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Research Article

Application of Reiss' S Text Typology in Translation- a Case Analysis of Franklin D. Roosevelt's fourth inaugural

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Abstract: Text typology was proposed in the 1970s, by Katharina Reiss, the pioneer of German School. Built on the concept of equivalence, text typology views the text, rather than the word or sentence, as the level at which communication is achieved and at which equivalence must be sought. According to it, translation strategies are determined by the text type of source texts, and there is no single absolute translation strategy that can be used in all translation practice. Guided by the theory, this paper will take specific examples to explain briefly how the text typology guides translation activities.

Keywords: Reiss's text typology, translation methods, translation practice, inaugural address.

1. INTRODUCTION OF REISS'S TEXT TYPOLOGY

In the 1970s, based on the equivalence theory, Katharina Reiss put forward text typology in accordance with the categorization of the three functions of language by German linguist Karl Bühler. In Karl's work, he divides the language functions into three categories: informative function; expressive function and appellative function. Borrowing from Karl's method of classification, Reiss links the three functions to their corresponding language 'dimensions' and to the text types or communicative situations in which they are used. So she divides texts into three main types and a supplementary one, namely informative texts, expressive texts, operative texts and audio-medial texts.

The main characteristics of each text type are summarized by Reiss (1977/1989: 108–9) as follows:
1. Informative text type: 'Plain communication of facts': information, knowledge, opinions, etc. The language dimension used to transmit the information is logical or referential, the content or 'topic' is the main focus of the communication.
2. Expressive text type: 'Creative composition': the author uses the aesthetic dimension of language.

The author or 'sender' is foregrounded, as well as the form of the message.
3. Operative text type: 'Inducing behavioural responses': the aim of the appellative function is to appeal to or persuade the reader or 'receiver' of the text to act in a certain way, for example to buy a product (if an advert), or to agree to an argument (if a political speech or a barrister's concluding statement). The form of language is dialogic and the focus is appellative.
4. Audio-medial texts, such as films and visual and spoken advertisements which supplement the other three functions with visual images, music, etc.

However, text types are categorized according to their main function. For some texts, they don't belong to one single text type, that is, a source text can be an expressive text from one point of view and also an operative text from another. These texts that belong to more than one text types simultaneously are called hybrid types. For example, a biography might be somewhere between the informative and expressive types, because it provides some information about the author for readers while it also conforms to the aesthetic standards as a literature and performs the expressive function of language. In addition, a religious speech may belong to operative type as well as informative

type, since it gives some information about the religion and meanwhile it achieves the operative function by trying to persuade the audience to do something in a certain way. Therefore, some texts with this kind of hybrid character have not only one language function but several functions mixed together.

2. TRANSLATION METHODS SELECTION BASED ON TEXT TYPOLOGY

Although there exist many hybrid types, Reiss (1977/1989: 109) states that 'the transmission of the predominant function of the ST is the determining factor by which the TT is judged'. She suggests 'specific translation methods according to text type' (Reiss 1976: 20). From her, the primary factor that affects the selection of translation methods is text type. She also lists some specific methods for translators to deal with different text types.

Firstly, for the text of informative text type, translator needs to transmit all the contents of the ST without redundancy, so that the translation should be explicit and brief. The translation of an economic report, for instance, should focus on the transmission of the content such as specific information and terminology, rather than the literary style used by the author. Secondly, for the text of expressive text type, the method of "identifying" should be adopted. The translated version should reflect the artistic form and aesthetic features of the ST, in addition ensuring the accuracy of information. So the translator is required to hold the same perspective as the author does and be faithful to the original text. Thirdly, in order to produce an anticipative effect among the TT readers, the text of operative text type should be translated by employing the method of "adapting". For example, the translation of an advertisement can make itself more appealing to its receivers through adding some new words or pictures. Finally, as a supplementary text type, audio-medial texts are always in the form of visual pictures or music to supplement the other three functions of written words. Therefore, the method of "supplement" is proposed by Reiss to solve this kind of text, which means some images, videos and music are added to supplement written words.

In a word, Reiss's theory about text type not only provides a way for translators to identify the categories of the ST, but also gives the certain translation methods for each text type, which paves a clearer path for translators to conduct translation activities.

3. A CASE ANALYSIS UNDER THE GUIDANCE OF TEXT TYPOLOGY

According to Liu Junping (2009), Reiss believes that the ideal target texts should be those that are equivalent to the source text in terms of conceptual content, linguistic form and communicative function. In this part, three aspects will be presented to analyze the ST: identifying the text type, analyzing the linguistic features and communicative function.

3.1 Identifying the Text Type

According to text typology, Franklin D. Roosevelt's Fourth Inaugural Address may be somewhere between operative and expressive types. On the one hand, the inaugural address was delivered by the new President Roosevelt, and the audience was the American people, so in fact, there is a communication between the President and the public. And such a speech aims to gain favors and supports from the American people. From this aspect, the inaugural address can infect the audience and make them believe and support the speaker. Thus it can be categorized to the operative text type. On the other hand, as a literary genre, a speech has its own artistic and aesthetic features so that the author or the speaker can express his or her will through the employment of aesthetic dimension of language. In this case, President Roosevelt could show his political aspiration, the determination of leading the Americans to gain freedom and democracy and his good expectation for a bright future through this appealing speech. Therefore, Franklin D. Roosevelt's Fourth Inaugural Address is a "hybrid text", called by Reiss, which has the operative and expressive functions at the same time.

