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TREATMENT OF CULTURE-SPECIFIC ITEMS IN THE CROATIAN AND RUSSIAN TRANSLATIONS OF *THE MALTESE FALCON*

Abstract

The paper deals with the treatment of culture-specific items in the translations of The Maltese Falcon *into Croatian and Russian. The aim of the study is to find out similarities and differences between the Croatian and Russian translations in terms of preferences for source or target oriented strategies. The findings are used to formulate hypotheses about tendencies in the treatment of culture-specific items in translation of popular fiction from English into Croatian and Russian.*

1. Introduction

Rendering of culture-specific items (CSIs) has attracted sustained interest in Translation Studies since the late 1980s. The aim of this paper is to present the findings of a small-scale exploratory research on the ways CSIs are rendered in the translations of the same source text (ST) into Croatian and Russian. More specifically, the aim is to find out whether there are differences in the preferred strategies of rendering CSIs in the Croatian and Russian target texts (TTs) that affect the text-level orientations of the TT.

The selected ST is *The Maltese Falcon* by Dashiell Hammett. Written in 1930, the text belongs to the genre of detective fiction. Both analyzed TTs were produced in the same period, about 70 years after the publication of the ST: the Croatian translation (TT1) was published in 2003, and the Russian translation (TT2) in 2004.

2. The Maltese Falcon

The Maltese Falcon is a 1930 detective novel written by Dashiell Hammett. The main character is Sam Spade, a detective in San Francisco in the 1930s. He is hired to recover an ancient falcon from the isle of Malta by Brigid O'Shaugnessy,

a young woman who throughout the book tries to hide her true identity and intentions from Spade. While also working for Joel Cairo, an associate of Casper Gutman and the man who claimed that the falcon had been stolen from him by Miss O'Shaugnessy, Spade searches for the falcon and his partner's killer. He fends off police accusations and the advances of his partner's wife. In a final showdown with all interested parties, Spade recovers the falcon and reveals the murderer.

The Maltese Falcon is deeply immersed in the source culture (SC). The city of San Francisco, where the action is set, is practically a character in the novel. Everything that happens in the novel happens in San Francisco. Thus, the physical setting of the novel remains markedly American. There are numerous references to San Francisco streets, hotels, theatres, etc. There are also some references to contemporary figures such as Arnold Rothstein, a 20th century American gambler and criminal, and Thomas Egan, a St. Louis politician and organized crime figure involved in bootlegging and illegal gambling. The ST contains detailed descriptions of the physical appearance of the characters and the clothes they wear, and these references also constitute a source of potential CSIs. Also, everyday appliances are mentioned, some of which have become CSIs over time, because they have fallen into disuse. There are also numerous references to books, newspapers, ships, buildings, furniture, food, etc. The setting of the novel and its explicit "Americanness" is exactly what makes the novel suitable for a study investigating translation of CSIs.

3. Culture-specific items

3.1 Definition of culture-specific items

Within Translation Studies there is no consensus on the definition of CSIs. Different authors give them different labels and define them in different ways. For example, Vinay and Darbelnet (1973: 84) use the term "gaps", Vladimir Ivir (1987: 36) calls them "unmatched elements of culture", Sider Florin (1993: 122) uses the term "realia", Javier Franco Aixelá (1996: 56) "culture specific items" and Harald Olk (cited in Ramière 2007: 66) "cultural references". All of these authors have a different view of what exactly these terms denote.

Vladimir Ivir defines an "unmatched element of culture" as "an element of the source culture which is absent from the target culture" (1987: 36). He distinguishes between CSIs that are a consequence of "differences in extra-linguistic reality" and gaps that stem from "the different language-specific (lexical) mapping of the same extra-linguistic reality" (ibid.).

According to Sider Florin, CSIs (or "realia", as he calls them) are "those elements in the original that are intimately bound up with the universe of reference of the original culture" (1993: 122). He divides such elements into groups: thematic categories and sub-categories (ethnographic realia, social and territorial realia), geographical categories (national, local, microlocal, international and regional), modern and historical categories, etc.

Javier Franco Aixelá (1996: 58) defines CSIs as

> those textually actualized items whose function and connotations in a source text involve a translation problem in their transference to a target text, whenever this problem is a product of the non-existence of the referred item or of its different intertextual status in the cultural system of the readers of the target text.

Olk (cited in Ramière 2007: 66) gives the following definition of what he calls cultural references:

> those lexical items in a source text which, at a given point in time, refer to objects or concepts which do not exist in a specific target culture or which deviate in their textual function significantly in denotation or connotation from lexical equivalents available in the target culture.

Franco Aixelá's definition of CSIs (as well as his term: "culture-specific items") seems to be a suitable starting point for our research. In the initial stage of the research, we realized that the problem of rendering CSIs in a translated text goes further than simply trying to render items that are obviously closely bound to the SC and nonexistent in the target culture (TC), such as *setee*, *luncheon*, etc. For this reason we embraced Franco Aixelá's view that a CSI does not exist *per se*, but becomes one only in the translational situation, when faced with another culture. He illustrates his point using the example of the word *lamb*:

> In Bible translation, there is now a classic argument over how to translate the image of the "lamb" into languages in whose cultures this animal is unknown or, if known, does not have connotations of innocence, helplessness, and so on. Thus, the

translation of "lamb" from Hebrew into the language of Eskimos will acquire, in principle, the status of a CSI and will become a translation problem. On the other hand, it will not constitute a culture-specific item in its translation into Spanish or English, given its intertextually comparable load as a pure and sacrificial animal in the three languages. (Franco Aixelá 1996: 57-58)

This research deals with two TTs and two TCs, which means that not all the items that proved to be culture-specific when they had to be rendered in the Croatian translation were necessarily culture-specific when they had to be rendered in the Russian translation, and vice versa. However, since the differences between the two TCs are not substantial in the areas of life to which CSIs contained in this text refer, there were not many such examples. One example is the word "uncle"*,* which constitutes a CSI when it is translated into the Croatian language because it can be translated with three different words (*ujak*, *stric*, *tetak*). In Russian this differentiation existed in the past, but has gradually disappeared (the Russian translation of the word *uncle* is simply *дядя*).

