A Comparative Analysis of English and Urdu Translation from the Perspective of Vinay and Darbelnet's Model of Translational Shift

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Abstract

The aims of the in-hand work to investigate rich translation strategies, either direct translation strategy (DTS) or oblique translation strategy (OTS), are most frequently used by the translator in the process of translation based on Vinay and Darbelnet's model of translational shift (2000). To achieve the objective of the current study, the researchers selected source text (ST) English "Being from Wisconsin" written by Tim Daugherty which has been translated into target text (TT) Urdu by Khalid Hassan. The data was collected word by word, phrase by phrase and sentence by sentence, and the collected data was first scrutinized qualitatively and then quantitatively in order to explore the superiority of translation techniques. The findings of the current study indicated that Urdu translators used literal translation strategies with the highest percentage marked by 29% in the direct type of translated corpus, and as for the oblique translated corpus is concerned, the most frequently used translated strategies are amplification and equivalence which are marked by 19% equally. After that, borrowing (DT) and transposition (OT) are marked by 10% equally, and calque (DT), modulation (OT) and adaptation (OT) had the 4%, 3% and 3% respectively. The results of the current study would be fruitful for the future researchers in the field of translation studies. It would be also beneficial for the policy makers, course material designers, curriculum developers as well as new coming scholars and students.

1. Introduction

In translation studies, translation shifts are considered to be one of the major problems which compel the researchers to do comprehensive research on it. It is estimated that Vinay and Darbelnet called the linguistic changes as translation processes that happen during the process of translation from the source language to the target language in 1958. After a decade, Catford (1965) proposed the term 'Translation Shifts' for the above-mentioned term 'Translation processes' introduced by Vinay and Darbelnet. These two terms pertain to the same meanings. Depending upon the fundam ental changes that emerged during the translation process, Vinay and Darbelnet proposed two global translation techniques, named as direct translation technique and oblique translation technique. These two translation techniques are further classified into borrowing, claque, literal, equivalence, transposition, and modulation, etc. The main objective of the present study is to find out the recurrence of various translation methods employed by the translator in the existing text.

Vinay and Darbelnet (2000) introduced two general translation named by direct translation and oblique translation which are further divided into their sub-categories as shown in the figure below;
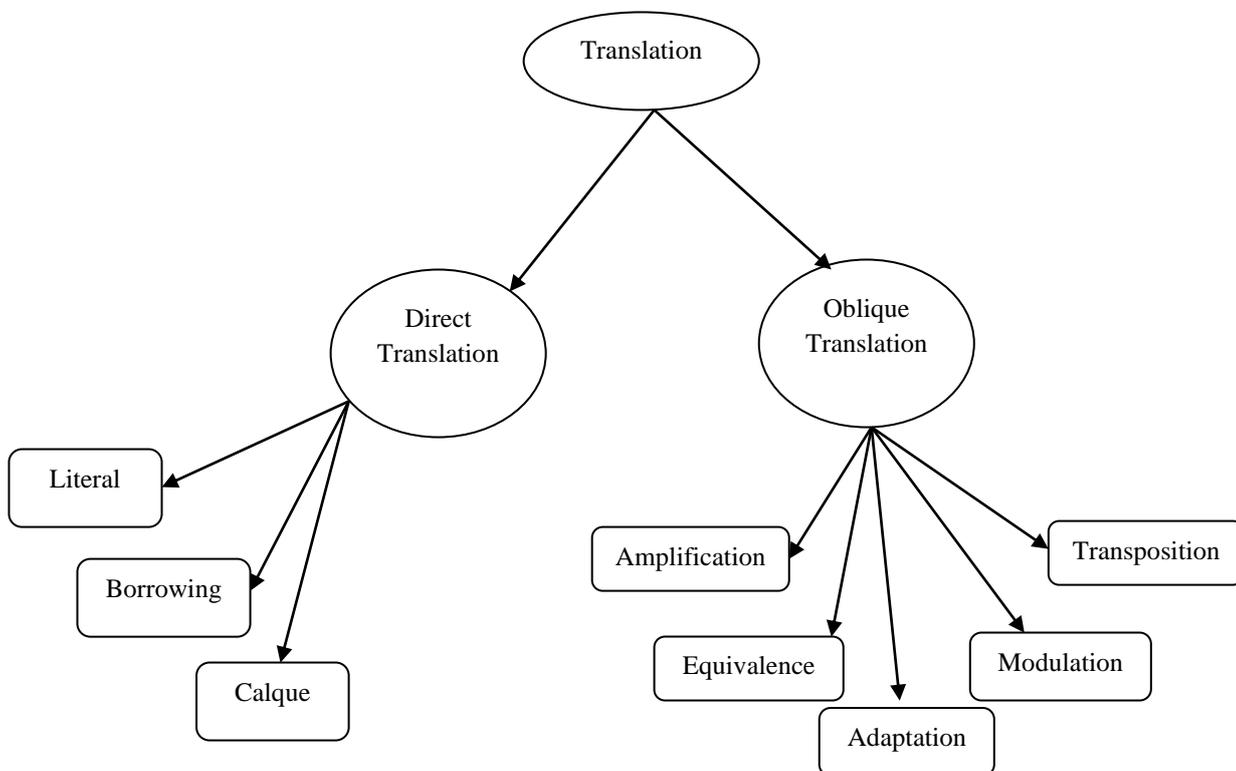

Figure No. 1.1 Types of Translation

1.1- Direct Translation

1.1.1 Borrowing

It is a type of literal translation in which a word remains the same in both languages, but the words are taken from the SL transferred to the TL. For example,

Table 1.1

SL	TL	Explanation
میں ناشتہ میں ایک پراٹھہ، ایک انڈا اور ایک کپ چائےکا لیتا ہوں۔	I take a paratha, an egg and a cup of tea in my breakfast.	Here a word "paratha" from SL (Urdu) remains the same in TL (English).
Our machine is defunct.	**ہماری مشین خراب ہے۔**	Here a word "machine" from SL (English) fills the gap in TL (Urdu).
فی شرب زم زم شفاء۔	**آب زم زم پینےمیں شفا ء ہے۔**	Here a word " زمزم " "from SL (Arabic) remains the same in TL (Urdu).

