ABSTRACT

The objectives of this study are to formulate translation techniques applied in translating The Art of War text into English and to interpret translation ideologies adopted by the translator. This descriptive qualitative research is an embedded case study and oriented to the translation product. The research data comprises of words, phrases, clauses, and sentences of The Art of War in Mandarin and its translation in English. The Findings of this study show that there are eight translator techniques used to render The Art of War into English. The use of translation techniques and the selection of translation method tend to be based on the adoption of the ideology of foreignization. Based on the research finding, the following suggestions are proposed: The Art of War is an old military treaty, it contains important information and therefore the domestication ideology in translation the book, it will give the target language reader easier to comprehend the contain of the book. An excessive addition of information should also be avoided as it tends to violate messages intended by the original author.

Key words : technique, method, ideology
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CHAPTER I

INTRODUCTION

1.1 The Backgrounds

It was July 1985 that the \textit{New York Times Magazine} carried Theodore White’s argument that while America may have won the military war, Japan was busy winning the economic war. Five years later \textit{International Business Week}, April 9, 1990, carried a front page headline, ‘Car Wars’ also dealing with US-Japan trade rivalries.

There are three Chinese classics that are reportedly among the highly recommended reading list of Japanese Chief Executive Officers. The top of the list is Sun zi’s \textit{Art of War}. Sun zi’s \textit{Art of War} is the oldest military classic known in Chinese literature. Its exact origin and authorship have been debated, it was written around 400 to 320 B.C.

The original text is written in mandarin and it was translated by Lionel Giles in 1910, by R.L. Wing (1988), Ralph D. Sawyer (1996) and Chow-Hou Wee (2003). Since the translator mostly are from westerners, who have different culture with the original text which is in eastern culture. How is the technique, method and ideology used by Lionel Gile in translating \textit{The Art of War}?

1.2 The Problems

The problem of the research are as follows:

1. What is the technique used in the translation of ‘Art of War ’ from mandarin to English ?
2. What Method is used in translating the ‘ \textit{Art of War} ‘ ?
3. What Ideology is used in the translation based on the method of translation?

1.3 The Objectives

1. To identify and analyze the technique used in the translation of ‘ \textit{The Art of War} ‘ from mandarin to English.
2. To identify the method used in translating ‘\textit{The Art of War} ‘
3. To identify the ideology of the translation ‘\textit{The Art of War}’

1.4 The Significance

1. To provide the theoretical input about the technique and method used in translating from mandarin to English especially in translating the classic work.
2. To provide the input about the relationship between the technique and method applied in translation. To provide the theoretical point of view about the dominant factor in translating classic book.

1.5 The Scope

This research is oriented to a product translation research. The object of the research are the technique, method and the ideology of translation. The translation units are limited only in word, phrase, clause and sentence from the book ‘The Art of War’ chapter I. The strategy of translation will not be discussed in this research.
CHAPTER II
THEORETICAL REVIEW

2.1 Relevant Research

The relevant research to this research is done by Roswita Silalahi (058107013) about 'the Impact of technique, method, Ideology of the translation to the quality of translation of Medical Surgical Nursing in Indonesia. The method of research. The previous research contributing in the technique, method and tools in measuring the impact of the research.

2.2 Technique of translation

One widely-accepted list of translation techniques is outlined briefly below. If you are interested, there is a more complete description in Fawcett (1997:34-41) - the full reference is at the end of this page.

1. Borrowing

This means taking words straight into another language. Borrowed terms often pass into general usage, for example in the fields of technology ("software") and culture ("punk"). Borrowing can be for different reasons, with the examples below being taken from usage rather than translated texts: the target language has no (generally used) equivalent. For example, the first man-made satellites were Soviet, so for a time they were known in English as "sputniks". the source language word sounds "better" (more specific, fashionable, exotic or just accepted), even though it can be translated. For example, Spanish IT is full or terms like "soft[ware]", and Spanish accountants talk of "overheads", even though these terms can be translated into Spanish to retain some "feel" of the source language. For example, from a recent issue of The Guardian newspaper: "Madrileños are surprisingly unworldly."

2. Calque

This is a literal translation at phrase level. Sometimes calques work, sometimes they don't. You often see them in specialized, internationalized fields such as quality assurance (aseguramiento de calidad, assurance qualité, Qualitätssicherung...).

3. Literal Translation
Just what it says - "El equipo está trabajando para acabar el informe" - "The team is working to finish the report". Again, sometimes it works and sometimes it doesn't. For example, the Spanish sentence above could not be translated into French or German in the same way - you would have to use technique no. 4...

4. Transposition

This is the mechanical process whereby parts of speech "play musical chairs" (Fawcett's analogy) when they are translated. Grammatical structures are not often identical in different languages. "She likes swimming" translates as "Le gusta nadar" (not "nadando") - or in German, "Sie schwimmt gern", because gerunds and infinitives work in different ways in English and Spanish, and German is German (bringing in an adverb to complicate matters). Transposition is often used between English and Spanish because of the preferred position of the verb in the sentence: English wants the verb up near the front; Spanish can have it closer to the end.

5. Modulation

Now we're getting clever. Slightly more abstract than transposition, this consists of using a phrase that is different in the source and target languages to convey the same idea - "Te lo dejo" - "You can have it".

