

## Summaries in English

**Mátyás BÁNHEGYI**

### **The Application of the Translation-centred Discourse–Society Interface Model, Part 1**

**Abstract:** With the help of a source language newspaper article and its two different target language translations, the study introduces and presents the practical application of the Translation-centred Discourse–Society Interface Model. In a step-by-step manner, the paper describes the analysis of the source and target texts along two of the components of the Model: Action and Context. With reference to the component of Action, textual features structured around intentionality, perspective as well as implications and consequences will be analysed. With respect to the component of Context, the texts will be analysed concerning textual features related to participants, higher level action as well as local and global contexts. Identical and different textual features in the texts under scrutiny will be highlighted, and such features will be interpreted and explained. In addition, the results obtained with the help of the Model and a broad comparison of these results are also included. It is noteworthy that the Model allows for a vast amount of data to be generated, the study and description of which offers numerous benefits for Translation Studies.

**Keywords:** political discourse, ideology, power, Translation-centred Discourse–Society Interface Model, application of the TDSI Model

**Júlia DRÓTH**

### **Evaluation of Translations in Translator Training and Translation Agencies**

**Abstract:** The paper provides an overall view of the translation assessment methods and criteria of translator training institutions and translation agencies. The author's aim is to explore to what extent the evaluation systems of the translation market are applied, or could be applied for the evaluation of qualifying translations in higher education. The paper also discusses and defines the basic notions of translation assessment. Then these concepts serve as a basis for the comparison of the evaluation criteria used for assessing qualifying translations in nine Hungarian universities on one side; and the quality assurance methods and criteria of international translation companies, translation services and the national standard on translation on the other side. As the various systems of evaluation do not overlap, it would be practical to adjust

the assessment criteria to market expectations and to the norms of professional translation, and acquaint the students with them from the beginning of the training.

**Keywords:** translation training, evaluation criteria, qualifying translation, translation agency, quality assurance

## Anikó MAKKOS

### About the Necessity of Retranslation in Connection with the Hungarian Translation of *Mary Poppins*

**Abstract:** The first piece of the *Mary Poppins* series by Travers was translated into Hungarian by Marcell Benedek 75 years ago, and until now this is the only existing translation. In my article I will investigate the translator's principles which were leading him in his unusual work (translating for children) and resulted in special solutions. First of all I will look at the translations of names, salutations and realia which can bring the text closer to children's imagination or can alienate them. I will pay special attention to purposeful archaisms which gave even the contemporary reader the feeling that the novel had been set in previous times. Finally I will argue why it is reasonable to retranslate the novel, this classic and reviving piece of children's literature, and one of my arguments will be a strange example of political correctness.

**Keywords:** children's literature, retranslation, foreignization, domestication, political correctness

## György HELL

### Basic Forms of Translation from Cicero to Leonardo Bruni

**Abstract:** The Aristeas letter uses two different Greek words in its report about the Septuagint translation but makes no definite distinctions which of them signifies the work of an (oral) interpreter and which refers to the work of a translator. The differentiation between literal and free translations appears first at Cicero, but he gives the rank of a real translation only to the second. The two basic forms of translations (literal and free) are mentioned first by St. Jerome. He requires literal translation for the Bible and a free form for other personal writings. A similar division is used by Boethius for scientific and literary texts. The word "interpreter" designated for him – in accordance with earlier usage – the speaking and writing interpreters equally. During the Middle Ages Jerome's and Boethius' suggestions were accepted for translations into national languages. The humanist Leonardo Bruni returned to Cicero and translated Greek philosophical works into decent Latin rhetorical texts, but used to refer to them as translations. Interpreters interpreted orally, written translations were realised by translators. In our time these two expressions are used in a similar meaning and we still have no special terms to distinguish literal translations from free variants.

**Keywords:** history of translation, basic forms of translation, Septuaginta, Cicero, St. Jerome, Boethius, Leonardo Bruni

**Eszter SERMANN**

### **The Role of Terminological Standardization in the Localization Process**

**Abstract:** Localization is a complex, multi-step process in which translation is a key element: it requires a uniform use of terminology, and does not only mean the substitution of source language character strings with target language ones, but involves the adaptation of the software elements to the target locale as well. This study explains how terminological standardization fits into the terminology work process in the case of the Windows operational system. After analysing the relevant definitions of localization and comparing its characteristics to those of traditional translation, the article describes the localization of the Windows operational system and the role of terminological standardization in the process, drawing on data obtained by a semi-structured interview with Mónika Antunovics, programme manager of Microsoft Magyarország Ltd. The study also presents Microsoft's freely accessible linguistic contents available on the internet (*Microsoft Terminology Collection, Microsoft Style Guide, Microsoft Terminology Community Forum*) in order to demonstrate how the company records and offers terminological data. The present research is based on the hypothesis that the current terminology work at Microsoft is a field where the cooperation of IT professionals, terminologists and translators is realized, and a uniform and publicly accessible terminology database is created.

**Keywords:** uniform terminology, standardization, localization, semi-structured interview, terminological database

**Viktor ZACHAR**

### **German Neologisms in the Translator's Practice**

**Abstract:** The study describes the results of an experiment involving three different groups: Hungarian professional translators with German as their first foreign language, Hungarian second year MA students with German as their first and English as their second foreign language and Hungarian second year MA students with English as their first and German as their second foreign language. The translated excerpts contained eight German neologisms, three of them used by a wider range of language users (*Wutbürger; schottern; fremdschämen*) and five regarded as nonce words (*Angstbürger; sitzfleischintensiv; Dagegenpartei; Begabungstarker/Begabungsschwacher*). The results of the experiment are evaluated using relevance theory (Sperber and Wilson 1995), first applied in the field of Translation Studies by Gutt (2000). In the study I argue that in neologism research involving relevance theory, one should distinguish between the aspects of the translator and that of the target audience, and the effort of the latter always depends on the translator's effort. Regarding the translator's input we have to differentiate between the effort used for understanding (apperception) and the one required for translating (production). Besides, there are further aspects we have to consider when dealing with the input of the translator, e. g. time pressure, the ambition of the translator for minimal effort, or how he wants to be seen by the target audience.

**Keywords:** neologisms, nonce words, language change, relevance theory, extratextual factors