



RESEARCH PAPER

Exploration of Differences in Style and Manner of English to Urdu Translation of Shafak's *Honour*: A Study of Translational Shifts

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ABSTRACT

Translation ensures cross-cultural communication; it is not an easy process it is quite complicated especially when literary translations are concerned. When talk about translations it is imperative to mention translation shifts as they help translators to overcome the linguistic and cultural differences; because it is the duty of a translator to mediate between the two languages. The source and target languages have their respective cultures, along with the linguistic and literary traditions that require mediation. When translating it is important to adhere to the linguistic, stylistic, and structural norms of the target language; otherwise, the target text would not resonate with the readers. Deviation from the complex translational conditions results in loss of meaning which is against the entire purpose of translation. This research analyses Shafak's novel *Honour* and compares it with its Urdu translation, *Namoos*, done by Anwar. Research finds; myriad of translational shifts has been employed by translators to convey the intended meaning of the source text faithfully. These shifts are imperative to ensure accuracy in message nonetheless, they lead towards stylistic differences and variations in manner between source and target texts.

KEYWORDS Honour, Manner, Shafak, Style, Translation Shifts

Introduction

The Cambridge Dictionary describes translation as, the activity or process of changing words from one language to another that have the same meaning (Landau, 2000). Translation is seemingly simple but the intricacies of translation make one believe otherwise. The field of translation has gained significance contemporaneously due to its economic, cultural, commercial, and literary applications. English to Urdu translations, like any other translation, are multifaceted with increased significance due to interconnectedness and globalisation. Translations are often used for effective cross cultural and linguistic communication (Saroukhil, Ghalkhani, & Hashemi, 2017). The act of translation from one language to another is a demanding task that requires the translator to navigate between source and target language's cultural nuances and linguistic variations (Saridaki, 2021).

As mentioned earlier translation involves navigating through linguistic and cultural deviations obstructing the conveyance of intended meaning from Source Text/Language (ST/SL) with faithfulness, which is determined in terms of meaning and features. The stylistic and cultural variations between languages make it difficult to convey

the intended meanings; in order to overcome these differences, the translators inevitably employ translational shifts (Vinay & Darbelnet, 1995). The notion of translational shifts has been postulated by Vinay and Darbelnet in *Comparative Stylistics of French and English: A methodology for translation* (1958) wherein the differences between English and French are explored. The differences between source and target language are catered through the employment of various kinds of shifts; thus, translation shifts have been categorised into two: direct translation and oblique translation with further categorisation. Oblique translations have been further categorised as: literal translation, transposition, modulation, equivalence, and adaptation (Vinay & Darbelnet, 1958).

If modern and contemporary literature is considered the name of Shafak is undoubtedly prominent, the Turkish author has explored complex themes intricately interwoven with culture, identity, societal dynamics, and norms. Shafak's works often delve into these complex themes her notable works such as *Honour*, *The Forty Rules of Love*, *Bastard of Istanbul* are a testament of this fact. Shafak works have garnered a reputation for their cultural depth, critical exploration of familial dynamics; therefore, her novels are rich sources for translation, as they embody linguistic and cultural variations. This paper focuses on the exploration of differences in style and manner of English to Urdu translation of Shafak's *Honour*.

If there were suitable and literal equivalents in each language translation would have been much easier; because the translators would not be stressing over finding the equivalent that conveys the intended message from ST to the Target Text/language (TT/TL) faithfully in meaning and form. Therefore, the primary problem faced by translators is finding suitable equivalents; most of the times this problem is intensified due to the lingual and cultural differences between SL and TL. Moreover, the proximity of languages and their respective cultures also contributes to the problem; for example, finding suitable equivalents of Hindi words in Urdu has a stronger possibility than finding equivalents of Urdu in Japanese or French (House, 2017).

