Strategies for Maintaining Equivalence in Translation

by

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Abstract

Although equivalence is a central word in the linguistics-based translation theories, its definition is not straightforward. Some theories presuppose pre-existing equivalence and are thus concerned with what languages can ideally do prior to translation; others are mainly concerned with what translators can do with the target language. These two approaches are often intertwined, triggering unfair criticisms and much misunderstanding of the underlying concept. This paper thus aims to discuss things that this concept denotes in various translation theories. It also intends to suggest appropriate strategies for maintaining equivalences as perceived by translation theorists.

Key words: directional equivalence, natural equivalence, illusion, creative, overt