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Equivalence, Transposition, Modulation, and Adaptation in English or Urdu Translation of Shafak's *Honour*

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Abstract:

Translation is a complex process that ensures cross-cultural communication in the realm of literature and literary writings, translation has been used to educate and inform readers about other cultures and traditions. The source and target languages English and Urdu respectively vary a great deal from each other therefore; the underlying differences between these languages become apparent contributing towards inevitable shifts in translation. This research comparatively analyses Elif Shafak's novel Honour and its translation in Urdu done by Huma Anwar titled Namooos looking at oblique translation techniques such as equivalence, transposition, modulation, and adaptation. This research analyses the various examples where these translational shifts are apparent and studies how they have an overall impact on the target text. This research is grounded in the theoretical framework postulated by Vinay and Darbelnet in their seminal work Comparative Stylistics of French and English: A Methodology for Translation (1958). Wherein, two main categories of translations have been identified: direct translation and oblique translation further classified as, direct translation and oblique translation. The study finds that translational shifts and techniques have been utilised by the translator to convey the intended meaning and message to the target audiences with minimal loss of essence.

Keywords: Equivalence, Transposition, Modulation, Adaptation, *Honor*.

Introduction:

The term 'translation' has been defined as, the process of converting written or spoken words in another language by Oxford's Learner's Dictionary (Hornby, 2020). Translation seemingly is

a simple process of substituting words from one language with words from another different language. However, in reality translating works is complex it has subtle intricacies that can have great impact on the meaning of the text. During this process the translator is constantly engaging and interacting with two languages that are known as, source language and target language; it is also the duty of the translator to ensure smoothness, faithfulness along with conveyance of the meaning and message in the target text (House, 2018). Intended message has immense significance in translation, it should be conveyed without any alterations, exclusion or inclusion of words. The meaning of the source text should be preserved and transferred in the TT without any changes be it content-level, thematic, or contextual (Baker, 2019).

In the past translations have been used as a tool to achieve political designs, contemporaneously it is being used cross-cultural communication as translation has to ability to transcend the barriers of language. The process of translation is mediation between the source and target language, and their respective cultures; the possibility of a word, notion or an idea not being conceptualised in another language is never diminished. In such scenarios the translator looks for the most suitable equivalent to convey the ST intended meaning (Akbari, 2013). “Translation studies after emerging as a discipline is now referred to the academic discipline concerned with the translation of literary, non-literary texts” (Baker, 2019, p. 127). Translation is the interchange of different languages and cultures as discussed earlier; each language has stylistic and cultural variations that make it difficult to convey the intended meaning with faithfulness in terms of meaning and features. When this does not happen, unavoidable translational shifts occur (Vinay & Darbelnet, 1995).

Vinay and Darbelnet in, *Comparative Stylistics of French and English: A Methodology for Translation* (1958) have analysed the differences between English and French and discussed translation shifts. Translational shifts have been defined and classified by multiple theorists, Catford (1965) enumerates them to be of two types i.e., obligatory shifts and optional shifts; the former are unavoidable whereas, the latter are a matter of choice. Obligatory shifts occur due to semantic, phonological, syntactic, and cultural differences. Translations and translational shifts are inseparable. Catford theorized the term ‘shifts’ which refers to the “departure from formal correspondence during conversion from SL to TL” (Catford, 1965, p. 76). The most common shifts in translation concern generic and specific meaning modifications; these shifts can be due to lingual or cultural differences, and they can involve structural, dictionary, lingual, and syntactical variations. Notably, the meaning is also impacted

due to these shifts thereby, sometimes rendering a translation incorrect (Muamaroh & Hanggraningtyas, 2022).

This paper analyses the English to Urdu translation of the novel *Honour* by Shafak, wherein, the corresponding languages are quite distant. The process of translation being cross-cultural requires reaching a middle ground with the utilisation of suitable equivalents (Fouad & Sadkhan, 2015). When languages are distant shifts are bound to occur, the same phenomenon is evident in the translation of *Honour* (2011). The novel has been originally written in English by Shafak and then translated into Urdu by Anwar therefore, expecting translational shifts to occur is the only possibility. Furthermore, Shafak is a Turkish-British writer Shafak has many renowned works and *Honour* is one of them; it narrates the story of a Turkish-Kurdish family that has undergone cultural division after moving to London. The central characters of the novel are Jamila, Pembe, Adem, Ellis, and Iskender. The novel explores the themes of guilt, innocence, betrayal, loyalty, immigration trials, homelessness, exile, cultural border-crossing, heartbreak, and the breakage of families.