3.2   *Typology of culture-specific items*

We have decided to follow Franco Aixelá's (1996) suggestion that all CSIs belong to two categories:

- proper nouns

- common expressions

The reason for this decision is our assumption that CSIs are differently handled depending on whether they are names or common expressions. In this decision we follow Veselica Majhut (2009), who also classifies her data in line with Franco Aixelá's suggestion and uses two classifications of translation strategies: one for common nouns and one for proper nouns.

4. **Translation strategies**

4.1   *Definition of translation strategy*

Faced with a challenge of rendering a CSI, the translator can resort to different translation strategies. We should mention that in Translation Studies there is a

terminological inconsistency when it comes to referring to the set of options a translator may choose from when translating a CSI: some authors use "methods" (Vinay and Darbelnet 1995), others use "procedures" (Ivir 1987, Newmark 1995), or "strategies" (Franco Aixelá 1996). In addition to this inconsistency among various authors, Vinay and Darbelnet (1995) use the term "methods" to refer both to the choices on the level of individual CSIs and on the level of an entire text. On the other hand, Newmark (1995: 81) clearly states that for him "translation methods relate to whole texts" and "translation procedures are used for sentences and the smaller units of language". The same standpoint is taken by Ivir (1987).

In this paper, the term "strategy" is used to refer to the options available to the translator to render a particular CSI.

4.2   Classifications of translation strategies

Just as there is no generally accepted definition of a CSI, there is also no universal classification of strategies used to render such items. The classification of strategies used in this paper is based on the classifications produced by Ivir (1987), Olk (2001) and Veselica Majhut (2009). Therefore, we will present and briefly discuss the classifications that constituted the basis of the classification we used to analyze our data.

4.2.1 Classifications of translation strategies by Ivir, Olk and Veselica Majhut

Ivir (1987) distinguishes seven strategies:

1.   borrowing

2.   definition

3.   literal translation

4.   substitution

5.   lexical creation

6.   omission

7.   addition

In "borrowing", a ST item is transferred into the TT without changing its original form. The example used by Ivir is the rendering of the English word "pub", which has been borrowed in many languages.

"Definition", according to Ivir (1987: 38), is a strategy that "relies on what members of the target culture know in an attempt to make them aware of what they do not know". For example, the term "common law" may be defined as "a law based on custom, usage, and the decisions and opinions of law courts".

According to Ivir, "literal translation" is most often used to fill in the lexical and cultural gaps in translation. It is a word-for-word translation of a CSI ("labour-intensive production" translated as *radno intenzivna proizvodnja*).

"Substitution" is used in the cases "in which the two cultures display a partial overlap rather than a clear-cut presence *vs*. absence of a particular element of culture" (1987: 41). Ivir's examples of such translations are *predsjednik poslovnog odbora*, translated as "company president", "managing director", "chief executive", etc.

"Lexical creation" in the TL is a strategy by which a translator coins a new word in order to translate a CSI. An example of this strategy is the translation of the word "football" into Croatian as *nogomet*. Such newly-created words may become accepted in the TL (as is the case with the word *nogomet*), or they may not survive (e.g. the translation of the word "marketing" as *trženje*).

"Addition" of cultural information is the explicitation of the implicit elements of culture that the translator feels may not be understandable to the target audience. Ivir (1987: 45) provides the following example:

> ST: Spomenik autoru "Lijepe naše" nalazi se u jednoj veoma slikovitoj kotlini Hrvatskog Zagorja.
> [The monument in honour of the author of "Our Beautiful Fatherland" stands in a picturesque valley in Hrvatsko Zagorje.]
> TT: The monument in honour of the author of the text of the Croatian national anthem, "Our Beautiful Fatherland", stands in a picturesque valley in the region of Hrvatsko Zagorje in northwestern Croatia.

Olk's (cited in Veselica Majhut 2009: 22) classification consists of the following strategies:

1. transference

2. transference + explicitation

3. transference + explanation

4. source-culture explanation

5. neutral explanation

6. omission

7. cultural substitution

Olk defines "transference" as "the procedure of transferring a culture-specific item in the source text into the target text". In this strategy, no additional information is added (e.g. English – German translation: *Thatcherism → Thatcherismus*).

In the second strategy called "transference + explicitation", a CSI is translated into the TL "with additional information that does not explain the CR's denotation" (ibid.). The following example is provided:

> ST: …ensuring it strong clout with Whitehall
> TT: … was ihr großen politischen Enfluss auf Whitehall sichert
> [ensuring it strong political clout with Whitehall]

In "transference + explanation" a CSI is transferred and explained in the TT. Explanations may vary from a simple generic term (*Harrods → das Kaufhaus Harrods [the department-store Harrods]*) to long glosses.

"Source-culture explanation" is the strategy in which "a cultural reference is not transferred, but replaced by a word or phrase in the target language which is still rooted in the source culture" (cited in Veselica Majhut 2009: 23). For example:

> ST: Britain beyond the <u>Home Counties</u>
> TT: Großbrittanien jenseits <u>der Grafschaften um London</u>
> [Britain beyond the counties around London]

Using "neutral explanation", the translator "expresses a cultural reference in the target language in a way that is culturally neutral" (ibid.):

> ST: ensuring it strong clout with <u>Whitehall</u>
> TT: was ihr einen starken Einfluß auf <u>die Regierung</u> sichert
> [ensuring it strong clout with <u>the government</u>]

As "cultural substitution" is analogous to Ivir's "substitution", it need not be explained in detail.

In her unpublished MA thesis entitled *The effect of sociocultural context on the procedures for translating culture-specific items* (2009) Veselica-Majhut uses two classifications of strategies for rendering CSIs, depending on whether they consist of common or proper nouns. She distinguishes the following eight strategies for rendering CSIs that are made up of common nouns:

1. transference

2. adaptation

3. cultural equivalent

4. componential analysis

5. literal translation

6. omission

7. lexical creation

8. classifier

We will leave out the discussion of the categories taken over from Ivir's classification, such as "transference" (Ivir calls this strategy "borrowing"), "cultural equivalent"," literal translation", "lexical creation" and "omission".