To maintain similarity in expression and form implies being faithful, but this not easy; this fact becomes evident from the grammatical, structural, syntactic and semantic differences contributing towards loss of meaning (Fouad & Sadkhan, 2015). The problem this study is concerned with: exploration of differences in style and manner of English to Urdu translation of Shafak's *Honour*. This study focuses on the translational shifts present in the translation, of Shafak's novel by Anwar, that are unavoidable due to the linguistic and cultural differences.

Literature Review

Alshahrani, Ali, Al-Harthi, Hamed, and Ibrahim (2023) in *Investigating Translation Shifts and Modulation in Literary Translation: A Case Study* examined the techniques of shifts and modulation in the translation of Palahniuk's *Fight Club*. This research focuses on the various translation techniques and reasons between English to Arabic translations. The study finds that different kinds of shifts have been employed out of which the structural shifts were the most notable ones. This study therefore, highlights the structural differences between English and Arabic; the scarcity of modulation suggests optional shifts to avoid purely literal translations. This study highlights the importance of intercultural communication, emphasizing that meaning takes precedence over form in cross-linguistic sentence transference. The study also finds that English and Arabic are from different lingual families i.e., Indo-European and Semitic respectively therefore, they exhibit numerous shifts in translation due to the inherent lingual disparities.

Mohsin, Asif, and Afzal (2020) in *Comparative Analysis of Urdu and English Texts of "Subh-e-Azadi"* by Faiz Ahmed Faiz discussed the complexities of translation poetic works; which included transferring poetic strategies, rhyme, rhythm, and intricate themes. The TT lacks structural and thematic elements as compared to the ST. This study compares Faiz's *Subh-e-Azadi* with its translation into English *Dawn of Freedom* by Shahid utilising Newmark's translation model. The creation of Pakistan is the backdrop of the poem, the central themes are: unfulfilled promises of equality, justice, and freedom. Accordingly, the study finds: the TT exhibits significant semantic, structural, and thematic variations from the source language. The context and background themes of freedom is often ignored in the target language. Metaphorical symbols in the poem are translated literally without contextual relevance to the themes; depicting deviation from Urdu literary and poetic trends. Literal, idiomatic, and free translation have been employed along with other strategies; deletion, omission, modulation, couplets, paraphrase, expansion, and synonymy.

Faryad, Aziz, Bibi, and Abdul-Rahaman (2021) in *The Application of House' Model of Translation Quality Assessment on Pakistani Fictionist Saadat Hasan Manto's short story* analyses the relationship of ST and language with TT and language. The research uses qualitative research design and investigates which one of the two i.e., literal and direct translations are more effective. This study employs lexical, systematic, and textual tools; with the use of Translation Quality Assessment, the researchers evaluate accuracy of translations. This study finds that translator has made an attempt to make the TT closer to the target culture to ensure easy resonance without any cultural obstructions.

Juliarta (2021) in the study *the noun phrase and its translation in the novel Budha, a story of enlightenment* focuses on the analysis of noun phrase form and translation shifts within the novel. The notion of translation shifts is already quite significant as far as sentence analysis and translation studies are concerned. The study draws on the theories proposed by Catford (1978) and Kachru, Quirk, and Widdowson (1985) to examine these shifts. The research employs a qualitative methodology and finds that noticeable shifts occur as the interchange from SL to TL takes place. The primary focus is to comprehend the translation strategies applied to noun phrases, influenced by the structural differences between the two languages. The study is concerned with discerning how shifts manifest and influence the translation of noun phrases from English into Indonesian.

Gurbuz (2019) in *The perception of Multicultural Identity in Elif Shafak's Honour* explores the themes of: gender roles, immigration, and multicultural identity. Herein, the challenges faced by immigrants are analysed along with their conflicting cultural influences within the backdrop of a new homeland. Furthermore, highlights the complex interplay of diverse cultures, encompassing race, religion, beliefs, and thinking patterns, within the immigrant experience. The psychological and physical transformation of characters, as they undertake journey from East to West, culminating into the formation of multicultural identities. Also highlights the difficulties faced by women in repressive Turkish societies, and the clash of contrasting cultural elements.