Statement of the Problem:

The fundamental problem every translator faces during translation is finding the suitable equivalents this problem intensifies when the source and target languages are culturally and linguistically distant. The distances between source and target language's culture renders them immensely different; therefore, translating text from English to Urdu would be more difficult than translating from Hindi to Urdu because the cultural proximity in the latter is greater than the former (House, 2018). Thus, finding equivalents while striving to achieve similarity in expression, and maintaining faithfulness to the ST is the most challenging task in translation. (Fouad & Sadkhan, 2015). This particular research prioritises exploration of equivalence, transposition, modulation, and adaptation in English to Urdu Translation of Shafak's *Honour*.

Research Aim:

This particular research is concerned with the exploration of equivalence, transposition, modulation, and adaptation in English to Urdu translation of Shafak's novel *Honour*.

Research Objectives:

The objectives of this research are enumerated below:

1. To investigate equivalence in the target text i.e., Urdu translation of Shafak's *Honour*.
2. To explore transposition and its impact in the translated version of the novel *Honour* by Shafak.

3. To analyze the modulation role in the Urdu translation of *Honour* by Shafak.
4. To examine adaptation and its impact in the Urdu version of the novel *Honour* by Shafak.

Research Questions:

The questions this research aims to answer are enumerated below:

1. Has equivalence been maintained in the target text i.e., Urdu translation of *Honour*?
2. How has the translator used transposition in the translated version of the novel *Honour* by Shafak?
3. What is the impact of modulation in the Urdu translation of *Honour* by Shafak?
4. What is the role of adaptation in the Urdu version of the novel *Honour* by Shafak?

Significance of Study:

The novelty of this research is a testament of its significance, a few studies have been conducted before on this pattern as it concerns Shafak's novel and Vinay and Darbelnet's theory of translational shift. This perspective renders uniqueness to this research furthermore it has immense potential to guide new researchers about the theoretical framework of translational shifts as postulated by Vinay and Darbelnet. The translation of Shafak's novel in Urdu by Anwar, is a testament of cultural exchange taking place between Turkey and Pakistan fostering the way for exploration of this cultural exchange in the realm of translation unveils the how elements from Turkish culture and identity are perceived and understood in Pakistani context. This research has pedagogical significance that interests various stakeholders inclusive of teachers, students, and policy makers. It enhances the learning experience of students associated with translation studies; it also serves as a translation case study the teachers and students can learn about challenges and strategies involved in literary translations along with cultural and linguistic nuances. This research is also methodologically significant; it serves as model for application of qualitative research methods in this field. By clearly executing the procedure and framework conducting similar studies will become possible. This research outlines the qualitative research procedure and data analysis techniques and rationale behind choices. By analysing the translated texts this research offers insights to handle qualitative data.

Literature Review:

Faryad et al. (2021) in, *The Application of House's Model of Translation Quality Assessment on Pakistani Fictionist Saadat Hasan Manto's short story* explores the association of ST and language with TT and language. The research employs qualitative research design, and this particular study also employs lexical, systematic, and textual tools; with the use of *Translation*

Quality Assessment, the researcher can evaluate the accuracy of translations. This study finds that translator has attempted to make the TT closer to the target culture to ensure easy resonance without any cultural obstructions.

Khan (2019) in the study *Translation and Culture: A Comparative Analysis of English Idioms and Proverbs with their Urdu Translation* examines what different methods were used during translation of culturally specific phrases from English to Urdu. In this study proverbs and idioms have also been analysed whereby, the researchers focused on the translation of English Proverbs and idioms with animal overtones into Urdu assessing whether they are culturally equivalent or not by using both qualitative and quantitative research methods. In conclusion, despite linguistic shortcomings and the social element of interpretation, the interpreter's efforts, with a few exceptions, adequately transmitted cultural forms.

Aziz et al. (2020) in the research, *A Comparative Analysis of English and Urdu Translation from the Perspective of Vinay and Darbelnet's Model of Translational Shift*. *Linguistica Antverpiensia* investigate the translation techniques used in the ST Being from *Wisconsin* originally by Tim Daughtery translated into Urdu by Khalid Hassan. The study employs qualitative and quantitative methods and finds direct translated corpus, literal translation strategies were most frequent accounting up to 29% of all translation. Likewise, in oblique form transcribed corpus, over expression and equivalence were commonly used translation approaches, accounting for 19% of all translations. Further suggesting that 10% each is borrowing (DT) and transposition (OT), while the other is marked as calque (DT) 4%, modulation (OT) 3%, and adaption (OT) 3%.