1.1.2 Claque:

It is also a type of literal translation in which an expression or structure is transferred in a literal translation from SL to TL. For example,

Table No. 1.2

SL	TL	Explanation
یہ راستہ بابا شادی شہید کوجاتا ہے۔	This way leads to ''Baba Shadi Shaheed"	In this example, the expression "باباشادیشہید"from SL (Urdu) will remain the same in TL (English).
طواف الکعبہ نزھب الالجبل الحراء۔	After Tawaf- e- Kaba we went for Ghar-e –Hira.	In this example, the expressions "Tawaf-e –Kaba "and "Ghar-e –Hira "are borrowed from SL (Arabic) to TL (English).

1.1.3 Literal Translation:

It is a common of word for word translation between the languages of the same family and culture. For example,

Table No. 1.3

SL	TL
دو اور دو چارہوتےہیں۔	Two and two makes four.
تم کیوں رو رہے ہو؟	Why are you weeping?

1.2 Oblique Translation:

1.2.1Transposition:

It is the change of one part of speech from ST into the TT without changing the sense. For example,

Table No. 1.4

SL	TL	Explanation
He writes neatly.	**وہ صفا ئی سےلکھتا ہے۔**	In SL the word "neatly" is adverb, but the word in TL (صفائی) function as an adjective
Travel light. (verbal phrase)	**کم سے کم سامان کے ساتھ سفر کرو۔** (Adjectival phrase)	Here the phrase "travel light" is a verbal phrase in SL (E English) but its translation in TL (Urdu) act as an adjectival phrase.

He drinks the drinks.	وہ مشروبات پیتا ہے۔	Structural change.
(p-v-n)	(P-N-V)	

1.2.2 Modulation:

In this type of translation, semantics changes occur in the process of translation from SL and TT. It also changes the point of view of SL. For example,

Table No. 1.5

SL	TL	Explanation
It is easy to understand.	یہ سمجھنا مشکل نہیں۔	Negation of opposition.
The sun has set.	اب دن نہیں ہے۔	Negation of opposition.
My grandmother is female.	میری نانی ماں مرد نہیں۔	Negation of opposition.
I read Milton.	میں نےملٹن کو پڑھا۔	Part for the whole.
All the hands were at works.	تمام لوگ کام میں مصروف تھے۔	Part for the whole.
Prey on, bird of prey.	شکار کرو شکاری پرندے کا	Revesal of term. Obligatory:" prey on, bird of prey ".Would be translated as "شکارکروشکاری پرندے کا" Optional: In the reverse direction "شکارکروشکاریپرندےکا"can be translate literally as "Hunt, the hunting bird "as a transposition of "prey on,bird of prey.

1.2.3 Equivalence

It is a type of oblique translation where languages describe the same situation by different stylistic or structural means. For example,

Table No. 1.6

SL	TL
He is nonsense. He is an idiot.	وہ بے وقوف ہے۔
Dainties and plenty. Sense" Double profit"	آم کے آم گٹھلیوں کے دام۔ چیڑی ہوئی ،اور دو دو۔ پانچوں انگلیاں گھیوں میں سر کڑبائی میں۔

1.2.4 Adaptation:

When a situation in one source culture does not exist in target culture then the process of adaptation involves in changing the cultural reference. For example,

Table No. 1.7

SL	TL	Explanation
In English "cricket"	In French "Tour de France"	Here in English culture the word cricket conveys the same sense as in French "tour de France.
Christmas	Eidain(عیدین)	In the Muslim community the concept of eidain(عیدین) is same as

		the concept of Christmas in Christianity.

1.3 Objective Of The Study

The present study aimed at investigating which translation technique is most frequently used by the translator and which type of translation technique is considered best in the process of the translation in the view of translator.

2.Literature Review

The translation is the re-expression of thoughts and words in the target language from the source language. Literature and translation both go side by side. Translators have been translating literature from the source text to target language using their skills and knowledge to render the thoughts and emotions in the target language since long. This is not an easy task because translators have to make judgments as to how to interpret the text in the target language hence, we can describe it a problem-solving method. Different strategies are employed to translate the text from source language to target language. There are major two methods for this purpose that are termed as "Direct Or literal translation" and "Oblique translation". In the direct translation, grammatical and lexical categories are not affected by the translators in the process of translation of source text to the target text. Oblique translation comes when there is sometimes no corresponding expression or structure in the target language.

Translational shifts help to convey the message meaningfully in the target language but they can also be poisonous for language knowledge as it was propounded by Kammer Tuahman Sipayung in "*The Impact of Translation Shift and Method on Translation Accuracy Found at Bilingual History Textbook"* in 2018. The objectives of this research were to investigate what is the dominant translation shift and method as well as what are the impacts of those translation shift and method on the accuracy. So, the researcher did a qualitative research to find out the results. The researcher used objective and affective data for this research. Sipayung (2018) researched on the 136 selected pairs of data (objective data) from grade 7 Medan bilingual History textbook. He used the affective data from key-informants. His study showed that the dominant translation shift was unit shift (58,33%) and others were structure shift (30%), class shift (7,77%) and intra-system shift (3.88%). He also found that 60% of the bilingual textbook lacked accuracy of the translation from the source text (ST) to the target text (TT) (Sipayung, 2018).