Veselica-Majhut (2009: 24) uses the term "adaptation" to refer to "the orthographic changes in the transferred item" (the example given is the adaptation of the English word "jeans" into Croatian *džins*).

"Componential analysis" is taken over from Newmark's classification (1995). It is defined as "the splitting up of a lexical unit into its sense components, often one-to-two, -three or -four translations" (Newmark 1995: 90, cited in Veselica-Majhut 2009: 18). Examples from Newmark include the translation of the German word *Konditorei* as "coffee shop serving and selling cakes and pastries" (ibid.). "Componential analysis" is similar to "definition" (Ivir) and "explanation" (Olk). "Classifier" refers to the addition of a classifier to orientate the TT reader.

In comparison with Ivir's and Olk's classifications, the novelty of Veselica Majhut's approach is the introduction of a distinct set of strategies for rendering

those groups of CSIs that are made up of names. This classification includes the following strategies:

1. simple transference

2. transference + classifier

3. transference + explanation in the footnote

4. orthographic adaptation

5. naturalization

6. naturalization + classifier

7. simple omission

8. replacement with another name

9. replacement with another common noun

While some of these categories seem to be self-evident, some of them need to be explained. "Naturalization" is taken over from Franco Aixelá's classification (1995: 63). It refers to the replacement of a foreign name with the form of this name accepted in the TC. For example, the cases of naturalization would include using *Ivan* instead of John, or *Marija* instead of Mary, that is replacing an English name with a Croatian name and in effect obliterating traces of foreign culture in the produced text (see more in Veselica Majhut 2009).

4.3   Classifications employed in the present study

As we have pointed out above, all CSIs that make up the data in this study are divided into two groups: those consisting of common nouns (Group A) and those consisting of names (Group B). When we started to classify our data it became clear that we could not account for the rendering of both groups by the same list of strategies. That is the reason why we have employed two classifications of strategies: Classification A for items in Group A and Classification B for items in Group B. As it has been pointed out above, the classifications used in this research are based on the classifications of strategies by Ivir, Veselica-Majhut and Olk.

Classification A comprises 11 strategies:

1. transference
2. adaptation
3. transliteration
4. transference + explanation
5. transliteration + explanation
6. literal translation
7. lexical creation
8. cultural equivalent
9. paraphrase
10. less specific item
11. omission.

Classification B, relying on Veselica Majhut (2009:28), comprises 12 strategies as follows:

1. simple transference
2. transference + classifier
3. transference + explanation in the footnote
4. orthographic adaptation
5. simple transliteration
6. transliteration + classifier
7. transliteration + explanation in the footnote
8. naturalization
9. naturalization + classifier
10. simple omission
11. replacement with another name
12. replacement with another common noun.

We have added simple transliteration, which is not found in Veselica Majhut's classification. It was necessary to include it since we deal with a translation of a ST written in Latin alphabet into a language that uses Cyrillic alphabet.

Transliteration is a counterpart of transference in languages that do not use the same alphabet as the source language (SL). Therefore, it is also used in combination with explanation and explanation in the footnote.

