

Holmes 1988e; Koller 1979/1992; van Leuven-Zwart 1991; Toury 1985, 1991, 1995.

Diagrammatic Translation (French *Traduction Diagrammatique*)

According to Gouadec (1990), one of seven types of translation (or translation-like processes) which serve to meet the various translation needs which occur in a professional environment. In diagrammatic translation the content of ST is transferred to TL by means of a diagram rather than by text. Sager comments that this way of providing information “exceeds what is [by many] considered translation” (1994:184). See also ABSOLUTE TRANSLATION, ABSTRACT TRANSLATION, KEYWORD TRANSLATION, RECONSTRUCTIONS (TRANSLATION WITH), SELECTIVE TRANSLATION and SIGHT TRANSLATION. Further reading: Gouadec 1990; Sager 1994.

Dialogue Interpreting See COMMUNITY INTERPRETING.

Didactic Fidelity According to Beekman & Callow (1974), one of two complementary principles of fidelity which are used in the translation of Biblical texts (see also HISTORICAL FIDELITY). Didactic fidelity is defined as the strategy of adapting the text where necessary to fit in with the different culture of the target audience; it is used to translate instructive rather than narrative passages. Translation according to this principle thus utilizes CULTURAL SUBSTITUTION where appropriate. However, the situation is complicated by the fact that some Biblical teaching is based on cultural items which also anchor the passage in which they occur in a specific historical period, with the result that tension between didactic and historical fidelity can arise (1974:36). In situations such as this Beekman and Callow suggest that a possible solution is to use a more general term to translate the problem item (1974:37). See also FAITHFULNESS. Further reading: Beekman & Callow 1974.

Differentiation, Degree of (German *Differenzierungsgrad*) See DEGREE OF DIFFERENTIATION.

Direct Translation 1 A term used by a number of writers (e.g. Toury 1980, 1995) to refer to the type of translation procedure in which a TT is produced directly from the original ST, rather than via another, intermediate translation in another language. Direct translation tends

to be the only permitted type of translation in well-established literary SYSTEMS which do not depend heavily on another system or language for literary models. See also INDIRECT TRANSLATION 1. Further reading: Toury 1980, 1995.

2 Defined as the type of translation in which the translator works into, rather than away from, his or her native language (or language of habitual use); the opposite procedure is termed INVERSE TRANSLATION or SERVICE TRANSLATION. In large, predominantly monolingual nations direct translation is the method which is most commonly used; only when a translation is being carried out from a “rare” SL for which there is a shortage of translators is the alternative method of inverse translation resorted to. However, in spite of the current predominance of direct translation in Western culture, before about the eighteenth century the direction of translation was not generally held to be of any importance. Further reading: Kelly 1979.

3 Defined by Gutt (1991) as one of two possible types of translation. Gutt works within the framework of Sperber and Wilson’s (1986) relevance theory, and views translation as a special instance of the wider concept of communication. The notion of direct translation arises from the “desire to distinguish between translations where the translator is free to elaborate or summarize and those where he has to somehow stick to the explicit contents of the original” (1991:122). Treating these two types of translation as the poles of a cline, Gutt defines direct translation as the case in which the translator seeks to remain FAITHFUL to the content and form of the original to the maximum possible extent. In the terms of relevance theory, a TT is considered to be direct “if and only if it purports to interpretively resemble the original completely in the context envisaged for the original” (1991:163). The notion of the original context – which is conceived in terms of the explicit and implicit information which is available to the original audience – is vital, as translation is viewed in terms of the “interaction of context, stimulus and interpretation” (1991:188), and the new audience bears the responsibility for compensating for changes in the contextual information available. Direct translation consequently eschews explanatory interpolation in the translated text, but rather relies on such devices as introductions, notes or glossaries to provide information which the translator considers vital for a full understanding of the original context. Direct translation is likely to be the favoured strategy when, for example, the receptor audience have some knowledge of the original, and expect the translation to conform