Misbah et al. (2020) has authored, *Translational Shifts in the Translation of Pakistani Recipe Mixes in Pakistan* wherein, the focus is on the translational alterations. The study employs qualitative approach to understand translational procedure it conducts line by line analysis of recipes. Due to different lingual structures the sentence structure starts to vary which leads towards significant changes in translation. There are words and ideas that have not yet been conceptualised in English therefore, translating them into English is not easy. The study finds, translation to be only way of linking distinct cultures it can also fill the language barrier.

Rusman et al. (2018) in *The Analysis of Grammatical Shifts in Harry Potter: the Chamber of Secrets Novel: A Comparative Translational Study* examines the grammatical changes in the translation of ST in to Indonesian from English. The data in this research has been gathered in tabulator method in descriptive and qualitative study. The study suggests: grammatical alterations are throughout the translation in high percentages. The TT also changes the form passive to active. Moreover, active voice is more prevalent in English, passive voice is more

prevalent in Indonesian; and grammatical changes were made during translation from English to Indonesian.

Golban (2019) in *The Migrant Hero's Boundaries of Masculine Honour Code in Elif Shafak's Honour* explains that issues pertaining to massive immigration, worldwide mobility, displacement of people, and other comparable life aspects have been highlighted in modern literature and cultural research particularly contemporaneously. All of these factors have culminated into economic, religious, societal, racial, and language hurdles at the borders as an aspect of it has been explored by Shafak in her novel.

Pourgharib et al. (2018) conducted a study which has been published under the title, *The Honour of Being Colonized: A Bhabhaian Reading of Elif Shafak's Honour*. In this study the novel *Honour* has been explored from the theoretical perspectives of heterogeneity as propounded by Bhabha. To voice the experiences of immigrants, associated poverty, Bhabha investigates the hybridized settings; moreover, talks about how dislocation and detachment in the interface region create a diverse culture. The study suggests that notions propounded by the colonizer and the colonized find expression in this place of communication.

Aziz (2019) in *Literature's Contribution to 'Honour' Killings: Challenging Cultural Values and Traditions* discuss various literary works exploring the themes of honour assassinations, therein, the cultural beliefs of societies are questioned that stress the notions of dignity and disgrace. In this study the primary texts are: Rana Husseini the memoirs *Murder in the Name of Honour*; Elif Shafak's *Honour*; and *The Honour Killing That Shocked Britain* (by a female who fought for justice) Sarbajit and Kaur Athwal's. The authors urge their audiences to join the cause to stop killing women in the name of honour through distinct narratives, writing styles, vocabulary, subject, and themes.

Interesting work has been done in *Subversive Masculinity in Elif Shafak's Honour* by Ariech (2019) wherein, the notion of manhood has been explored along with similar related aspects. This particular research focuses on: emotional and physiological abuse, masculine insecurity, influence of cultural norms on gender roles, and discrimination of women. This study relies on psychoanalysis and feminist theory as conceptual framework and explores the various societal, geopolitical, psychological factors discussed in fictional accounts highlighting the patriarchal societal setup. This study links the notion of masculinity in Turk culture, with women's suffrage in the Turk society.

Lastly, Gurbuz (2019) in the study *The Perception of Multicultural Identity in Elif Shafak's Honour* discussed the portrayal of multicultural identity, gender roles, immigration, liberation struggles. The study suggests: first, minority of immigrants with their own language and culture

are distinct from the hosts thus making it easier to alienate and ostracize them. Second, discourse, power, culture, language is dialectically linked and support each other. Third, blending of different cultures creates a conflict within an individual making them multicultural. Fourth, this paper concludes that book redefines multicultural identity from a broad global perspective. Fifth and last, navigation through conflicting perspectives has led towards physical and psychological changes in the characters.

Research Methodology:

Research methods have been mainly divided into two categories i.e., qualitative, and quantitative, focusing on non-numerical and numerical data respectively. This methodology for this research is qualitative for which collected data is usually descriptive in the shape of literary texts, interviews and so forth. Qualitative research is done to explore social realities, beliefs, motivations, attitudes, and rationale; it encompasses interviews, observations, focus groups, and literary texts (Aspers & Corte, 2019). The translation is a complex process that ensures cross-cultural communication as it transcends the language barriers; due to the various cultures and lingual traditions involved translation becomes difficult. Due to differences in conceptualisation of words and ideas, it becomes difficult to translate certain words in the target language; therefore, various techniques are employed which include literal translations, direct translations, free translations, sense-for-sense, and word-for-word translation (Baker, 2019).