6. Reformulation (sometimes known as équivalence)

Here you have to express something in a completely different way, for example when translating idioms or, even harder, advertising slogans. The process is creative, but not always easy. Would you have given the name Sonrisas y lágrimas to the film The Sound of Music in Spanish?

7. Adaptation

Here something specific to the source language culture is expressed in a totally different way that is familiar or appropriate to the target language culture. Sometimes it is valid, and sometimes it is problematic, to say the least. Should a restaurant menu in a Spanish tourist resort translate "pincho" as "kebab" in English? Should a French text talking about Belgian jokes be translated into English as talking about Irish jokes (always assuming it should be translated at all)? We will return to these problems of referentiality below.

8. Compensation

Another model describes a technique known as compensation. This is a rather amorphous term, but in general terms it can be used where something cannot be translated from source to target language, and the meaning that is lost in the immediate translation is expressed somewhere else in the TT. Fawcett defines it as: "...making good
in one part of the text something that could not be translated in another". One example given by Fawcett is the problem of translating nuances of formality from languages which use forms such as tu and usted (tu/vous, du/Sie, etc.) into English which only has 'you', and expresses degrees of formality in different ways. If you want to read more, look at Fawcett 1997:31-33

2.3 Method of translation

The method of translation is introduce by Newmark (1998: 45) as V diagram to show to different translation polar. In one polar, Newmark state the important of source language system and culture on the other polar is focusing the importance of target language system and culture.

S L EMPHASIS ON       T L EMPHASIS ON

Word-for-word translation       Adaptation

Literal translation       Free translation

Faithful translation       Idiomatic translation

Semantic translation       Communicative translation

( Newmark, 1998:45 )

Newmark (1988: 45-47) uses eight terms in his classification.

The methods closest to the target language are:

a) Free Translation

b) Adaptation.

c) Idiomatic Translation

d) Communicative translation

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2.4 Ideology of translation

Zhao Ni said: “Domestication refers to the target-culture-oriented translation …in which unusual expression to the target culture are exploited and turned into some familiar ones so as to make the translated text intelligible and easy for target readers”.

For Venuti (1995:20), the domesticating method is "an ethnocentric reduction of the foreign text to target language cultural values, bringing the author back home".
CHAPTER III

METHOD OF RESEARCH

2.4 Research Direction

This research is the descriptive research oriented to analyze the product of translation.

2.5 Research Design

This is a descriptive qualitative research with embedded case study research design. Meaning this research is limited by the technique, method and ideology mentioned by expert.

2.6 Source of Data

The source of Data will be taken from the book *Art of War* in Chinese and English language. The book contain 13 chapters with the summery as follows:

1. Laying Plans/The Calculations explores the five fundamental factors (the Way, seasons, terrain, leadership, and management) and seven elements that define a successful outcome. By thinking, assessing and comparing these points you can calculate a victory, deviation from them will ensure failure. Remember that war is a very grave matter of state.

2. Waging War/The Challenge explains how to understand the economy of war and how success requires making the winning play, which in turn, requires limiting the cost of competition and conflict.

3. Attack by Stratagem/The Plan of Attack defines the source of strength as unity, not size, and the five ingredients that you need to succeed in any war. In order of importance attack: Strategy, Alliances, Army, lastly Cities.

4. Tactical Dispositions/Positioning explains the importance of defending existing positions until you can advance them and how you must recognize opportunities, not try to create them.

5. Energy/Directing explains the use of creativity and timing in building your momentum.

6. Weak Points & Strong/Illusion and Reality explains how your opportunities come from the openings in the environment caused by the relative weakness of your enemy in a given area.
7. Maneuvering/Engaging The Force explains the dangers of direct conflict and how to win those confrontations when they are forced upon you.

8. Variation in Tactics/The Nine Variations focuses on the need for flexibility in your responses. It explains how to respond to shifting circumstances successfully.

9. The Army on the March/Moving The Force describes the different situations in them.

10. The Attack by Fire/Fiery Attack explains the use of weapons generally and the use of the environment as a weapon specifically. It examines the five targets for attack, the five types of environmental attack, and the appropriate responses to such attack.

11. The Use of Spies/The Use of Intelligence focuses on the importance of developing good information sources, specifically the five types of sources and how to manage them.

2.7 Data Analysis

The data was analyzed by reducing the data from the original text (mandarin) and then analyzing the data and drawing conclusion.
CHAPTER IV

ANALYSIS

4.1 ANALYSIS

After analyzing chapter 1 of *The Art of War*, the following are the technique used: 66.7% is literal translation, 9.5% compensation technique, 9.5% adaptation technique, 9.5% modulation technique and 4.8% equivalence. The methods closest to the source language is 66.7% and methods closest to target language is 33.3%. This percentage mean the ideology used is foreignization.
CHAPTER V

CONCLUSION AND SUGGESTION

5.1 CONCLUSION

The technique used in the translation of ‘Art of War’ from mandarin to English are literal, compensation, adaptation, modulation and equivalence. The method used is the method closest to source language. The ideology of translation is foreignization.

5.2 SUGGESTION

*The Art of War* is a very importance book, so if the translator use the domestication ideology in translation the book, it will give the target language reader easier to comprehend the contain of the book.
Reference


