a Master of Science Program on Translation Studies covering a range of Translation and Interpreting Specialties is a common practice in some Spanish Universities. But this is not the case in Albania.
This paper aims to highlight the lack of incorporation of several Interpreting and Translation Specialties courses in regard to the Albanian Faculty of Foreign Languages and the Master of Science Academic Studies respectively, within the current existing academic framework. For the past 20 years we have neither designated, nor incorporated any program of this kind, since Translation studies is a newly established field.
On more concrete terms those individuals who feel gifted or willing to pursue such a career are obliged to enroll only in the sole existing Translation Master's Program because there is no other course offering other specialties such as Economic Translation, Video-game Translation, Subtitling Translation and many more. The situation appears to be much different around Spain particularly, where several Universities such as: University of Castello de la Plana offers Master's degree in Medical Translation; Universidad Pontificia Comillas (Madrid) offers Master's Degree in Conference

Interpreting; University Jaume I (Madrid) offers <u>Master's Degree in Intercultural Communication and Public Services</u>, Universidad de Valladolid offers Master's degree in Professional and Institutional Translation etc.

This is the reason behind comparisons drawn by the academic staff and students themselves regarding the European perspective and that of Albania. Considering such an approach may be convenient for the future and meet the needs of the students.

Amarilda Ruci,
Universiteti i Tiranës, Fakulteti i Gjuhëve të Huaja, Departamenti i Anglishtes
Email: amardaruci@yahoo.com

"Përkthimi i termave ekonomike, një sfidë për përkthyesit e rinj"

Abstrakt

Në dekadat e fundit për shkak të globalizimit, rritjes së tregtisë ndërkombëtare, rritjes së migracionit dhe zhvillimit të mjeteve të komunikimit masiv dhe teknologjisë është rritur edhe nevoja për një komunikim sa më efikas të biznesit. Ky punim heton sfidat që një përkthyes has gjatë procesit të përkthimit të një teksti financiar ose bankar i cili kërkon një sërë aftësish nga ana e përkthyesit. Fusha e ekonomisë është një fushë studimore dinamike, e cila gjithnjë e më shumë zgjerohet kështu rrethi i përfshirshmërisë sa vjen e rritet. Për këtë arsye, janë vënë në praktikë përkthime të ndryshme tekstesh në fushën financiare dhe ekonomike për të përcaktuar drejt çështjet teorike dhe terminologjinë e përdorur. Ky punim na bën të kuptojmë se përkthimi i termave ekonomikë është realisht një punë e cila kërkon aftësi, etapa të shumta kërkimi, trajnim, përvojë dhe një kuptim të drejtë të gjuhës së huaj të nevojshme këto për përcjelljen e karakteristikave transferuese në gjuhën e synuar. Punimi përqëndrohet në paraqitjen sa më të drejtë të përkthimeve të termave ekonomike dhe përshkruan gjithashtu aftësitë bazë dhe strategjitë që një student, përkthyes i termave ekonomike duhet të përvetësojë në përvojën e tij të përditshme gjatë përkthimit të një teksti. Në ditët e sotme, është e dukshme se një komunikim sa më efikas i çështjeve të biznesit, është i lidhur direkt me përdorimin e saktë të termave ekonomike.

Fjalë kyce: globalizimi, përkthimi teknik, terma ekonomike, sfidë, strategji

Dr. Orges Selmani
English Department
Faculty of Foreign Languages
University of Tirana
e-mail: <u>orges.h.selmani@gmail.com</u>

American Politics and the Albanian Language – An Ocean Apart
(Aspects of translating political terminology)

Abstract

While acknowledging the fact that non-literary translation has gained prominence in a world dominated by politics and language politics, this presentation will provide some insight on how technical translation, despite being distinguished from other forms of translation by terminology, has a terminology which usually only accounts foronly 5-10% of a text. The American politics and its terminology are strongly linked to the culture of the system they represent. Therefore, translation is not a mere transposition of messages devoid of the long-standing cultural tradition of the elephant and the donkey, the White House and the Capitol, the smoke-filled rooms and whistle-stop tours. As translators struggle to "build the bridge over the pond", culture, "the belle infedele", tends to play tricks and make the road much more slippery.

Key words: Technical Translation, Political Discourse, Terminology, Culture.

Aida ALLA
PhD candidate
University of Tirana
Faculty of Foreign Languages
aida_alla@hotmail.com

The norms of children's literature translation versus Amik Kasoruho's principles of translation: the case of the Harry Potter saga

Abstract
Translation process, regardless of text types, like any other decision-making activity, is governed by some norms which translators should, to some extent, comply with. With respect to children's literature translation, the role of norms becomes more imposing and multifaceted, considering: a) its fragile primary readership, which calls for child-appropriate language, abridgments and simplifications; b) the fact that children's literature falls under two systems, namely literary as well as pedagogical system, which results in standardization, as well as ideological and social normality; c) its peripheral position in the literary system which allows for adoptions and free translation. However, aside from these restrictions, there exist the translator's principles of translation which do not coincide with those mentioned above. The present study aims to investigate the application of these principles observed in the Albanian variant of the Harry Potter saga translated by Amik Kasoruho. The questions that will be raised are: What are Amik Kasoruho's principles of translation? Did the translator consider the child reader's limited knowledge about the otherness in culture and language while translating the Harry Potter saga? Did the translator estimate the ideological, educational and pedagogical norms of children's literature? Such an investigation will become possible through the identification and illustration of the translator's idiolectal features which will later be compared and contrasted with the norms of children's literature translation. Finally, conclusions will be drawn regarding the above mentioned issues.
Keywords: *translation norms, Children's literature translation, translator's principles, idiolectal features*

Msc. Arba Berdica
University of Tirana
arbaberdica@yahoo.com

Challenges in translating economic texts

Abstract

The global economic market is constantly increasing and it has consequently become essential to find effective and efficient strategies to translate, edit and even technically rewrite or adapt business and economic texts from English into less spoken languages like Albanian, and vice versa. Being a field under continuous development, new terms are continually being created in the domain of economics. In addition to various economic contexts where the economic terms are used, universities in Albania are currently implementing English economic books, some of them translated into Albanian and others preserved in English, as a teaching method for students of economic branches, bringing a large demand for qualitative translation by many professors who prepare their lectures based on these books.