Ariech (2019) in *Subversive Masculinity in Elif Shafak's Honour* explore the notion of manhood has been explored along with similar related aspects. This particular research focuses on: emotional and physiological abuse, masculine insecurity, influence of cultural norms on gender roles, and discrimination of women. This study relies on psychoanalysis and feminist theory as conceptual framework and explores the various societal, geopolitical, psychological factors discussed in fictional accounts highlighting the patriarchal societal setup. This study links the notion of masculinity in Turk culture, with women's suffrage in the Turk society.

Rafique, Tariq, and Khan (2021) in *Negotiating the Societal and Cultural Impact on a Perpetrator's Psyche in Elif Shafak's Honour* examine behavioural psychology of Iskender who commits honour killing. This research utilises Albert Bandura's Social Cognitive Theory (1977), the role of observational learning, imitation, and modelling in shaping individual's development. The analysis reveals that Iskender's act was a consequence of societal pressures associated with the notion of honour and prevalent Turkish Islamic culture. The study highlights that the notion of honour functions as a social code in Turkish culture, sheds light on the ethical principles, societal norms, and moral degradation. This study adds to Turkish literature and contributes to the discourse regarding honour killings.

Lastly, Aziz (2019) in *Literature's Contribution to Honour Killings: Challenging Cultural Values and Traditions* discuss various literary works exploring the themes of honour assassinations. The primary texts are: Rana Husseini the memoirs *Murder in the Name of Honour*; Elif Shafak's *Honour*; and *The Honour Killing That Shocked Britain* (by a female who fought for justice) Sarbajit and Kaur Athwal. The research is not confrontation for the sake of confrontation, rather aims to transform cultural norms, customs by exploring the elements of dehumanization, the significance of testifying and experiencing, the idea of life tales, and discrimination against female. The authors urge their audiences to join the cause to stop killing women in the name of honour through distinct narratives, writing styles, vocabulary, subject, and themes.

Material and Methods

This research follows the qualitative research method approach wherein, non-numerical data is collected and analysed; the type of data used in this research is mostly in the shape of literary texts, interviews, and non-literary texts along with other sources. Qualitative researches are mostly carried out to explore social beliefs, motivations, attitudes, and rationale; for which interviews are conducted, focus groups are observed and texts are explored. While conducting qualitative research it becomes most of the time inevitable to rely on theoretical paradigms and underpinnings as they serve as the touchstone to study a specific social phenomenon. There are various data analysis options in qualitative research such as identifying codes, patterns, thematic analysis and content analysis (Aspers & Corte, 2019). Translation is a complex process that enables cross-cultural communication and transcends language barriers; the underlying lingual and cultural differences make translations difficult thereby, various techniques are invoked: literal translations, direct translations, free translations, sense-for-sense, and word-for-word translation (Baker & Diriker, 2019).

This qualitative research has taken two books as primary texts and compared them *Honour* by Shafak and its Urdu translation *Namoos* by Anwar. Accordingly, five dialogues have been analysed to answer each research question; these dialogues have been picked randomly. Content Analysis technique, postulated by Braun and Clarke (2021), has been employed for data analysis. This research analyses differences in style and manner of English to Urdu translation of Shafak's *Honour*. The employment of Vinay and Darbelnet model will enable systematic and insightful comparative exploration of Shafak's *Honour* and Anwar's *Namoos*.

Theoretical Framework

French scholars Vinay and Darbelnet in their seminal work, *Comparative Stylistics of French and English: A methodology for translation* (1958) analysed the translations from linguistic aspect and recorded their findings. In this study they compared different languages to ascertain their underlying differences, relations while focusing particularly

on translations. Ultimately, their findings suggested that the inherent differences between languages can be a source of incorrect and unfaithful translations. The differences between source and target language are catered through the employment of various kinds of shifts; thus, translation was categorised into two: direct translation and oblique translation with further categorisation (Vinay & Darbelnet, 1958). This research explores differences in style and manner of English to Urdu translation of Shafak's *Honour*.