4.4   Text-level orientations

4.4.1 Hervey and Higgins: exoticism and cultural transplantation

Hervey and Higgins introduced the term "cultural transposition", which is a "cover-term for the various degrees of departure from literal translation that one may resort to in the process of transferring the contents of a source text into the context of a target culture" (1992: 28). They also introduced the terms "exoticism" and "cultural transplantation". The former refers to the conservation of the source culture, translating from the ST to the TT without any changes, and the latter refers to the extreme degree of naturalization of the ST into the TL. "By and large, normal translation practice avoids both wholesale exoticism and wholesale cultural transplantation. In attempting to avoid the two extremes, the translators have to consider the alternatives lying between them" (1992: 31). Various degrees of cultural transposition are presented as shown in Figure 1.
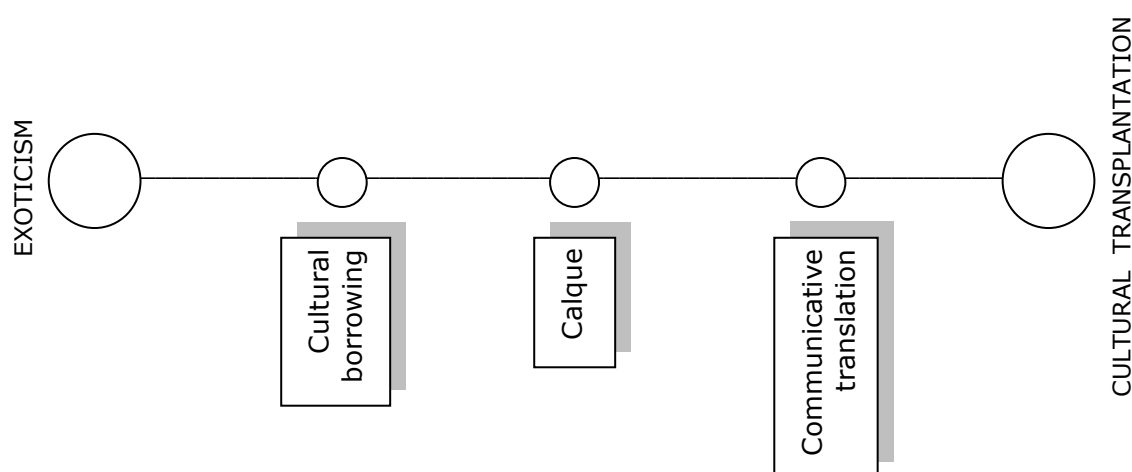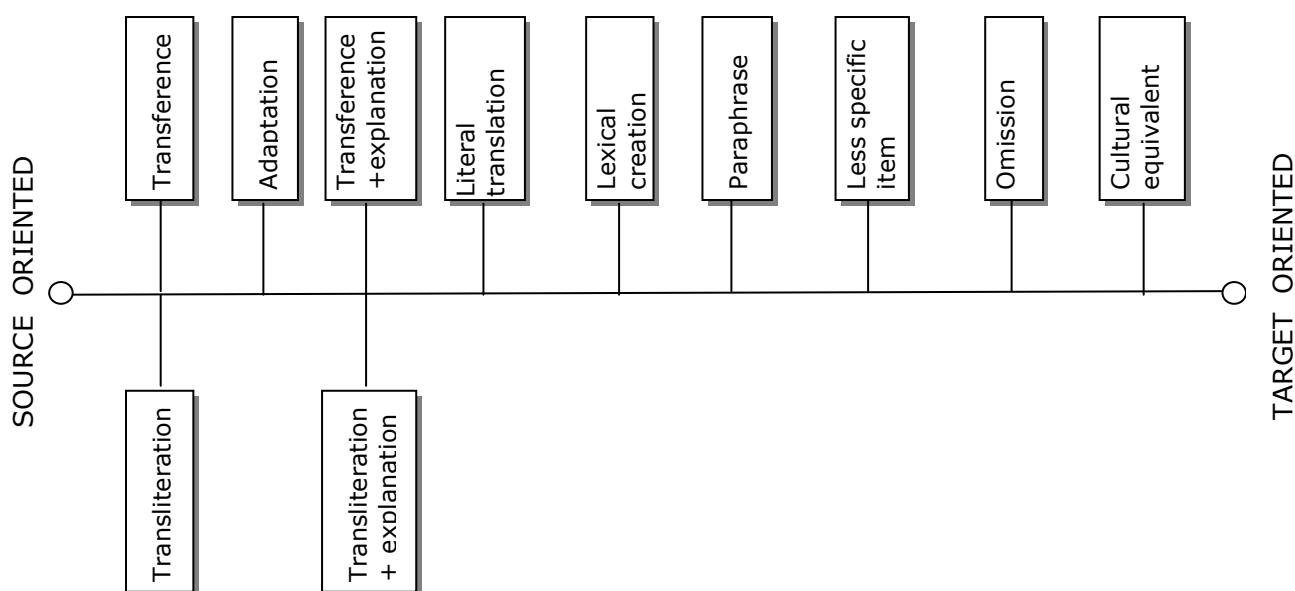
Figure 1 – Cultural transposition according to Hervey and Higgins (1992)
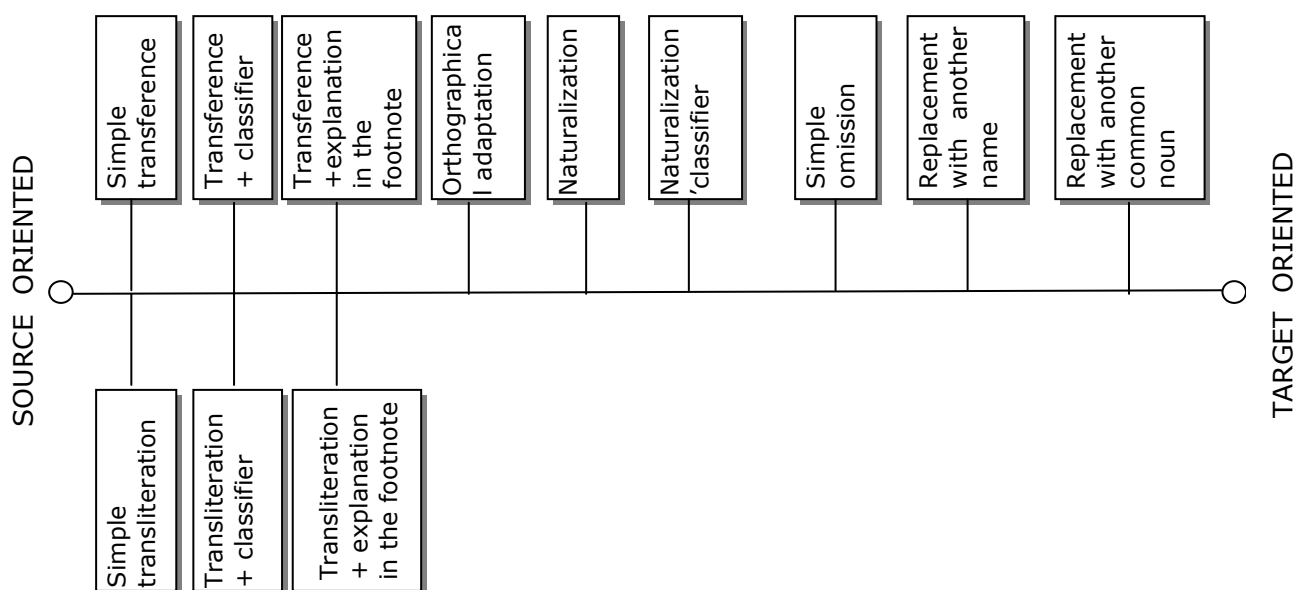
As Veselica-Majhut (2009: 25-26) points out, thanks to this model proposed by Hervey and Higgins "many studies examining the translation of CSIs show an awareness that the choice of each of these procedures has an effect on the whole TT in terms of the conservation or retention of the features specific to the SC or their neutralization and even replacement with the features specific to the TC". She adds that, when translating, translators make decisions on whether they wish to bring the TT close to the SC, or neutralize traces of the SC in the TT and adapt it completely to the target audience. As Hervey and Higgins' terms "exoticism" and "cultural transplantation" have not gained wide currency, we will refer to text-level orientations using the terms "source-oriented" and "target-oriented", which seem to be more transparent.

4.4.2 Text-level orientations in the present study

In terms of text-level orientations, the employed strategies for the rendering of individual CSIs could be presented as shown in Figures 2 and 3.

Figure 2 – Strategies of rendering CSIs by text-level orientation (Group A)

SOURCE ORIENTED

| Simple transference | Transference + classifier | Transference +explanation in the footnote | Orthographical adaptation | Naturalization | Naturalization 'classifier | Simple omission | Replacement with another name | Replacement with another common noun |

| Simple transliteration | Transliteration + classifier | Transliteration + explanation in the footnote |

TARGET ORIENTED

Figure 3 – Strategies of rendering CSIs by text-level orientation (Group B)

5. Aims and methodology

The aim of our research is to explore and compare the strategies for rendering CSIs and the text-level orientations in the Croatian and Russian translation of a popular novel. Having this in mind, we have formulated the following research questions:

1. What strategies did the translators use to render CSIs?

2. How did their choice affect the text-level orientation of the TT?

3. Are the same groups of CSIs rendered in similar or different ways in the TTs?

We are aware that the study of just one ST and its translations into two TLs will not enable us to draw any general conclusions about the patterns of rendering CSIs in these two TLs. However, this can be a good starting point for the formulation of hypotheses that may be tested in a larger-scale research.