Esmail Zare Behtash and Masoumeh Yazdani Moghadam conducted research named as "*Translation Evaluation: A Comparative Study of an Oblique Translation"* in 2017 by applying obliques translational process on the target language novel entitled "Animal Farm". Its Persian translation was done by Saleh Hosseini and Massumeh Nabizadeh. The research showed both quantitative and qualitative results that it was governed by the oblique process of translation. When Persian translation is compared with original English text, it was 45% inspired by the equivalence strategy of translation. Besides this strategy of modulation, transposition and adaptation were also found. Persian equivalents words and expressions are employed to the English counterparts instead of direct translation (Behtash & Moghadam, 2017).

Vahideh Sharei (2017) in her research paper named as, "*A Comparative Study of the Strategies Employed in "The Old Man and the Sea" Translated from English into Persian on the Basis of Vinay and Darbelnet's Model*". She compared the source language text with the two Persian translations (TL) done by Najaf Daryabandari and Mohammad Taghi Faramarzi. For the translation of Daryabandari, she concluded that translator has employed oblique translation method to convey the words of Hemingway in the Persian language and in the oblique method he further employed modulation strategy in the highest rate. While on the other hand, Faramarzi has employed direct method for translation that's why his translation is more faithful to the source text as compared to Daryabandari's translation. So, the findings of the

study showed that Daryabandari's translation is rich in modulation strategy and Faramarzi's translation is rich by literal translation strategy. The difference also exists in adaptation strategy as this adaptation strategy is found in Faramarzi's translation only. The Daryabandari's translation is also rich by the indirect translation strategy which is not found in Faramarzi's translation. (Sharei, 2017).

Moreover, in 2016, a thesis was conducted by Yuni Arifiani named as "*An oblique translation procedure analysis on Bad Boys Indonesia subtitles*" in which he has analyzed only eighteen data of the film script "Bad Boys" from the total two hundred ninety-seven data and found the use of four types of oblique translation which were transposition, equivalence, modulation and adaptation. A qualitative research is done in this thesis. The script of the source language (SL) along with the subtitles of the target language (TL) are used as the unit of qualitative analysis. The researcher worked as an instrument of analysis in this research. The Viney and Darbelnet's theory of translation is applied on the data analysis of translation. The researcher analyzed the script and subtitles from the source text (ST) and the target text (TT) respectively to answer the research questions (Arifiani, 2016).

Another qualitative research is done by Nur Atmiyati and AchmadBasari (2015) by examining the use of the oblique technique on the children storybook Qonita di Rumah Tua by Setiawan G. Sasongko in the paper named "*An Oblique Translation analysis in bilingual book Qonita: Qonita di Rumah Tua into Qonita: Qonita in the old house by Setiawan G. Sasongko*". The researcher analyzed the chapter 4 of the target text and found instances of 55 oblique translation words utilized by the translator to make it simple and understandable for the children. The very first ranked frequency was of the modulation strategy of translation which is 30 or 54.5 percent. The second highest frequency was of adaptation strategy with round about 15 sentences. Then the frequency of equivalence is found in the translation with almost 10 sentences. The findings showed that there is no frequency of transposition in the translation (Atmiyati., Basari, 2015.).

While translating from SL to TL translation shifts help in describing culturally specific items to make it more acceptable for the readers. The study conducted by Ammar Fouad and Ramadhan M. Sadkhan in 2015 tried to assess the role of translational shifts in communicating the meanings of culture-specific items concerning the story "The Swing" written by Muhammad Khodair. The story "Al-Urjuha" (The Swing) is in the Arabic language and translated into English (TL) by Kadhinsa'adedin. This study focused on lexical shifts while analyzing the 2168 words short story and found the use of lexical translational strategy to make the meanings and words easier and fairer for the readers in the target language (Fouad, 2015).

Translational shifts are the structural changes or meanings variations that occur while translating a source-language text in the target language. Hence, these changes are unavoidable to some extent and may be employed to convey clear and understandable meanings. Herman, M.Pd researched on Translational shifts in the article named "*Category Shifts In the English Translation of Harry Potter and the Philosopher's Stone Movie Subtitle into Indonesia (An Applied Linguistics Study)*" in 2014. In this work, the researcher has analyzed the translation of movie subtitles from the source language (English) to the target language (Indonesian). After conducting a thorough study in this regard, it was concluded that each type of translational shift is used by the translator but the unit translational shift is more in frequency. The structural shift is also found because of the variation of head-modifier and modifier-head in English and Indonesian languages (M.Pd, 2014).

Another research paper "*Oblique translation of label collections at museum International Indonesia*" was conducted by Tia Askayuli in September 2014. In this study, the researcher analyzed the bilingual labels of different objects in the museum translated into English as the target language. Transposition, adaptation and modulation were used by the writer while utilizing the technique of oblique translation but there was no equivalence because generally it is used to translate

animal sounds. The basic objectives of this study were to investigate the kinds of oblique translation as well as to analyze those kinds. The researcher has done a qualitative research by reading the data, jotting down the sentences of oblique translation and finally analyzing them according to Viney and Darbelnet's theory of translation (Askayuli, 2014).