As mentioned earlier this research is qualitative wherein, two books are comparatively analysed i.e., Honour by Shafak and its Urdu translation Namoos by Anwar. Accordingly, two to three dialogues have been analysed for each research question; we have not picked dialogues of any specific character, they were randomly selected to best explain the ideas. Research is not confined to any particular part of the book, or chapters the entire source and TT have been analysed. Content Analysis technique, postulated by Braun and Clarke (2021), has been employed for data analysis in this research therefore, the primary texts i.e., Honour and Namoos, source and TT respectively, are central to the research. This research analyses Equivalence, Transposition, Modulation, and Adaptation and its impacts on TT.

Theoretical Framework:

French scholars Vinay and Darbelnet analysed translations from a linguistic aspect and detailed their findings seminal work *Comparative Stylistics of French and English: A Methodology for translation* (1958). This research explores equivalence, transposition, modulation, and adaptation in English to the Urdu Translation of Shafak's novel Honour.

Data Analysis:**Equivalence:**

Equivalence is a subcategory in oblique translations whereby, the translator makes sure that the TT is conveying the intended meaning however, by using different words without compromising the meaning although form and structure may be different. Translators even employ shifts such as equivalence to adjust with the textual formality, politeness, contextual appropriateness, and literary conventions.

SL	TL	Explanation
It was the thought that God could be so arbitrary that distressed Pembe.	خدا کے اس قدر خود مختار اور بے نیاز ہونے کے خیال نے پیمبے کو دکھی کر دیا	The word, 'arbitrary' has not been translated into its literal equivalent; rather the TL explicates it and presents it as a combination of two unique words, 'خود مختار اور بے نیاز' the TL still conveys the same meaning.
One day, when they're ready. When I'm ready	لیکن کسی روز جب وہ تیار ہوں گے جب میں تیار ہوں گی۔	The translator has translated, 'one day' as 'کسی روز' which is not its literal equivalent from TL. The translator discards literal equivalents and prefers sense-for-sense translation which is illustration of translational shift called equivalence.

Transposition:

Transposition is another shift used during translations to convey the intended meaning of the ST from one language to another while adhering to the linguistic, structural and grammatical conventions of target language. Consider the following examples of transposition.

SL	TL	Explanation
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<p>I have made elaborate plans that involved guns, poison or, better yet, a flick-knife – a poetic justice, of sorts.</p>	<p>میں نے تفصیلی منصوبے بنائے ہیں جن میں بندوقیں، زہر یا اس سے بہتر کمانی دار چاقو، قدرتی انصاف، اور اس قسم کے ہیں۔</p>	<p>The phrase, ‘flick-knife’ is a compound noun in English has been translated in the TL as, “کمانی دار چاقو,” which is ‘bow-shaped knife.’ The phrase substituting ‘flick-knife’ in TL has two components, “کمانی دار” and “چاقو” the former functions as an adjective phrase which modifies the latter noun. The grammatical category changes which is transposition.</p>
<p>So, on that day in November 1962, as she lay awake in her maternity bed late into the wee hours.</p>	<p>، یوں نومبر 1962ء کے اُس روز جب وہ ہسپتال کے بستر پر دراز اُن لمحوں میں جاگ رہی تھی</p>	<p>The word ‘maternity bed’ has been translated as ‘ہسپتال کے بستر’ whereby, the structure, word order changes. There is also addition of the word, ‘کے’ and maternity has not even been translated into its literal equivalent. Maternity bed is a compound noun in ST whereas, its translation is noun + preposition + noun. Which changes the grammatical category making its transposition.</p>

Modulation:

Modulation is a translation technique whereby, the style, tone, register of the ST is adjusted to make it more appropriate, natural, effective with the language and culture of TL. It also includes adapting language, expression to resonate with the target audience while conveying the intended meaning of the ST.

SL	TL	Explanation
Don't worry, there's always a way to appease a djinni.	فکر مت کرو، جن کتنے ہی مشتعل کیوں نہ ہوں، انہیں خوش کرنے کا کوئی نہ کوئی طریقہ ہمیشہ ہوتا ہے	The TL is explicated, the word, 'djinni' has not been replaced with its feminine pronoun because there is not one in the TL rather the translator has once again adapted to the culture of TL and translated it as, 'جن' which is once again an example of modulation.
You must have been jinxed.	تم ضرور کسی بدشگونی کے سائے میں آگئی ہوگی	The word, 'jinxed' has not been translated as, 'کسی' 'بدشگونی کے سائے میں' it has been explicated; the TL captures the essence by using different words and expressions, which is a modulation technique to adapt the ST with the target language's style and cultural context.