Results and Discussion

Stylistics Differences

When the ST is compared with TT one can spot innumerable stylistic differences most of them are owed to the lingual and cultural differences of the concerned SL and TL. The difference in style apparent in: lexical choice, sentence structure, sentence variation so on and so forth. Consider the following examples illustrating stylistic differences.

ST

Her mother was watching her with envy (Shafak, 2012, p. 18)

TT

اس کی ماں اسے رشک اور حسد سے دیکھ رہی ہے۔

The word, 'envy' has been explicated in TL as it has been translated as, 'رشک اور حسد' which leads towards inevitable changes in style more evident when compared with the ST. The explication in translation leads towards stylistic variation which is necessary for conveyance of meaning; it is also an example of equivalence shifting. Herein, the stylistic variation is due to lexical choice, the equivalents translator has picked have led towards changes in the sentences structure as well. Moreover, there are word order differences however, they do not contribute towards major differences in meaning.

ST

Don't worry, there's always a way to appease a djinni (Shafak, 2012, p. 19)

TT

فکر مت کرو، جن کتنے ہی مشتعل کیوں نہ ہوں، انہیں خوش کرنے کا ہمیشہ کوئی نہ کوئی طریقہ ہوتا ہے۔

In this example it is quite obvious that the translator has added an entire phrase while translating the ST this is to make the context clearer and understandable. This addition in TT leads contributes towards stylistic differences. Here, the translator has employed explication and adaption for conveyance of meaning which results in changing the entire sentence structure; the stylistic variation is also evident in shape of lexical choices. Accordingly, equivalence shift is there as the phrase "a way to appease a djinni" in the source text is translated as "خوش کرنے کا ہمیشہ کوئی نہ کوئی طریقہ ہوتا ہے" in the target text. It conveys the same general meaning and connotation as the source text. Moreover, the phrase "there's always" undergoes modulation.

ST

A pain like a bee sting (Shafak, 2012, p. 1)

TT

شہد کی مکھی کے ڈنگ جیسی تکلیف

In this example explication is quite obvious there is no mention of honey bee in the ST however, to make the context more understandable the translator has made an addition. This addition in TL is owed to the grammatical and structural differences between English and Urdu as well. These reasons add up and culminate into differences in style. The translator at this juncture has employed the technique of modulation to convey the meaning to minimise the loss of essence, even though certain additions have been made but that is the prerogative of the translator. In this translation equivalence shift is apparent the word "bee sting" and "شہد کی مکھی کے ڈنگ" in the source and target texts are equivalent, and the translator maintains the same meaning; however, there are word order changes between the two which renders direct shifting leading to changes in structure.

ST

With a borrowed confidence Pembe agreed to the plan (Shafak, 2012, p. 21)

TT

مستعار اعتماد کے ساتھ پیمبے اس منصوبے پر راضی ہو گئیں۔

The word, 'borrowed confidence' has been translated as, 'مستعار اعتماد' which is another employment of adaptation for conveyance of intended meaning in TT. Employment of adaptation in translation is suitable for conveyance of meaning however, it inevitable leads towards difference in style of ST and TT. In this example, the translator has employed adaptation and equivalence to convey the meaning even if literal equivalents have not been used. Since literal equivalents have been discarded therefore, certain stylistic variations lexical terms of choices and sentence structure are observable.

Manner of Expression

In the context of translation, differences in manner refer to variations between ST and its translation i.e., the TT; however, the aims is necessarily to maintain the essence and tone of the original content. Differences in manner of expression are embodied in stylistic and linguistic choices made by the translator to convey the message effectively in the TL while respecting cultural norms and linguistic conventions. The following examples illustrate it further.