Monireh Akbari researched in 2012 in which he propounded that finding the absolute meaning of each word from the source language (English) to the target language (Persian) is hard to actualize. Translational shifts are inevitable in literary translations and we can call them problem-solving. In the paper "*Structural Shifts in Translation of Children's Literature*" Akbari (2012) worked on 10 Read aloud stories that were written in English and translated into Persian and examined the use of translational shifts. The role of the translational shift in compensation of meanings was also analyzed in this work (Akbari, 2012).

Koster (2002) in his writing, entitled *"The Translator in Between texts: On the Textual Presence of the Translator as an Issue in the Methodology of Comparative Translation Description",* argues that we can define the relationship between the translated text and the original text as a network of the shifts and correlations. This is because the network of shifts and correlations might be perceived as the network of differences and similarities between the translated text and the source text. The linguistic changes or the shifts between the original text and the translated text occur during the procedure of moving to and fro between the translated text and the source text while there is a conciliation between them (Koster, 2002).

Catford (1965) in his article, "*A Linguistic Theory of Translation*", gave a difference between formal correspondence and textual equivalence. He calls the formal correspondence as a system-based translation while the textual equivalence as the context-based translation. Catford (1965) calls shift as a forking of the formal correspondence through the passage from the source text (ST) to the target text (TT). Catford (1965) stressed upon the category shift and divides it into four major categories. These major categories are named by Catford (1965) as structural shifts, rank shifts, class shifts and intra-system shifts (Catford, 1965).

3.Methodology

3.1 Design

The contemporary study is concerned with the qualitative and quantitative aspect of the analysis. It deals with the structural changes that occur during the process of translation and also take into consideration the frequency of different translation techniques adapted by the translators. The analysis is the present study will help the researcher in determining the superiority of one of the translation techniques over the other one.

3.2 Material

The present model of Vinay and Darbelnet is applied in the present study on an article written on being Wisconsin by TIM Dougherty and translated by KHALID HASSAN.

3.3 Procedure

In the present study the structural shifts model of Vinay and Darbelnet is applied on being from Wisconsin by Tim Dougherty and translated by KHALID HASSAN and data is collected word by word, phrase by phrase and sentence by sentence. Firstly, the text is analyzed qualitatively and secondly the text is going to be analyzed quantitatively.

3.4 Data Analysis

After the collection of data, the collected data will be analyzed by the researcher in order to know the superiority of translation technique which is most frequently used by the translator in order to approximate our designed hypothesis.

3.5 Application

The model is applied on the following text:

Table No. 3.1

Source text (English)	Target text (Urdu)
Being from Wisconsin, I know the state like the back of my hand. Infect, if you hold out your left hand in front of you, palm facing away, the shape is roughly the shape of my home of Wisconsin. I am from city of Milwaukee which is in the south-east corner of the state. Wisconsin became a state in 1848 and was the 30th state admitted to the union. I 'd like to introduced you some of the great thing about my state and encourage you to visit if you have the chance. One thing you must know is that Wisconsin are diehard sports fans, especially of the American foot team the green Bay Packers. The team has a winning tradition like no other team in sports, but no matter if the team is playing poorly or if they are playing well, everyone loves the packers. The team is unique in sport because they are publically owned by the people of Wisconsin. The stadium where they play is called "Lambeau field" and isn't named after a big corporate sponser , instead, its named after "Curly" Lambeau who was the founder, a player, and the first coach of the team . When a Wisconsin watches a sporting event, whether in person or on TV they are without doubt going to be eating various food from around the state. First and Foremost, would be cheese. Wisconsin is called "The Dairy State and everywhere you go outside of the cities you you will see cow. As a result, people make many things from milk especially cheese. Popular at football games would be 'Cheese crud'.	ویسکونسن کا باشندہ ہونے کے ناطے میں اس ریاست کو اپنے ہاتھ کی ہتھیلی کی طرح جانتا ہوں۔ دراصل اگر آپ اے بائیں ہاتھ کو الٹا کر کے دکھئیں تو کم و بیش ریاست ویسکونسن کا نقشہ بھی اسی طرح کا ہوگا۔ میں ریاست کے جنوب مشرق میں واقع ملووکی شہرکا رہنے والا ہوں۔ ویسکونشن1948 میں یونین میں شامل ہوئی۔ اوریہ یونین میں شامل ہونے والی تیسویں ریاست تھی۔ میں یہاں اس ریاست کے چند دلچسپ پہلوں سے آپ کوآگاہ کرنا چاہتا ہوں اور میں چاہتا ہوں اگرآپ کو موقع ملے تو اس ریاست کی سیر ضرور کریں۔ ایک بات آپ کو بہر حال معلوم ہونی چائے کے ویسکونسن کے لوگ کھیلوں کے اور خاص طور پرامریکہ کی فٹ بال ٹیم وی گرین بے پیکرز کے دیوانے ہیں۔ کھیلوں میں کسی اور ٹیم کا جیتنے کا ایسا تسلسل نہیں لیکن اس بات سے قطع نظر کہ یہ ٹیم اچھا کھیل رہی ہے یا ہار رہی ہے ۔ برایک پیکرز کو دل سے پسند کرتا ہے کھیلوں کی دنیا میں یہ ٹیم اس لحاظ سے بھی منفرد ہے کہ یہ سرکاری طور پر ویسکونسن کے عوام LAMBEAUکی ملکیت ہے جس سٹیڈ یم میں ٹیم کھیلتی ہے اس FILED کہا جاتا ہے اس کسی بڑے سپونسر کرنے والے کاروباری ادارے کے نام سے نہیں پہچانا جاتا بلکہ اسے ٹیم کے بانی کھلاڑی اور پہلے کوچ CURELY کے نام سے منسوب کیا گیا ہے۔ LAMBEAU جب ویسکونسن کا کوئی بھی فرد کھیل رہا ہو چاہے وہ خود دکھ رہا ہو یا ٹیلی وژن پر تو بات طے ہے کہ وہ ریا ست بھر کے مختلف کھانوں سے بھی لطف اندوز ہو رہا ہوگا۔ پہلی اور سب سےضروری چیز پنیر ہے ویسکونسن کو دی ڈیری اسٹیٹ کہا جاتا ہے اور آپ شہروں سے باہر کہیں بھی جائے تو آپ کو ہر طرف گائیں نظر آئں گی۔ یہی وجہ ہے کہ لوگ دودھ سے بہت سی چزیں خاص طور پر Chasse Crudپنیر بناتے ہیں۔ فٹ بال کے میچوں میں پنیر کے لزیز تلے چھوٹے چھوٹے ٹکڑے جنہں کہا جاتا ہے کثرت سے کھائے جاتے ہیں۔

