

Translating for Communicative Purposes across Cultural Boundaries

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Abstract

Taking a “skopos-oriented” approach to translation means that translators choose their translation strategies according to the purpose or function that the translated text is intended to fulfil for the target audience. Communicative purposes can only be achieved under certain conditions, such as culture-specific knowledge presuppositions, value systems or behaviour conventions. Therefore, the translator will have to analyse the target-culture conditions for which the translation is needed (as specified in the translation brief) in order to decide whether, and how, any source-text purposes can work for the target audience according to the specifications of the brief. If the target-culture conditions differ from those of the source culture, there are two basic options: either to transform the text in such a way that it can work under target-culture conditions, or to replace the source-text functions with their respective meta-functions. The paper will explore how these two options relate to translation typologies.