The data, consisting of a list of CSIs in the ST and their renderings in the TTs were scrupulously collected. First, each ST was read twice: in the first reading the analyst got acquainted with the characters and the plot and in the second reading all the potential CSIs were marked. In the second stage, the ST and TT were read side by side and all the renderings to the already marked CSIs were marked in the TT. Next, all the data were entered in tables and classified into groups of CSIs. In the fourth stage, the translation strategy used to render each item was identified, and a table of CSIs for each ST-TT pair created. In the final stage, we classified the strategies as source or target oriented.

When a CSI was not rendered each time with the same strategy, we registered both (or all three) strategies, and this is the reason why the number of strategies employed and the number of CSIs do not always match.

6. Findings and analysis

We will now present the findings on the treatment of CSIs in the two TTs and analyze them. First, we will present examples of typical strategies used to render specific groups of CSIs in both TTs. In the next step, quantitative data on the frequency of particular strategies for the rendering of specific groups of CSIs will be presented and analyzed. In order to be more succinct we will present the data only for some groups of CSIs: personal names, geographical destinations, names of institutions and catering facilities, titles and terms of address, food and drinks, legal terms, and units of measurement.

6.1 Personal names

Table 1 Typical strategies used to render personal names

ST	TT1	Strategy	TT2	Strategy
Her name is <u>Wonderly</u>.	Zove se <u>Wonderly</u>.	transference	Ее зовут <u>Уондерли</u>.	transliteration
...break it to <u>Iva</u>.	...reći <u>Ivi</u>.	transference	Сообщи об этом <u>Иве</u>.	transliteration

When it comes to translating personal names from English into Croatian, the most common strategy used in the corpus is transference. There are very few references to contemporary figures which could be expected to be unknown to

the TT audience. One such example in our corpus is a reference to Arnold Rothstein, a famous American businessman, gambler and criminal from the early 20th century. The example below illustrates how such items are dealt with in TT1:

> ST: "You've got Arnold Rothstein on the brain," he said. (p. 144)
>
> TT1:   "Vama je mozak pomutio Arnold Rothstein, kralj kockara", reče.[*]
>
> ["Arnold Rothstein, the king of gamblers, has been messing with your brain," he said.]
>
> [*] Arnold Rothstein (1883.-1928.) – čuveni američki kockar i kriminalac.
>
> [Arnold Rothstein (1883.-1928.) – famous American gambler and criminal.]

In TT2, most personal names are transliterated, since TT2 is written in Cyrillic alphabet. It is interesting to note that all references to contemporary figures, such as Arnold Rothstein, have been omitted from TT2.

Table 2 Quantitative data on strategies employed for rendering personal names

	TT1	*TT2*
Total number of items	49	49
Total number of strategies employed	49	51
Simple transference	43 (87.8%)	0
Transference + footnote	3 (6.1%)	0
Simple transliteration	0	43 (84.3%)
Naturalization	3 (6.1%)	2 (3.9%)
Simple omission	0	5 (9.8%)
Omission + replacement with another name	0	1 (1.9%)

TT1 contains 49 occurrences of personal names: simple transference accounts for the translation of 43 references (87.8%) and naturalization for 3 references (6.1%). If we add the figures for transference + classifier and transference + footnote, we obtain the following result: of 49 references 46 were rendered with some kind of transference (i.e. 93.8% of references) and naturalization was used in three cases (i.e. for 6.1% of all personal names).

In TT2, simple transliteration accounts for the translation of 43 personal names (84.3%), simple omission and omission + replacement with another noun for six references (11.7%) and naturalization for two references (3.9%).

It should be noted that the discrepancy between the number of items and the number of procedures employed in TT2 is a consequence of the fact that some CSIs were rendered using more than a single translation strategy.

6.2   Geographical designations

Most of the geographical designations in the ST are the names of streets, cities, squares and countries. Table 3 presents typical strategies used to render geographical designations in TT1 and TT2.

Table 3   Typical strategies used to render geographical designations

ST	TT1	Strategy	TT2	Strategy
Bush Street	Ulica Bush	transference + replacement with a common noun	Буш-стрит	simple transliteration
from Powell	iz Ulice Powell	transference + replacement with a common noun	из Пауэлл-стрит	transliteration + classifier
in New York	u New Yorku	simple transference	в Нью Йорке	simple transliteration
Union Square	Trg Union	transference + replacement with a common noun	Юнион-сквер	simple transliteration
Turin	Torino	naturalization	Турин	simple transliteration
Spain	Španjolska	naturalization	Испания	naturalization

The usual strategy for the rendering of street names and names of squares in TT1 is transference combined with replacement with a common noun. In TT2, names of streets and squares are always transliterated. We can observe a clear difference between the ways this group of CSIs is handled in the two TTs. In TT1, the name of the street is transferred and the word "street" is replaced with the Croatian word *ulica*. In Russian, however, the practice is not to replace "street" with the Russian word *улица*, but to use the transliterated form *стрит*. The same applies to the word *Chinatown*. In Croatian, it is naturalized into *Kineska četvrt*, but in Russian it is merely transliterated as *Чайнатаун*.

In TT1, the prevailing strategy for rendering the names of cities is simple transference, entailing minimal orthographic adaptation. In TT2, the prevailing strategy is simple transliteration, also with minimal orthographic adaptation.

Table 4　Quantitative data on strategies employed for rendering geographical designations

	TT1	TT2
Total number of items	*82*	*82*
Total number of strategies employed	*98*	*83*
Simple transference	50 (51.0%)	0
Transference + classifier	7　(7.1%)	0
Transference + footnote	2　(2.0)	0
Simple transliteration	0	59 (71.1%)
Transliteration + classifier	0	5　(6.0%)
Orthographic adaptation	0	2　(2.4%)
Naturalization	23 (23.5%)	13 (15.6%)
Replacement with a common noun	16 (16.3%)	0
Simple omission	0	3　(3.6%)
Other strategies	0	1　(1.2%)

TT1 contains 82 geographical references. For their rendering 98 strategies were used. Simple transference accounts for the rendering of 50 items (51%), naturalization for the rendering of 23 (23.5%), and replacement with a common noun for the rendering of 16 (16.3%) such references. If we add the figures for transference + classifier and transference + footnote, we obtain the following result: of 98 strategies employed to render 82 items in this group, some kind of transference was used in 59 cases (or in 60.2%).