3.Analysis And Discussion

Table No. 4.1

Sr. No	SOURCE TEXT(English)	TARGET TEXT (Urdu)	EXPLANATION
1.	Being from Wisconsin	میں ویسکونسن کا باشندہ ہوں۔	1-"Main" addition of the connector (amplification).
2.			2-wisconsin is borrowed from the source text to target text.
3.			3-Bashinda hun (equivalence)
4.			4-"Bashinda" is the addition of connector.
5.	Being from Wisconsin	ویسکونسن کا باشندہ ہونےکےناطے۔	5-Borrowing "Wisconsin"

6.			6-Structural shift (transposition) VP-to- NP
7.	I know the state like the back of my hand.	میں اس ریاست کو اپنے ہاتھ کی ہتھیلی کی طرح جانتا ہوں۔	Literal
8.	Infact, if you	در اصل اگرآپ	Literal
9.	Hold out your left hand in front of you | |	اپنےبائیں ہاتھ کو پکڑیں	9-Equivalence
10.	| N P adj		10-Structural changes (transposition)
11.			11-Noun phrase changed in PRN phrase.
12.	Palm facing away	……………………………………	Omission-economy of connector (amplification)
13.	The shape is roughly the shape of my house of wisconsin	کم و بیش ریاست کا نقشہ اسی طرح کا ہوگا۔	13-Kam-o-baish (amplifications)
14.			14-My hand (amplification)
15.			15-Ka naqshah-shape of (equivalence)
16.			16-Issi tarh ka hoga- roughly (equivalence)
17.	Of Wisconsin | |	Rayasat Wisconsin | |	17-Rayasat (amplification)
18.	P N (PP)	N N (NP)	18- Wisconsin (borrowing)
19.		ریاستویسکونسن	19- Transposition (PP-to-NP)
20.	I am from the city of Milwaukee which is the south east corner of the state	میں ریاست کے جنوب مشرق میں واقع ملووکی شہر کا رہنے والا ہوں۔	20-Literal
21.			21-Milwaukee……………. Borrowing
22.			22-corner……………... Amplification
23.	Wisconsin	ویسکونسن	Borrowing
24.	1848	1848	Literal
25.	Become a state | | | V D N (VP)	Union main shamil hoi | | | N P V (NP)	Structural change (transposition) VP-to –NP
26.	Admitted to the union | | | | V P D N (VP)	Union main shamilhonywali | | | N P V (NP)	Transposition (VP-to-NP)
27.	And was the 30th state	اور یہ تیسویں ریاست تھی۔	Literal
28.	I	میں	Literal

29.	Would like	اومشن	Economy of the connector
30.	To introduced you	آگاہ کرنا چاہتا ہوں۔	Literal
31.	To some of the great thing	چند دلچسپ پہلوں سے۔	Equivalence
32.	Great thing (ADJ P)	دلچسپ پہلوں۔	Transposition (ADJ phrase to a noun phrase)
32.	About my state	اس ریاست کا	Equivalence
33.	And encourage you	اور میں چاہتا ہوں	Modulation Change of point-of-view
34.	To visit	کی سیرضرور کریں۔	Equivalence
35.	If you have the chance	اگرآپ کو موقع ملے۔	Literal
36.	One thing	ایک بات	Literal
37.	You	آپکو	Ko-amplification (addition of the connector)
38.	Must know	بہرحال معلوم	Literal
39.	Is	ہوناچائیے	Addition of the connector (amplification)
40.	Wisconsinites	ویسکونسن کے لوگ	Equivalence (stylistical change)
41.	Are diehard sport fan	کھیلوں کا	41-Word-order change
42.			42-diehard……..addition of connector (amplification)

43.	Especially of the American football team	خاص طور پرامریکہ کی فٹ بال ٹیم	Literal
44.	The green bay paker	گرین بے پیکرز	Calque
45.	The team is unique	ہرٹیم اس لحاظ سے منفرد ہے۔	Isslehaz say Amplification (addition of the connector)
46.	In the sport	کھیلوں کی دنیا میں۔	Dunya…………...amplification)
47.	Because	کے	Literal
48.	They are publically	یہ سرکاری طور پر۔	48-"They are"used as the Equivalence for ''yeah"
49.	Pp DP		49-Transposition PP-to-DP
50.	Owned	عوام کی ملکیت	"Awaam Ki" Amplification (addition of the connector)
51.	The people of Wisconsin	ویسکونسن کی عوام	Modulation People here refer to the whole nation of Wisconsin Part for the whole
52.	The stadium where they play	جس سٹیڈیم میں یہ ٹیم کھیلتی ہے،	52-"They "here used as an equivalent for the team.