ST

Never return from the liquid land of dreams (Shafak, 2012, p. 18)

TT

کبھی خوابوں کی سیال دنیا سے واپس نہ لوٹ پایا۔

The phrase of ST, 'liquid land of dreams' has been translated in TL as, 'سیال کی خوابوں' which is embodying several structural changes. Here the translator has employed the technique of transposition to effectively convey the meaning. However, the differences in manner and expression of ST and TT are evident. The translation of "liquid land of dreams" as "خوابوں کی سیال دنیا" in the target text is an equivalence shift; moreover, there are word order differences in this particular translation as well, these slight variations make the TT more idiomatic suiting the lingual and cultural norms of target language.

ST

His skin the colour of warm sand, his hair dark and wavy and gleaming like stardust, his eyes brimming (Shafak, 2012, p. 20)

TT

اسکی جلد کی رنگت گرم ریت کی طرح تھی، اس کے بال سیاہ اور گونگرالے تھے جو ستاروں کی جھلکتی چمک رکھتے تھے

It is quite obvious that conveyance of imagery is unique to each language, it cannot be replicated in another language no matter how accurate or literal the translation is. Accordingly, the translation has undergone structural, and grammatical changes; the tense is also changed. To convey the intended meaning. The technique employed by the translator is modulation which also inevitably leads towards differences in manner. In this translation equivalence shift is apparent, the phrase "the colour of warm sand" is translated as "گرم ریت کی طرح" to convey the same meaning and context of source text. There are variations in word order which is to accommodate the lingual conventions of Urdu. Modulation is also apparent as the phrases "dark and wavy" and "gleaming like stardust" are modulated into "سیاہ اور گونگرالے تھے جو ستاروں کی جھلکتی چمک رکھتے تھے" in the target text. The source text uses a descriptive structure with multiple adjectives however, the target text maintains this structure with the use of descriptive phrases in Urdu.

ST

"I have made elaborate plans that involved guns, poison or, better yet, a flick-knife - a poetic justice, of sorts" (Shafak, 2012, p. 9)

TT

میں نے تفصیلی منصوبے بنائے جن میں بندوقیں، زہر یا اس سے بہتر کمائی دار چاقو۔ قدرتی انصاف، اس قسم کے

Calquing is apparent in the TL that conveys the meaning of, 'poetic-justice' the translator has used an equivalent without diverging from the actual meaning. The equivalent used by the translator conveys the meaning which completely aligns with the intended meaning of the ST. However, using the literal equivalent of, 'poetic justice' was not possible since it is, "شعری انصاف" and it fails to convey the intended meaning and makes no sense. Thus, keeping in view the various limitations the translator has changed the manner of TL to keep the essence alive. This translation is also reflecting the employment of equivalence shift, whereby, the translator conveys the intended meaning through different words, which renders differences in word order as well.

ST

"Make sure neither gets any food with nuts, including the birthday cake" (Shafak, 2012, p. 8)

TT

سالگرہ کیک سمیت ایسی کوئی چیز نہ کھانے دی جائے جس میں مغز بادام وغیرہ شامل ہوں۔

The translational shift employed whereby, the translator follows the structure and wording of the ST to mirror the original text word for word, even if it is through an explicated translation. Translator has chosen to translate 'nuts' as 'مغز بادام' in Urdu, which

means 'almond kernel' in English. Through literal translation the translator maintains the exact lexical meaning of the word in target language. However, these choices on the part of translator contributes towards deviations in style and manner when ST is compared with TT.

Findings

This study finds that translator has employed various translation techniques to convey the intended meaning of the ST; however, those techniques have led towards stylistic differences. The lexical choices of TT when compared with ST reveals that translations employs, dynamic equivalents, adaptations, and explications to convey the intended meaning effectively in the target language. The lexical variation and choices contribute to stylistic differences. likewise, the translator has also made adjustments to the sentence structure in the TL the reason was to maintain clarity and coherence. The adjustments in structure are also owed to the structural differences between SL and TL; thus, making it unavoidable to undergo stylistic variations because translation also means adhering to the linguistic, structural norms of TL. Moreover, differences in sentence length and structure are also evident, which is also unavoidable to maintain readability and cultural adaptation in the translation process.