However, according to Reiss (1989), although different functions may exist simultaneously in one text or at different stages of the text, there always a certain function dominates. Similarly, the writer believes that the inaugural address is dominated by operative function.

Example 1
Source: We can and we will achieve such a peace. We shall strive for perfection. We shall not achieve it immediately—but we still shall strive.

Target: 我们能够并且必将取得这样的和平，我们将力争尽善尽美，虽然我们不能马上达到——但仍将尽力而为。

Short sentences give more power. And the aim of communication can be easily achieved by using the pronoun -"we", since it may make the speaker become one of the audience, which convinces them that the speaker is speaking for them all. So the audience were all encouraged emotionally and they believed that under the leadership of President Roosevelt, the American people could gain the peaceful life which they longed for. Moreover, from the aspect of language function, these words were so stirring that the audience accepted the belief and viewpoint that the speaker conveyed. Therefore, the operative function of the speech can be realized.

Example 2:

Source: I remember that my old schoolmaster, Dr. Peabody, said, in days that seemed to us then to be secure and untroubled:

"Things in life will not always run smoothly. Sometimes we will be rising toward the heights—then all will seem to reverse itself and start downward."

Target: 我记得我的中学老校长皮博迪博士在当时似乎还很安全又安定的日子里说的话:"在生活中不会永远一帆风顺。有时我们会爬上顶峰，但过后一切似乎都反过来了，开始往下跌。"

In **Example 2,** with a quotation from his old schoolmaster, the speaker enriched the content of this speech and made it closer to the audience. People may become more receptive when they are persuaded by an example from real life. In addition, what has to be mentioned is that the sentence should be translated by a very gentle tone, since the speaker tried to infect the audience through a real example from his life. So the translator imitated the tone of the ST, in order to produce a same effect on the TT readers as what the ST readers received.

3.2 Analyzing the Linguistic Features of the ST

The first linguistic feature is that the language was written in a formal style, which makes the whole speech more powerful. As a kind of applied literature, speeches are usually used in some solemn occasions, such as inauguration, graduation ceremony, and memorial meeting. Generally, the language in most speeches is elegant and formal, without slangs.

Example 3:

Source: It is a test of our courage—of our resolve—of our wisdom—our essential democracy.

Target: 这是一场对我们的勇气，我们的决心，我们的智慧以及我们必不可少的民主的挑战。

Some abstract nouns were used in Example 3, such as "resolve", "wisdom" and "courage". Those words are called "big words", with the ambiguous meanings, which are usually used in some formal texts to make the texts more standard and difficulty. So when translated this sentence, the translator should choose the corresponding words, like "勇气", "决心", to keep the original style.

The second linguistic feature embodies on the choice of personal pronoun. The speaker used "we" to strengthen the sense of identity, shorten the distance between the speaker and audience, and achieve the aim of infecting the audience.

Here are some examples:
Example 4:

Source: We Americans of today, together with our allies, are passing through a period of supreme test.

Target: 今天，我们美国人以及我们的盟友正经历一次极大的考验。

Example 5:

Source: If we meet that test—successfully and honorably—we shall perform a service of historic importance which men and women and children will honor throughout all time.

Target: 如果我们能成功地、光荣地经受住这次考验，我们就做了一项历史性的重要贡献，使男女老少在任何时候都将引以为荣。

As a Chinese saying goes, unity means power. In this case, to gain freedom for the American people is not a task only for the speaker, but for every listener. By using "we", the speaker could unite every audience as a whole. Therefore, to choose an appropriate pronoun may make the speech become more appealing.

3.3 Analyzing the Communication Function of the ST

The source text is Franklin D. Roosevelt's Fourth Inaugural, which describes some difficulties in the United States at that time, and encourages the people to work together to overcome those difficulties and then to gain the peace and democracy finally. Meanwhile, through the speech, President Roosevelt also conveyed his belief that the American people would always achieve the national success and expressed his good expectation for the future. By the analysis of the ST, the writer considers that the anticipative communicative function of the speech is to infect the audience, namely to perform the operative function. In other words, the ST aims to appeal to the audience so that they can consciously support the speaker.

4. CONCLUSION

Through this practice，it can be seen that Reiss's text typology is of great significance for guiding translation practice. Based on the theory of equivalence, text typology has broken the traditional concept of equivalence which only focused on the level of pure language, rather it viewed the whole text as the level at which the equivalence is achieved and at which the communicative function is realized.

The writer has a further understanding about text typology and Functionalist Approach to Translation through applying the theories to translation practice. The writer believes that language was born as a tool for human beings to communicate with each other, while translation builds a bridge to make it possible for people from different nations to communicate successfully. Nevertheless, the writer still doesn't agree that translation is just a simple transmission between languages. In the process of translation, language functions as well as communicative functions must be considered. As what Nida (2001) says "the readers of a translated text should be able to understand and appreciate it in essentially the same manner as the original readers did", the translated texts should produce an effect on the target readers as same as what the original texts do to the original readers.

There are two lessons that the writer has learned from the case analysis. The first one is that before starting translation, a translator may identify the text type and stylistic features of the ST, which may help the translator to understand the ST better. The second one is that it is necessary for translators to adopt different strategies for different types of the text under the guidance of related translation theory. Therefore, the writer thinks Reiss's text typology is useful for translators to conduct translation practice. In addition, the writer will continue more translation practice and deepen the understanding of text typology in the future.

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