No.	Source	Target	Technique
53.			53-stadium borrowed from the source text to target text
54.	Lambeau field	Lambeau field	Claque
55.	The bottom line is	قصہ مختصر	Equivalence
56.	That	کے	Literal
57.	When you say	اگر آپ کہہ رہے ہیں۔	57-When ….Agr (equivalence)
58.			58-literal
59.	You are from Wisconsin	آپکا تعلق ویسکونسن سے ہے۔	59-Wisconsin borrowed from source text in target text
60.			60-literal
61.			61-Ka taulaaq- Amplification (addition of the connector)
62.	………………………………..	تو باالفاظ دیگر	Amplification (Addition of the connector)
63.	You are saying you are packer's fan	آپ کہہ رہے ہیں کہ آپ پیکرز کے فین ہیں۔	63-Literal
64.			64-Taker's fan used as claque
65.	When	جب	Literal
66.	Wisconsin	ویسکونسن کا کوئی فرد	Whole for part wisconsiniee refer to koi farad
67.	Watches	دیکھ رہا ہو	Transposition (tense change)
68.	Watches	کھیل	68-Equivalence
69.			69-Economy of connector Omission of the word "Event"
70.	They are without doubt	تو یہ بات طے ہے کہ	Adaptation in respect of changed view point
71.	Going to be eating various food	مختلف کھانوں سے بھی لطف اندوز ہو رہا ہوگا	Literal
72.	From around the state	ریاست بہر سے	Literal
73.	First and foremost, would be cheese	پہلی اور سب سے ضروری چیز ہے۔	Literal
74.	Wisconsin	ویسکونسن	Borrowing
75.	Is called	کہا جاتا ہے۔	Literal
76.	Dairy state	ڈیری اسٹیٹ	Claque
77.	And everywhere you go outside the city, you will see cows	اور آپ جب شروع سے باہر کہیں بھی جائے گے تو ہر طرف گائیں ہی نظر آئیں گیں۔	Literal
78.	As a result	یہی وجہ ہے کے۔	1-Equivalence 2-Structural change
79.	People make things from milk especially "cheese"	لوگ دودھ سے بہت سی چیزیں بناتے ہیں خاص طور پر پنیر۔	Literal

4.1 Statistical Analysis Of The Text

The present text is statistically analyzed in the following manner in the lime light of the Vinay and Darbelnet model of translational shifts:

Table No. 4.2

Source text (English)	Target text (Urdu)
Direct	Oblique
Word –for –word	Sense-for-sense
Formula for the analysis	Formula for the analysis
X= x X100 ÷n	Y= y X100÷n
n=total translated units	N=total translated units
X= percentage	Y= percentage
X= direct translational unit	Y=oblique translational unit
Direct translational units calculation X=x X100 ÷n X=35x100÷79 X=44%	Oblique translational units calculation Y=yx100÷n Y=44x100÷79 Y=56%
a=no. of literal translational units X=a x 100 ÷ n X=23 x 100 ÷ 79 X=29 %	**L**=no. of amplificational units Y= I X 100 ÷n Y=15 x 100 ÷79 Y= 19 %
b= no. of borrowing units **X=**b x 100 ÷n X= 8x 100 ÷ 79 X= 10 %	M=no. of equivalence units **Y=** m x 100 ÷n Y=15 X 100 ÷ 79 Y=19%
C= no. of claque translational units X=c x100 ÷n X=4 x 100 ÷79 X=10%	N=no. of transpositional units Y= n x 100 ÷n Y= 8 X100 ÷79 Y= 10%
	O=no. of modulational units Y= O X 100 ÷n Y= 3 x 100÷79 Y=4%
	P= no. of adaptation units Y= p x 100 ÷ n Y= 3x 100÷79

	Y=4%	

4.2 Direct Translation Strategies

Table No. 4.3

Sr.No	Type of Direct Translation	Σ*f*	Σ*f%*
1.	Literal Translation	23	29%
2.	Borrowing Translation	08	10%
3.	Calque Translation	04	5%

The above table shows the types of direct translation. The given data from the table pertains to the frequency of literal translation, borrowing translation and calque translation which are 23, 08 and 04 respectively. The researchers found this frequency data of these direct translational strategies in the translation of "Being From Wisconsin".

Table No. 4.4

Type of Direct Translation	Example		Number of Unit
	Source Text (English)	Target Text (Urdu)	
Literal Translation	And was the 30th state	اور یہ تیسویں ریاست تھی۔	27
Literal Translation	Infact, if you	در اصل اگرآپ	08

Literal translation occurs when tectonic and conceptual features of the source text (St) are transferred to the target text (TL). The perceived meaning of literal translation is "word-by-word" translation between the signs of the corresponding class and culture. For example, the sentence -"دو اور دو چارہوتےہیں۔" from the source text (Urdu) has its literal translation in the target language (English) as "two and two makes four". The concept of literal translation would be much clearer after reviewing the examples from the selected data. The above table portrays that the sentence, "And was the 30th State" from the original text (English) has been translated as, ",اور یہ تیسویں ریاست تھی۔" in the target language (Urdu) and the phrase "Infact, if you" from the source text (ST) has been translated as, ",در اصل اگرآپ" in the target language (Urdu) by the translator. These examples show that the mentioned phrase and sentence are translated in the target text word by word by the translator in order to make the translation much easier for the readers to understand.