In TT2, transliteration accounts for 59 (71.1%) of 83 strategies employed to render items in this group. When we add transliteration + classifier, we can see that some kind of transliteration accounts for 64 (77.1%) of strategies used to render items in this group. Naturalization was used in 13 (15.6%) cases and simple omission for the rendering of three (3.6%) items.

6.3　Other names

This group contains CSIs that do not fall into any of the above categories (personal names and geographical designation), but still belong to the items

referred to as Group B. This group includes such items as book titles, names of ships, newspapers, brands of cigarettes, drinks, guns, etc.

Again, transference and transliteration are the most frequently employed strategies in both TT1 and TT2. Other strategies employed are naturalization and literal translation.

Table 5 Typical strategies used to render other names

ST	TT1	Strategy	TT2	Strategy
Celebrated Criminal Cases of America	Slavni kriminalni slučajevi u Americi	literal translation	«Знаменитые уголовные преступления в США»	literal translation
Bacardi	Bacardi	transference	бакарди	transliteration
the Levantine	Levantinac	naturalization	левантинец	naturalization
a Luger	revolver Luger	transference + classifier	«люгер»	transliteration

Table 6 Quantitative data on strategies employed for rendering other names

	TT1	TT2
Total number of items	*40*	*40*
Total number of strategies employed	*42*	*43*
Simple transference	22 (52.4%)	0
Transference + classifier	2 (4.7%)	2 (4.7%)
Transference + footnote	2 (4.7%)	1 (2.3%)
Simple transliteration	0	19 (44.2%)
Transliteration + classifier	0	2 (4.7%)
Orthographic adaptation	2 (4.7%)	3 (7.0%)
Naturalization	10 (23.8%)	9 (21.0%)
Replacement with another name	0	1 (2.3%)
Other strategies	4 (9.5%)	6 (14.0%)

As we can see in Table 6, the prevailing strategy for rendering other names in TT1 is simple transference (52.4%) and in TT2 simple transliteration (44.2%). The next most frequently employed strategy in both TT1 and TT2 is naturalization (23.8 and 21.0% respectively). Adaptation with 4.8% in TT1 and 7.0% in TT2 is the least used strategy.

6.3.1 Names of institutions and catering facilities

The ST contains a large number of the names of institutions and various catering facilities. The typical strategies used for their rendering are presented in Table 7.

Table 7 Typical strategies used to render the names of institutions and catering facilities

ST	TT1	Strategy	TT2	Strategy
Alexandria Hotel	hotel *Alexandria*	simple transference	отель «Александрия»	simple transliteration
at the Davenport	u hotelu Davenport	transference + classifier	в Давенпорт	simple transliteration
Geary Theatre	kazalište *Geary*	transference + literal translation	театр «Джиари»	transliteration + literal translation
Marquard's	*Marquard*	simple transference	у ресторана «Маркарда»	transliteration + classifier

In TT2 a similar tendency has been observed in this group of CSIs as in the group of place names, particularly street names: without exception, the word *hotel* is transcribed as *отель*, even though there is a Russian word for it (*гостиница*).

Table 8 Quantitative data on strategies employed for rendering the names of institutions and catering facilities

	TT1	TT2
Total number of items	28	28
Total number of strategies employed	32	34
Simple transference	18 (56.2%)	0
Simple transliteration	0	17 (50.0%)
Orthographic adaptation	1 (3.1%)	1 (2.94%)
Transference + classifier	11 (34.3%)	13 (38.2%)
Replacement with another common noun	1 (3.1%)	0 (8.8%)
Replacement with another name	1 (3.1%)	0
Omission	0	3

The most frequently employed strategy in TT1 is simple transference (56.2%), and in TT2 simple transliteration (50%). In both TTs transference + classifier (34.3% in TT1 and 38.2% in TT2) is the second most frequently used

strategy. In TT2, omission accounts for quite a high percentage of the renderings (8.6%).

6.4 Common nouns

6.4.1 Titles and terms of address

The ST contains few references to titles and terms of address. In TT1, they are either translated literally or replaced with a cultural equivalent. On the other hand, in TT2, they are mostly transliterated or replaced with an equivalent.

Table 9 Typical strategies used to render titles and terms of address

ST	TT1	Strategy	TT2	Strategy
<u>miss</u> Wonderly	<u>gospođica</u> Wonderly	literal translation	<u>мисс</u> Уондерли	transliteration
this is <u>Mr</u> Archer	ovo je <u>gospodin</u> Archer	literal translation	<u>мистер</u> Арчер	transliteration
<u>Don</u> José	<u>don</u> José	transference	<u>дон</u> Хозе	transliteration
Papa	tata	cultural equivalent	папа	cultural equivalent
lady	gospo	cultural equivalent	сударыня	cultural equivalent
ma'am	gospo	cultural equivalent	сударыня	cultural equivalent

    As we can see in Table 9, in TT2 "miss", an English word that has its equivalent in Russian is retained rather than replaced with its Russian equivalent. In TT1, however, "miss" is always translated as *gospođica*. "Lady" has two possible renderings in both TTs. In the example where it stands on its own, it is replaced with a cultural equivalent (*gospa*, *сударыня*), but when it is followed by a name, it is transcribed/transliterated (*lady*, *леди*). For example:

> ST: <u>"Thanks a lot, lady. I'm sorry to spoil your day of rest, but this –" (p. 197)</u>
> TT1: <u>"Hvala vam velika, gospo. Žao mi je što kvarim vaš dan počinka, ali ovo…"</u>
> TT2: <u>– Большое спасибо, сударыня. Сожалею, что испортил вам день отдыха, но…</u>
> <u>or:</u>

ST: There's nothing said about the bird in Lady Francis Verney's Memoirs...
(p. 121)

TT1: Ništa nije rečeno o toj ptici u Uspomenama [...] koje je napisala lady Francis Verney...