In this framework, the paper analyzes the techniques and equivalences employed for the translation of economic texts from English into Albanian and vice versa, exploring the challenges and limitations that technical translation often involves as well as the consistency it requires. The paper aims at bringing concrete examples from two books in the field of investment, both translated and adapted from the English version. Particular importance is placed on the collaborative interaction involved between a translator and an economist mainly in providing the 'quality control' which follows interlingual translation; a process that often involves economic terminology innovation in order to overcome linguistic inconsistencies between the source and the target language.

Keywords: *technical translation, economic texts, economic terminology, innovation*

Xheni Leka
Tirana University
Faculty of Foreign Languages
Department of English

lekaxheni@hotmail.com

Challenges of translating advertising slogans and their relevant methods of translation

Abstract

The idea for this paper arises from my interest in analyzing the translation of advertising slogans, by focusing the attention mainly on the challenges encountered during the whole process of translation as well as the methods used in this regard. Advertising is now one of the main drivers of the economy, a widespread communication channel, which affects the way we look at things in a decisive manner. Therefore, the translated version must fulfill the function of the original one, as well as have the same effect on the target audience.

In this modest paper, I shall elaborate some specific issues that are explicitly related to the topic. I shall concentrate my research onEnglish advertising slogansand the way how they aretranslated intoAlbanian. The gap between the source and the target language always poses problems in the translation of advertising slogans. First I shall deal with the most common challenges encountered by the Albanian translators during the process of translation. Based on my research, there are two kinds of challenges that arise from structural differences among languages as well as from cultural

diversity. Each of these two challenges will be explained in more details by providing examples so as to better illustrate the idea.

Secondly, I shall be focused on the methods used by the Albanian translators so as to overcome these challenges. Some translation methods are as follows: Word-for-word translation, Literal translation, Communicative translation, Idiomatic translation and Free translation.

Key words: Advertising slogans, translation challenges, translation methods.

Joana Kondo Ismaili
University of Tirana,
Faculty of Foreign Languages,
English Department
joana-kondo@info.al

The language and style of official documents.

Abstract

Being a translator offers you a wide range of opportunities to expand your vocabulary and knowledge on daily basis. Being a successful translator implies having precise and accurate information on the field that you are specialized in. On this paper I am going to focus on the main characteristics of official language and the key points that we should bear in our mind, while translating official documents. One of the characteristic style of the official documents is the use of Formal English, hence Standard English. By Standard English we imply no slangs and contractions, even though there can be used some abbreviations. The official documents indicate a binding relationship between two parties. There are some kinds of official documents:

- Military
- Diplomacy
- Business
- Legal

Therefore, what are some of the characteristics of official language?

1. The language has its own system of terminology, clichés, specific terms, for instance the language that is used in diplomacy differs a lot from the language of the military documents.
2. Abbreviations, such as EU, NATO, UNESCO WHO can be used, despite the fact that it is a formal language.
3. Despite the fact that English is a polysemantic language, in official documents we shall use denotation rather than connotation, in order to avoid misunderstanding.
4. Adjectives and adverbs are not used because they express emotions, which is not allowed.
5. The sentences are longer and parallel and capital letters are used at the beginning of the sentence, or in order to attract attention or to emphasize key words.

Key Words: polysemantic, denotation, connotation, standard, official language, slangs, terminology, translation.

Msc. **Eni Pejo**
Universiteti i Tiranës,

Fakulteti i Gjuhëve të Huaja,
Departamenti i Gjuhëve Sllavo-Ballkanike
enirenatapejo1@gmail.com

Neologisms in Translation Word

Abstrakt

Lindja, rritja dhe zhvillimi i një gjuhe, është e lidhur me zhvillimin e shoqërisë ku ajo përdoret. Çdo shoqëri krijon kulturën dhe mënyrën e jetesës, që kanë ndryshime midis tyre e ndonjëherë këto ndryshime janë edhe thelbësore. Ndryshimet mund të lidhen me objekte të veçanta, me faktorë kulturorë dhe me elementët e jetës së përditshme, që përbëjnë karakteristika unikale për shoqëritë e caktuara. Emërimi i karakteristikave unikale, në përkthimologji quhen "reale". Studime të shumta kanë kushtuar vëmendje të madhe mënyrës së transmetimit të realeve nga gjuha burimore në gjuhën e përkthimit, duke ridimensionuar rolin e rëndësishëm të këtyre njësive gjuhësore në proçesin ndërkomunikativ dhe ndërkulturor midis popujve.

Abstract

The birth, growth and development of a language, is associated with the development of the society in which it is used. Every society creates their culture and ways of living that have differences between them sometimes these differences are essential. These differences can be associated with specific objects, cultural factors and elements of everyday life that make up the unique characteristics of certain societies. These unique characteristics in the translation science are known as "neologisms". Many studies have paid attention to "neologisms" semantic transmission from the source language to the language of translation, resizing the important role of these linguistic units in intercommunicative and intercultural process between peoples.