Table No. 4.5

Type of Direct Translation	Example		Number of Unit
	Source Text (English)	Target Text (Urdu)	
Borrowing Translation	Being from Wisconsin	میں ویسکونسن کا باشندہ ہوں۔	01
Borrowing Translation	I am from the city of Milwaukee which is the south east corner of the state	میں ریاست کے جنوب مشرق میں واقع ملووکی شہرکا رہنے والا ہوں۔	20

Borrowing translation strategy is used by the translator when he uses the word as it is from the source language to the target text. For example, " ایک ،میں ناشتہ میں ایک پراٹھہ، ایک انڈا اور ایک کپ چائےکا لیتا ہوں۔is translated into the target language which is English as "I take a paratha, an egg and a cup of tea in my breakfast".Here, the word "paratha" is borrowed from the source text (Urdu) to the target text (TT). Furthermore, in the

above table, "I am from the city of Milwaukee which is the south east corner of the state", from the selected corpus original text (English) has been translated into target language (Urdu) as, "۔"۔میں ریاست کے جنوب مشرق میں واقع ملووکی شہرکا رہنے والا ہوں Here the name of the city is borrowed from the source text (ST) to the target text (TT). Another phrase, "Being from Wisconsin", has been translated as "میں ویسکونسن کا باشندہ ہوں۔-". Here the word "Wisconsin" is borrowed.

Table No. 4.6

Type of Direct Translation	Example		Number of Unit
	Source Text (English)	Target Text (Urdu)	
Calque Translation	Dairy state	ڈیری اسٹیٹ	76
Calque Translation	The green bay paker	گرین بے پیکرز	44

The calque translation is a direct translation strategy which infers that the translator borrows a phrase or expression from the source text (ST) to the target text (TT). For example, "یہ راستہ بابا شادی شہید کو جاتا ہے۔" from the original language (Urdu) is translated into the target language (English) as "This way leads to ''Baba Shadi Shaheed". In this example, the expression "Baba Shadi Shaheed" is borrowed from the source text (Urdu). In the contemporary study, as the above table shows, the expression "ڈیری اسٹیٹ" is borrowed from the target language (English). Another expression, "گرین بے پیکرز" is borrowed from the source text (English) into the target language (Urdu) by the translator. Here translator has borrowed the whole expression and phrase in order to make the readers comprehend the meaning in the native language (Urdu) easily.

Table No. 4.7

Sr. No	Type of Oblique Translation	Σf	Σf%
1.	Amplification	15	19%
2.	Equivalence	08	19%
3.	Transposition	03	10%
4.	Modulation	03	5%
5.	Adaptation	03	5%

As the above table portrays that there are five major categories of oblique translation named by amplification, equivalence, transposition, modulation and adaptation. The researchers have calculated the frequency of all these categories in the translation of "Being From Wisconsin". The researchers found that the frequency of amplification, equivalence, transposition, modulation and adaptation is 15, 08, 03, 03, and 03 respectively.

Table No. 4.8

Type of Oblique Translation	Example		Number of Units
	Source Text (English)	Target Text (Urdu)	
Amplification Translation	Is	ہونا چائیے	39
Amplification Translation	In the sport	کھیلوں کی دنیا میں۔	46

The amplification is a kind of oblique translation which means that any word or phrase is added to the source text while translating it into the target text in order to make the meaning and concept of the source text easy and understandable for the readers. The data of the above table shows that "is" from the source text (English) has

been translated as "ہوناچائیے" in the target language (Urdu) by the translator. Similarly, "In the sport" from the source text (English) is translated as "کھیلوں کی دنیا میں۔" in the target language (Urdu) by the translator. The purpose of doing this is that the translator wanted to make his readers get the meanings of these phrases easily. The translator wanted to polish the conceptual meanings of the source text, so he amplified these phrases in the target text (Urdu).

Table No. 4.9

Type of Oblique Translation	Example		Number of Units
	Source Text (English)	Target Text (Urdu)	
Equivalence Translation	As a result	یہی وجہ ہے کے۔	78
Equivalence Translation	About my state	اس ریاست کا	32

The equivalent translation strategy is often helpful for the translator to apply a completely distinctive arrangement with a different meaning from the source language (SL) as long as it is deemed to be relevant in the informative situational equivalent to that of the source language (SL). For example, phrase from the source language (English) "He is an idiot" is translated into the target language (Urdu) as " وہ بے وقوف ہے۔". The above table shows that the phrase from the original text (English), "As a result" and "About my state" are being translated into the target text language (Urdu) as "اس ریاست کا" and "یہی وجہ ہے کے۔" respectively by the translator. The translator has adopted equivalence because the translator adjudicated to present the outcome of his translation to be accurate and acceptable by the readers while using his routine language (Urdu).

Table No. 4.10

Type of Oblique Translation	Example		Number of Units
	Source Text (English)	Target Text (Urdu)	
Transposition Translation	They are publically	یہ سرکاری طور پر۔	48
Transposition Translation	Watches	دیکھ رہا ہو	67

Transposition is a kind of oblique translation which occurs when the sequence of parts of speech in the source text is changes while translating it into the target text by the translator. For example, "he writes neatly" from the source text (English) is translated in the target language (Urdu) as "وہ صفائی سے لکھتا ہے۔". It shows that how the adverb "neatly" is changed into an adjective "صفائی" in the target language. The given data of the above table shows that "They are publically" from the source text language (English) has been translated as "یہ سرکاری طور پر۔" in the target text language (Urdu) by the translator. Similarly, "watches" from the source text language (English) is translated as "دیکھ رہا ہو" in the target text language (Urdu) by the translator. The data clearly shows that how the translator has changed the tense of the source text (English) into the target text (Urdu) in order to make the meanings of source text clear and understandable.