These variations contribute to stylistic differences. Cultural references and idiomatic expressions require shifting and adaptation to convey the intended meaning faithfully it also ensures the TT resonates with the target audiences' sensibilities. This cultural adaptation affects the stylistic elements of the translation. The translator has used modulation to convey the intended meaning effectively, in cases where literal equivalents were not suitable. This adaptation often leads to differences in manner and expression between the ST and TT. Similarly, translator has also made structural and grammatical changes to the TT to convey the imagery and intended meaning. to ensure the original meaning is conveyed accurately translator uses calquing to find equivalent expressions in the target language. In some instances, literal translations are employed to maintain the lexical meaning of certain words or phrases from ST. All of these actions on the part of translator are to maintains accuracy, which inherently, results in deviations in style and manner between the ST and TT.

Discussion

In this section the findings of this research are compared with other research works wherein, translational shifts have been analysed to ascertain the differences in style and manner. Since this study has been conducted keeping in view Vinay and Darbelnet's model therefore, the theoretical framework has also been discussed. Accordingly, the effectiveness of this model has been discussed in Alqunaibet (2019) in relevance to the translation process. Herein, the studies find that structural shifts are the most common types of shifts, and they are also unavoidable due to the inherent structural differences between languages. Similarly, Misbah, Iqbal, Mahmood, and Raees (2020) finds that borrowing has been a technique commonly employed by translators, in the absence of suitable/literal equivalents, to convey the meaning this fact also exhibits the penetration of SL in the TL.

Similarly, Aliurridha and Setiawan (2019) finds that translational shifts are unavoidable they are bound to occur; therefore, the techniques of adaptation, transposition, equivalence, and modulation are most commonly employed. Moreover, direct translation techniques are also employed to make the TT more culturally, semantically, and linguistically appropriate to the target audience. In another study, Sadia,

Iqbal, and Anwar (2022) suggests that unit shifts are most commonly employed to compensate for the direct and literal equivalents in TL. On the same lines rank shifts, category shifts are also recurrently employed.

Accordingly, other studies have reached similar findings in their exploration of translation shifts; the aforementioned studies like many other highlights their importance. Translation shifts are unavoidable due to the differences between SL and TL therefore, numerous techniques are employed solely to mediate the linguistic and cultural differences. The purpose achieved with translation shift is conveyance of intended meaning from ST, while adhering to the conventions of target language, without loss of essence.

Conclusion

This research delved into the world of translation, the interwoven strategies and techniques to bridge the linguistic and cultural barriers. Myriad of translational shifts have been employed by translators to convey the intended meaning of the ST faithfully. These shifts are imperative to ensure accuracy in message nonetheless, they lead towards stylistic differences and variations in manner between ST and TT. Translator has made structural and grammatical changes to convey the imagery and intended meaning, while minimising loss of essence. Study finds, that in some cases, literal translations are employed to maintain the lexical meaning of certain words or phrases. These actions on the part of translator are to maintain accuracy, which inherently, results in deviations in style and manner between the ST and TT.

Recommendation

The future recommendations are as follows;

- More translations from English to Urdu or other languages can be considered in future instead of focusing only on Shafak's work. A broader selection of texts can provide comprehensive understanding pertaining to translation shifts in literary works.
- Reader reception can be studied to understand the impact of translation shifts on reception of TT, its reception and interpretation by the target audience. This can provide valuable insights into how these shifts affect the reading experience.
- Extension of analysis to other languages such as Arabic, Persian, Punjabi will allow for more comprehensive examination of translation shifts in different languages and cultures.
- Genre based studies can be conducted focusing on translational shifts and their contributions in the translation process.
- Future researches can also include more contemporary literary texts to understand how translation shifts have evolved over time and how they impact the current cultural and linguistic trends.

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