T2: В книге леди Фрэнсис Верней «Мемуары [...]» птица не упоминается.

Table 10 Quantitative data on strategies employed for rendering titles and terms of address

	TT1	*TT2*
Total number of items	*10*	*10*
Total number of strategies employed	*11*	*11*
Transference	2 (18%)	0
Transliteration	0	5 (45%)
Adaptation	1 (9%)	0
Literal translation	4 (36%)	0
Paraphrase	0	2 (18%)
Cultural equivalent	4 (36%)	4 (36%)

As we can see in Table 10, TT1 shows a slight deviation from the tendencies observed as dominant in the rendering of previous groups of CSIs. Literal translation (36%) and cultural equivalent (36%) are most often used to deal with this group of items. Transference is the third most used strategy. Such results are to be expected since it is customary in Croatian culture to translate English terms such as "miss", "mister" and "sir", and to use a cultural equivalent for others, such as "ma'am", "papa", etc.

However, in TT2 the prevailing strategy is transliteration (45%). The items that have its cultural equivalent in the Russian language are replaced with that equivalent (36%). Paraphrase is used in 18% of the cases.

6.4.2 Food and drinks

In both TT1 and TT2 the most frequently used translation strategies for rendering references to food and drinks are replacement with a cultural equivalent and paraphrase. Their employment is illustrated in Table 11.

Table 11 Typical strategies used to render food and drinks

ST	TT1	Strategy	TT2	Strategy
luncheon	ručak	cultural equivalent	обед	cultural equivalent
percolator	aparat za kavu	paraphrase	кофейник	cultural equivalent
an omelette	jaja	less specific item	омлет	transliteration
cold corned beef	hladni goveđi odresci	less specific item	холодная говядина	less specific item

In this group, there are several items that are considered CSIs only in one of the TTs. For example, "wine-glass" is not considered to be a CSI in TT1, since its translation into Croatian is straightforward and does not cause any problems. On the other hand, in the Russian language, there are several words that can denote a glass. The literal translation *стакан вина* does not imply a type of glass, but merely a glass with wine in it. According to the Russian-English visual dictionary (*Русско-английский визуальный словарь*, издательство Рипол классик), the item called "wine-glass" in English (a tall glass with a stem, used for drinking wine) is never called *стакан*, but has different names, according to the type of wine that is served (*рюмка*, *бокал*).

Table 12 Quantitative data on strategies employed for rendering foods and drinks

	TT1	TT2
Total number of items	*30*	*32*
Total number of strategies employed	*31*	*32*
Transliteration	0	3 (9.4%)
Adaptation	2 (6.4%)	1 (3.1%)
Lexical creation	1 (3.2%)	0
Less specific item	5 (16.1%)	4 (12.5%)
Paraphrase	7 (22.6%)	5 (15.6%)
Omission	0	2 (6.2%)
Cultural equivalent	15 (48.4%)	16 (50%)
Other strategies	1 (3.2%)	1 (3.1%)

The three most frequently employed strategies to render items belonging to this group are the same in both TTs. The first strategy is replacement with a cultural equivalent (48.4% in TT1 and 50% in TT2), followed by paraphrase

(22.6% and 15.6%) and replacement with a less specific item (16.1% and 12.5%).

6.4.3 Legal terms

The most frequently employed strategies for rendering this group of CSIs are cultural equivalent and paraphrase (Table 13). It should be mentioned that TT2 contains two mistranslations of these items:

<u>Baumes rush? → Неприятностей ищешь? [Are you looking for trouble?]</u>
<u>surprise-witness → самый ценный свидетель [the most valuable witness]</u>

Table 13 Typical strategies used to render legal terms

ST	TT1	Strategy	TT2	Strategy
the DA	javni tužitelj	cultural equivalent	окружный прокурор	cultural equivalent
a sworn officer of the law	čuvar zakona pod prisegom	paraphrase	я служу закону	paraphrase
Anything I say will be used against me?	Što god kažem, bit će upotrijebljeno protiv mene?	literal translation	Все, что я скажу, будет против меня же и использовано?	paraphrase

Table 14 Quantitative data on strategies employed for rendering legal terms

	TT1	TT2
Total number of items	*16*	*16*
Total number of strategies employed	*16*	*16*
Literal translation	3 (18.7%)	0
Less specific item	1 (6.2%)	2 (12.5%)
Paraphrase	4 (25.0%)	7 (43.7%)
Omission	0	2 (12.5%)
Cultural equivalent	8 (50.0%)	5 (31.2%)

In TT1, replacement with a cultural equivalent accounts for 50% of the renderings, and paraphrase for 25%, followed by literal translation (18.7%) and less specific item (6.2%). In TT2, paraphrase accounts for 43.7% and cultural equivalent for 31.2% of the renderings. Omission and replacement with a less specific item account for 12.5% each.

6.4.4 Units of measurement

Table 15 Typical strategies used to render units of measurement

ST	TT1	Strategy	TT2	Strategy
eight or ten inches open	odškrinut dvadesetak centimetara	cultural equivalent	приоткрытый	paraphrase
any one of a dozen or more would do	devedeset posto njih bi tako učinilo	paraphrase		simple omission
two feet away	korak dalje	less specific item	в полуметре от нее	cultural equivalent

Table 16 Quantitative data on strategies employed for rendering units of measurement

	TT1	TT2
Total number of items	11	11
Total number of strategies employed	12	12
Adaptation	0	1 (8.3%)
Lexical creation	1 (8.3%)	0
Less specific item	3 (25.0%)	0
Paraphrase	3 (25.0%)	4 (33.3%)
Omission	0	4 (33.3%)
Cultural equivalent	4 (33.3%)	3 (25.0%)
Other strategies	1 (8.3%)	0

It should be noted that TT2 displays a high percentage of omission (33.3%), along with frequent use of paraphrase (33.3%). In TT2, cultural equivalent accounts for 25% of the renderings. Only 8.3% of the items belonging to this group are rendered by source-oriented strategies, such as adaptation.