Table No. 4.11

Type of Oblique Translation	Example		Number of Units
	Source Text (English)	Target Text (Urdu)	
Modulation Translation	The people of Wisconsin	ویسکونسن کی عوام	51
Modulation Translation	And encourage you	اور میں چاہتا ہوں	33

Modulation is a kind of oblique translation which means that the word order of a sentence from the source text language is changed in the target text language. It

means that semantic changes occur in this process. For, example, the word order of this sentence from the source language (English), "It is easy to understand", is changes in the target language (Urdu) as "یہ سمجھنا مشکل نہیں۔". The above table portrays that the translator has changed the semantic meaning of source text language (English) in the target text language (Urdu). For instance, the word order of "The people of Wisconsin" is changed in the target language as "ویسکونسن کی عوام" and the semantic meanings of source text (ST), "And encourage you", in the target text (TT) as "اور میں چاہتا ہوں۔". Here, the order of the source text (English) is changed in the target text (Urdu) by the translator.

Table No. 4.12

Type of Oblique Translation	Example		Number of Units
	Source Text (English)	Target Text (Urdu)	
Adaptation Translation	They are without doubt	تو یہ بات طے ہے کہ	70

Adaptation is a kind of oblique translation which occurs when a situation in the culture of source text (ST) is missing in the culture of target text (TT). For example, "cricket" is a concept of English language while "In French "Tour de France" has the same meanings as that of cricket in French. The given data in the above table shows that the concept of "they are without doubt" in the source language (English) is same as that of ""in the target language (Urdu). The translator has just changed the point of view in the target text while keeping the concept same.

Table No. 4.13

Sr. No	Type of Translation Strategy	Σ*f*	Σ*f*%
1.	Literal Translation	23	29%
2.	Amplification	15	19%
3.	Equivalence	08	19%
4.	Borrowing	08	10%
5.	Calque	04	05%
6.	Transposition	03	10%
7.	Modulation	03	05%
8.	Adaptation	03	05%

The total number of analyzed units is 79 which is further divided into two major groups named by literal group and oblique group respectively. The literal group is denoted by X while the oblique group is denoted by Y. In this study, there are basic three strategies of direct group which are named as literal, borrowing and claque. The present study portrays that there are five categories of oblique group which are named as amplification, equivalence, transposition, modulation and adaptation. Moving ahead, the quantitative and qualitative analysis has shown the frequency of all these mentioned strategies. The direct translation is 44% while the oblique translation is 56%. Under the direct translation, the frequency of literal is 29%, borrowing is 10% and claque is 5%. Similarly, under the oblique translation, the frequency of amplification is 19%, equivalence is 19%, transposition is 10%, modulation is 4% and adaptation is 4%. Some units show more than one shift which causes a problem of evaluation.

The overall analysis shows one third of the translation which is literal though in quantitative analysis, it is shown that oblique translation is more than direct

translation. Total direct translation is 44% which is approximately half of the total translation units. The ratio of the analysis shows that the target text translation is very close to the source text and to have access to source text the translator in this type of translation uses oblique techniques of translation. Qualitative analysis shows that the translator focuses on literal translation and has been very close to the source culture in form and content.

5.Findings And Conclusion

The translation is of sheer obligation in the current era's work. The study of translation is an indispensable component of intercultural connections along with the scientific and technological know-how. During the process of translation, many translators use the literal or direct form of translation strategies in the realm of translation studies. The literal translation is noted as a word by word translation which is acknowledged as the key insight of authors and translators for a good translation. In the process of translation, the translator cannot do literal translation alone as he has to choose the strategy of oblique translation. The literal translation is the most commonly fancied by many translators during the process of translation and hence, the translators remain dedicated to the culture of the source text (ST) by using various other methods of translational shifts like modulation, transposition, amplification, etc. The findings of the current study intimated that Urdu translator used literal translation strategies with the highest percentage marked by 29% in the direct type of translated corpus. Moreover, the translator, in case of oblique translation, used amplification and equivalence translation strategies the most frequently which are marked by 19% equally. Furthermore, the translator used borrowing (DT) and transposition (OT) translation strategies which are marked by 10% equally. Similarly, the translator used calque (DT), modulation (OT) and adaptation (OT) translation strategies which are marked by 4%, 3%, and 3% sequentially. The consequences of the synchronic study would be valuable for prospective researchers in the field of translation studies. It would be also favorable for the policymakers, subject planners, curriculum developers, and new upcoming scientists and trainees.

6.Recommendation

The knowledge of Vinay and Darbelnet's theory of translational shift is deemed to be as much important as the work in the realm of translation studies. This encourages the learners to grasp the notions of different theories of translation studies when they translate the source text (ST) into the target text (TT) practically. Moreover, the comparison of the source text (ST) and the target text (TT), with its translation in the light of Vinay and Darbelnet's theory of translation shift, can render an insight in the learning and schooling translation because it accommodates to highlight the distinct features of the source text (ST) language and target text (TT) language. The outcomes of the contemporary study would be profitable for future researchers in the field of translation studies. It would be also advantageous for the policymakers, course material planners, curriculum developers as well as new coming scholars and students.

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