Adaptation:

The technique where translator modifies or adjusts ST to make it understandable, culturally relevant, and suitable in the TL. These modifications include changes in vocabulary, sentence structure, idiomatic expression, cultural references to convey the intended message.

SL	TL	Explanation
With a borrowed confidence Pembe agreed to the plan.	مستعار اعتماد کے ساتھ پیمبے اس منصوبے پر راضی ہو گئی	The word, 'borrowed confidence' has been translated as, 'مستعار اعتماد' which is another employment

		of adaptation for conveyance of intended meaning in TT.
Grudgingly, Pembe complied but only on one condition.	بادل نحواستہ پیمبے نے اس کی بات مان لی لیکن ایک شرط پر	The word, 'grudgingly' has been explicated in TL as, 'بادل نحواستہ' which makes it adaptation to convey to context and intended meaning.

Findings:

Translator has employed oblique translation techniques which apparent in the TT these techniques include; adaptation, equivalence, modulation, and transposition. The purpose is to ensure conveyance of intended meaning and message to the target audience without any distortions and deviations from conventions of target language. There is loss of essence in capturing and conveying imagery in the TT however, some of its has been preserved through a combination of various translation techniques. The differences in linguistic and cultural conventions have led towards partial loss of essence and fluency.

There were various instances when certain words did not have equivalents in TL therefore, replicating them in TT was possible through the employment of various kinds of shifts. The usage of culture-specific terms created hurdles, due to the absence of their direct equivalents in the target language; to deal with this problem, the translator sought alternative expressions, or adaptations to deliver the intended meaning. The incorporation of idiomatic and proverbial expressions in TT, while striving for equivalence or adaptation, can be considered as effort to maintain stylistic choices of source language. Similarly, 'equivalence' and 'transposition' are two more translational shifts used to compensate for the absence of direct equivalents in the target language; ensuring that the TT sounds natural and comprehensible.

Discussion:

This section compares the findings of this research with that of other studies; exploring whether elements of oblique translation are found in other translations of literary text or not. Misbah et al., (2020) emphasises the importance of Vinay and Darblenet's model to show its effectiveness in translation process; herein, the study finds that structural shifts are the most common type of shifts that can be used. The study also finds that structural shifts are unavoidable as they occur due to the structural differences between source and target language. Furthermore, the

study finds that adaptation, transposition, equivalence, and modulation are effective strategies that help to convey the intended meaning efficiently (Misbah et al., 2020).

Sadia et al., (2022) finds that translational shifts are crucial in literary texts because, “dissimilarity in the references used in distinct languages to call same referents and their diverse structures, literary translation becomes a complex task” (Sadia et al., 2022, p. 1). In this study the various translational shifts used in TT have been explored. This study finds: unit shifts are the most common type in translation as they compensate for the absence of direct equivalents in target language. The usage of rank shift and category shift is also recurrent with these formal conventions and characteristics governing languages are a major source for introducing translation shifts; to produce comprehensible text after overcoming linguistic differences. (Sadia et al., 2022).

Accordingly, similarities have been identified in exploration of translation techniques in the context of literary translations; these studies along with this particular research recognise the important of using translations shifts. The most commonly used translational shifts include: adaptation, equivalence, modulation, and transposition as they help convey the intended meaning while mediating the linguistic and cultural differences between the source and target languages. The absence of direct equivalents posed challenges in translation, as the translators had to find alternative expressions or make adaptations to translate the text while preserving the essence of the ST.

Delimitation of Study:

This research is limited in its scope as it focuses only on matters of equivalence, transposition, modulation, and adaptation. Other novels have not been included in this research only Honour by Shafak and its translation has been analysed. The primary focus is to examine oblique translational shifts interwoven in the TT. The theoretical framework of translational shifts propounded by Vinay and Darbelnet is the foundation of this research.

Future Recommendations:

The future recommendations are as follows.

- Future research may expand the scope of analysis beyond textual analysis and include reader reception to study the impact of translational shifts on the target audience, it can also explore sociocultural implications of translation as well.
- The researchers can conduct different comparative studies between different languages and literary texts specifically in the context of translational shifts.

- Genre-based studies can be conducted focusing on translational shifts and their contributions to the translation process.
- Corpus-based Analysis can be conducted focused on analyzing translated texts.

Conclusion:

This study provides valuable insights into the complex process of translation specifically about Vinay and Darbelnet's model of translation shifts. The study finds that various linguistic, social, and cultural, differences have contributed towards semantic, structural and syntactic differences in source and TT. Throughout the TT Anwar has employed the oblique translation techniques of Adaptation, Equivalence, Modulation, and Transposition to convey the intended meaning across the target audience.

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