

**TRANSLATION STRATEGY: A STUDY ON K DAMODARRAO'S
TRANSLATION *PRIDE OF PLACE***Mallakunta Sreelatha^{1*}, Dr.K.Usha Rani²^{1*}(Research Scholar, Dept of English, K.L University)²(Asst. Professor, Dept. of English, K L University, Vaddeswaram, Guntur Dist.)

Translation strategy is an alluring area which has occupied the centre stage in the contemporary literature. Though a lot of research has been carried out on the translation strategies in various languages by scholars, a systematic study on the Telugu translation strategy has so far not been undertaken up on large scale. Therefore, the present study attempts to focus on the translation strategies adopted by the Telugu –English Translations reference to “Pride of Place”, an anthology of Telugu Poetry 1981 – 2000 compiled, edited and translated by K Damodar rao. Before going into deep discussions on Translation strategies, It is not out of context to go through a brief background of translation strategies. Translation is often considered in inter lingual activity. . According to Jakobson (1971: 261),

“Inter-lingual translation or translation proper is an interpretation of verbal signs by means of some other language” and “there is ordinarily no full equivalence between code-units while messages may serve as adequate interpretations of alien code-units or messages”.

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Since interlingual translation is a bilingual operation and every language has its own linguistic structures and functions, naturally translating them from one linguistic system into other linguistic system might often create various problems in translation. That is why translation is a difficult task. If we go by the closest natural equivalence from one language into another, it will be more difficult because “no two languages are ever sufficiently

similar to be considered as representing the same social reality.

While translating the text, a translator always looks for the suitable links and equivalences in the target language as well as its cultural features. For providing the suitable equivalences, the translator often uses different types of translation strategies. Likewise, critics of Translation Studies have attempted to emphasize the tasks of translation existing between



different languages and cultures. Ivir (1987: 137) defines these consequences in his words thus:

“Translation is one way of bridging two cultures into contact with each other.”

Since cultures differ, and to the extent that they differ, this contact will necessarily involve an integration of elements of one culture into another.

Under these circumstances, translators think of devising strategies for bridging the gaps between source text and target text. Therefore, the concept translation strategy is an important tool in translation discourse and this is treated as one of the challenging areas in Translation Studies. Needless to say, a study of ‘translation strategy’ is a study of ‘translation process operator’ which deals with the translators’ mental operative knowledge system towards the linguistic, extra-linguistic, and literary issues of translations. In this context, an analysis of K. Damodarrao’s translations of modern Telugu poetry into English published over a period of fifteen years reveal the significance of translations strategies, cultural transmission in the post colonial way. The strategy that the translator followed in the translation of poems lies beyond the mere linguistic and semantic levels brought out into cultural, ideological and philosophical domains.

K. Damodarrao, an Associate Professor in the Department of English Kakatiya University, Warangal has published many translated poems and collections including *Fire-Spark, Crossfire, Brilliance Jeweled Swan, Pride of Place: an Anthology of Telugu Poetry 1980-2000, Scent of the Soil: Selections From Telangana Kavitha (Poetry) 2006-2010 and Ode to Frontline Formations: an Anthology of Telangana Movement Poetry – 2000 to 2011*. The study of translations belonging to these years offers various aspects of translation and its multifunctional aspects for the growth of language, literature, and linguistic discourses in. In translating the literary texts especially from Telugu to English, the translators often adopted various translation strategies for solving their translation problems, which are the main objectives of the present study. In order to study their translation strategies, this study focuses on Select translated texts as source materials. In order to prepare faithful translations, with readability as the major objective, the

translators adopted several strategies such as literal translation, lexical creation, borrowing, alternation or substitution, and manipulation for bridging the gaps between source and target texts. So this study focuses on exploring the translation strategies and endeavors to account for them in viewing the socio-political and educational factors which were associated with promoting translation activities in Telugu Literature.

In the introductory note of the text selected *“Pride of Place”* (2011) the translator exhorts that the Telugu occupies a pride of place in the regional languages of India. Poetry is a dominant mode in Telugu. 1981-2000, Telugu poetry witnessed a proliferation of poetry on an unprecedented scale and it became the dominant medium of expression. The poets of the two decades began to give more importance to micro issues, the concrete and the particular. The issues besides have a large number of poems dealing with Dalit, Feminist, and Minority issues also contains philosophical, humanist concern and liberation aesthetics. There are a few poems that focused on different stages of human life, physical and spiritual interpretations of life and death. For example the demolition of Babri Masjid shocked the conscience of the sensitive Indian so much that it has brought the secular-democratic strain of the Telugu poets to the fore. Suryavamshi’s poem “Children’s Clout” tests the validity of Wordsworth’s poetic statement ‘Child is the father of man’. The poet comes to a conclusion:

Let these religious prachers
Be handed over to children
They will ride over the donkey-
surrogates
They will drag them to their world
devoid of boundaries. (poem 69)

Every translator has his own translation strategy. As Lefevere (1992: viii) states

“Translation is, of course, a rewriting of an original text. All rewritings, whatever their intention, reflect a certain ideology and a poetics and as such manipulate literature to function in a given society in a given way. Rewriting is manipulation, undertaken in the service of power, and in its positive aspect can help in the evaluation of a literature and



society. Rewritings can introduce new concepts, new genres, new devices and the history of translation is the history of literary innovation, of the shaping power of one culture upon another. But rewriting can also repress innovation, distort and contain, and in an age of ever increasing manipulation of all kinds, the study of the manipulation process of literature as exemplified by translation can help us towards a greater awareness of the world in which we live".

Translator in the select text thus faced with a fixed starting point, and as they read the message, they form in their minds an impression of the target they want to reach. The initial steps they take can be characterized as follows:

- to identify the units of translation;
- to examine the SL text; this consists of evaluating the descriptive, affective and intellectual content of the units of translation;
- to reconstitute the situation which gave rise to the message;
- to weigh up and evaluate the stylistic effects, etc.

But translators cannot leave it at all; all these reflections upon the SL text as a whole and its units must lead to a target language message. Going through these processes in their mind, translators search for a solution. In some cases the discovery of the appropriate TL unit or sentence is very sudden, almost like a flash, so that it appears as if reading the SL text had automatically revealed the TL message.

Translation strategy is a tool for a translator to bridge the gap between SL and TL texts. In this select study of text, the Translator followed syntactic strategies, semantic strategies, and pragmatic strategies. For him, syntactic strategies refer to literal translation, loan or claque, transposition, unit shift, phrase structure change, clause structure change, sentence structure change, cohesion change, level shift, and scheme change. In the same way, semantic strategies restrict under the meaning units, synonymy, hyponymy, antonymy, converses, abstraction change, distribution change, emphasis change, paraphrase, trope change, and other semantic changes. Pragmatic strategies deal with the

concepts like cultural filtering, explicitness change, information change, interpersonal change, illocutionary change, coherence change, partial translation, visibility change, and trans-editing. The above mentioned translation strategies are based on the principles of linguistic and extra-linguistic function of the texts.

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