

Functionalist Approaches

focus on the functions of texts and translations
(Nord 1997:1)

away from static linguistic typologies

translation = an activity, embedded in a theory of
human action

- 1) Text Typology (Reiss)
- 2) Integrated Approach (Snell-Hornby)
- 3) Skopostheorie (Reiss and Vermeer)
- 4) Text Analysis model (Nord)
- 5) Translational Action (Holz-Mänttari)



Reiss

the TEXT rather than the word or the sentence as the level at which communication is achieved

3 MAIN FUNCTIONS

> LANGUAGE DIMENSIONS

> TEXT TYPES

REISS

Text types

Text variety

Text style



Reiss

3 TEXT TYPES:

1- Informative texts: transmitting information

language function: informative

language dimension: logical

text focus: content-focused

TT should: transmit referential content

translation method: 'plain prose', explicitation as required

Reiss

3 TEXT TYPES:

2- Expressive texts: creative composition

language function: expressive

language dimension: aesthetic

text focus: form-focused

TT should: transmit aesthetic form

translation method: 'identifying method', it adopts the perspective of the ST

Reiss

3 TEXT TYPES:

3) *Operative texts: inducing behavioral responses*

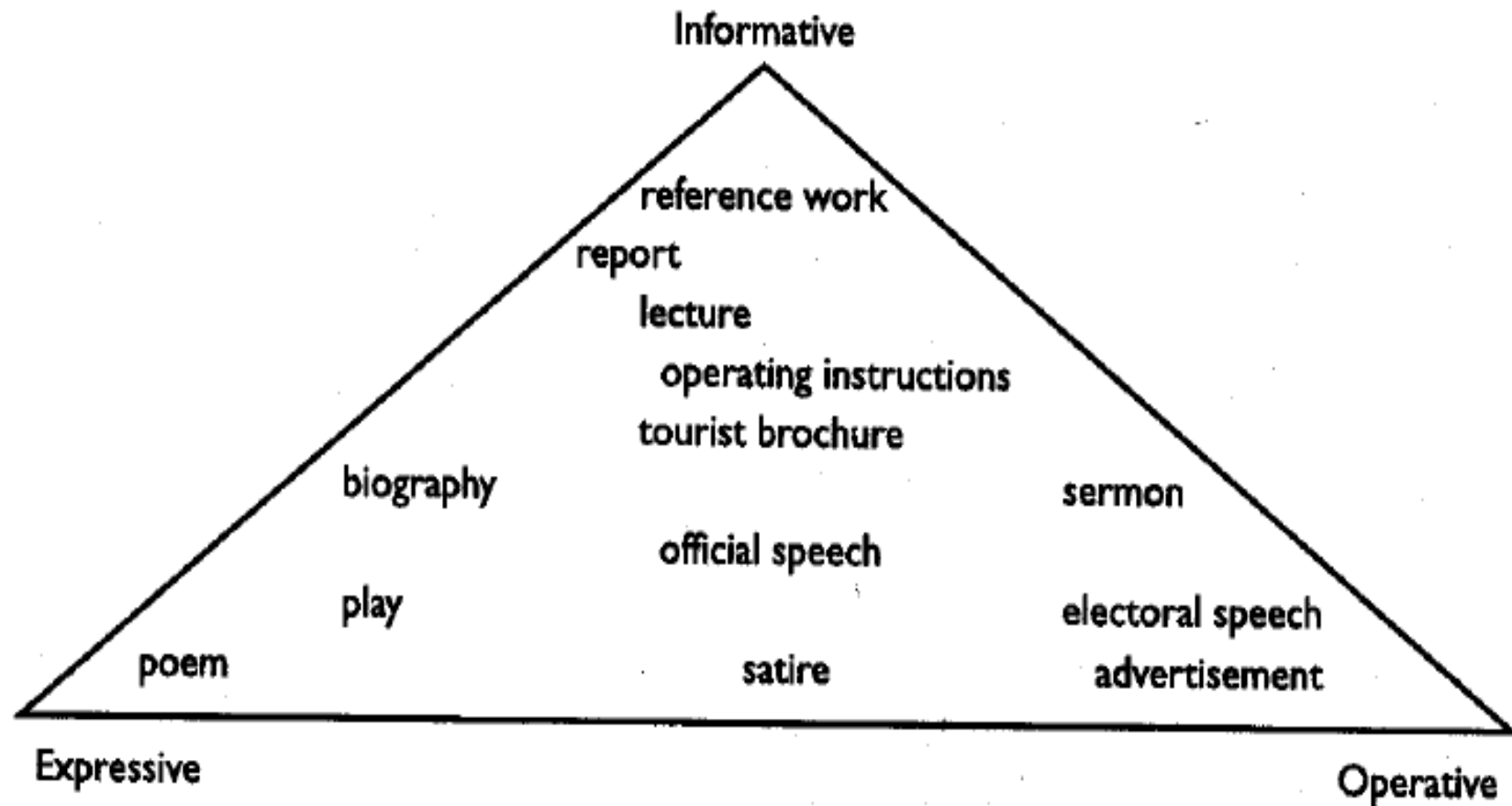
language function: appellative

language dimension: dialogic

text focus: appellative-focused

TT should: elicit desired response

translation method: 'adaptive', equivalent effect



Reiss

The transmission of the predominant function of the ST is the **determining factor** by which the TT is judged

Different **translation methods** depend on different text type

4) **AUDIO-MEDIAL** texts → requires the *supplementary* method, supplementing written words with visual images and music.

Reiss

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Attempt to go beyond the lower linguistic level (words on a page) towards a consideration of the communicative purpose of translation

A series of **intralinguistic** and **extralinguistic** criteria

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Three types of language functions identified: are they enough?

Can text types really be differentiated?

> “plain” referential text can be full of metaphors! Exs:

“In Kabul's 'Car Guantanamo' Autos languish and Trust dies”

“Breaking Through Cancer's Shield”

“New York has Gun Deal, with Focus on Mental Ills”

“In a New Era of Insider Trading, it's Risk vs. Reward Squared”

“Sub-prime wolves feeding on bailout”

“Compromesso stolido”

“Bossi-Fine”

“Il ricatto è servito”

Assessment of functionalist approaches

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Useful for thinking about translation as a PROFESSIONAL ACTIVITY, it puts translators into focus

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To what extent does it account for the reality of the translation profession? idea of empowerment of the translator, who works on an equal footing with others

Emphasis on skopos and function that it seems to subordinate translation to purely commercial issues

(see House, Gentzler, etc)