In TT1, there is no omission, but target-oriented strategies are favoured: cultural equivalent (33.3%), paraphrase and less specific item (25% each). Source-oriented strategies used in this group are lexical creation and replacement with recognized translation (8.3 % each).

6.5 Summary of the findings

In this section, we will sum up our findings on how CSIs are dealt with in the two TTs.

As we have pointed out, in the initial stage of the research, all items were divided into two large groups and for each group a separate list of strategies was used. Thus, the first group presented here – Group B – comprises various types of names: personal names, geographical designations and other names. The second group – Group A – consists of what we have tentatively called common nouns, and it comprises references to food and drinks, legal terms and units of measurement.

Table 17 Quantitative data on strategies employed for rendering CSIs in Group B

	TT1	TT2
Total number of items	*171*	*171*
Total number of strategies employed	*173*	*176*
Simple transference	131 (75.7%)	2 (1.1%)
Orthographic adaptation	2 (1.2%)	5 (2.9%)
Simple transliteration	0	128 (72.7%)
Naturalization	36 (20.8%)	25 (14.2%)
Simple omission	0	8 (4.5%)
Replacement with another name	0	1 (0.6%)
Other strategies	4 (2.3%)	7 (4.0%)

As we can see in Table 17, in TT1 the most frequently employed strategy for rendering various types of names is simple transference (75.7%) followed by naturalization (20.8%). In TT2, the most frequently employed strategy is simple transliteration (72.7% followed by naturalization (14.2%). As the figures in Table 17 show, in both TTs, transference or transliteration are used in almost the same proportion. However, while omission is not used in TT1, in TT2 this strategy accounts for the rendering of 4.5 % of items in Group B.

Table 18 Text-level orientations (Group B)

	TT1	TT2
Total number of strategies employed	*173*	*176*
Target-oriented	36 (20.8%)	34 (19.2%)
Source-oriented	133 (76.9%)	135 (76.7%)
Unclassified	4 (2.3%)	7 (4.0%)

In terms of text-level orientations in both TTs, source-oriented strategies are preferred to almost exactly the same extent (see Table 18).

As we can see in Table 19, the most frequently employed strategy in both TTs is cultural equivalent, followed by paraphrase and less specific item.

The use of omission points to divergent tendencies in TT1 and TT2. In TT2, omission accounts for 4.5% of the renderings of items in Group A, and for 14.6% in Group B. This is especially interesting if we know that in TT1, not a single item present in the ST has been omitted. Contrary to this, whole sentences, or even paragraphs, were omitted from TT2.

Table 19 Quantitative data on strategies employed for rendering CSIs in Group A

	TT1	TT2
Total number of items	*156*	*159*
Total number of strategies employed	*166*	*178*
Transference	23 (13.9%)	0
Transliteration	0	29 (16.3%)
Adaptation	12 (7.2%)	10 (5.6%)
Literal translation	14 (8.4%)	4 (2.2%)
Lexical creation	3 (1.8%)	0
Less specific item	18 (10.8%)	16 (9.0%)
Paraphrase	29 (17.5%)	27 (15.2%)
Omission	0	26 (14.6%)
Cultural equivalent	62 (37.4%)	63 (35.4%)
Other strategies	5 (3.0%)	3 (1.7%)

An example below may illustrate how extensive these omissions are (the underlined items are CSIs in the omitted part of the text).

> ST: She hesitated, working her lips together, then asked: "Do you think he'd go there?"
> Spade nodded.
> "All right," she exclaimed, jumping up, her eyes large and bright. "Shall we go now?"
> She went into the next room. Spade went to the table in the corner and silently pulled the drawer out. The drawer held two packs of playing-cards, a pad of score-cards for bridge, a brass screw, a piece of red string, and a gold pencil. He had shut the drawer and was lighting a cigarette when she returned wearing a small dark hat and a grey kidskin coat, carrying his hat and coat.
> Their taxicab drew up behind... (p. 56-57)
> TT2: Она в сомнении задумалась.

- Думаете, он придет?

Спейд кивнул.

- Поехали!

Их такси остановился около... (p. 74-75)

[She was hesitant and reflective.

- Do you think he will come?

Spade nodded.

- Let's go!

The taxi stopped...]

Table 20 Text-level orientations (Group A)

	TT1	TT2
Total number of strategies employed	*166*	*178*
Source-oriented	52 (31.3%)	43 (24.2%)
Target-oriented	109 (65.7%)	132 (74.2%)
Unclassified	5 (3.0%)	3 (1.7%)

With regard to rendering CSIs belonging to Group A, both TT1 and TT2 display a preference for target-oriented strategies. While the general tendency is similar in both TTs, it should be noted that TT2 displays a markedly stronger tendency to employ target-oriented strategies.

7. Conclusion

As we have seen, the two TTs show a similar tendency when it comes to the overall proportion of target vs. source-oriented strategies employed. However, we should point out that when certain groups of CSIs are examined, differences become visible. Thus, in TT1 source-oriented strategies make up 60% of strategies employed to render geographical designations, while in TT2 such strategies account for 79.4%.

We should also highlight the difference in the use of omission. In TT1, there is not a single occurrence of the employment of this strategy, while in TT2 it is one of the frequently used strategies.

Rendering of personal names is one of the groups where the two TTs display almost identical tendencies, which might be a consequence of similar translation norms for dealing with personal names in the two TCs. Personal names are almost always transferred (in TT1) or transliterated (in TT2). With regard to this, the findings of our research support the findings of Franco Aixelá (1996: 59-60), who says that conventional names tend to be transferred directly, "except when there is a pre-established translation based on tradition".

In sum, the two translations of *The Maltese Falcon* show that the Russian translation is, to a certain degree, more target-oriented than the Croatian translation. To test whether this is true of translation of detective fiction in general, further studies should be conducted. To that end, we have formulated the following *hypotheses* that could be tested in larger-scale research:

1. Translations of detective fiction from English into Croatian and from English into Russian differ when it comes to the translator's choice of the strategies for the rendering of CSIs.

2. Translators of detective fiction into Russian tend to use target-oriented strategies more frequently, while those working into Croatian tend to use source-oriented strategies more frequently.

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