

Signaling Interpersonal Involvement in Translation

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1. Introduction

In any communicative situation, the speaker, or the writer, makes an effort to convey the impression of being fully engaged with the topic and the audience in order to present him/herself successfully in a particular speaker, or writer, role. The creation of an impression of involvement is crucial in human communication, since, as Tannen (1989) has pointed out, “understanding is facilitated, even enabled, by emotional experience of interpersonal involvement” (1989: 34). While involvement has mostly been investigated in studies of oral discourse and face-to-face conversation, involvement with the reader is also amenable to analysis in studies of written mode of communication, as active interaction with the reader is explicitly manifested in such examples of written texts as the following.

(1) (NW February 24, 2003)¹⁾

There are some things duct tape can't fix. If you put a big strip of it across the mouth of America, you still couldn't keep people from telling each other how anxious and, yes, a little fearful they feel just now.

In (1), *yes* is used in a context in which no apparent question has been posed. The writer, by means of using a reactive²⁾ containing *yes*, is signaling to the readers that the writer is cognizant of the potential question or comment that the reader may have and is responding to it. Such analysis of the function of *yes* as forming reader-alignment and reducing distance in the reader-writer relationship is based on the assumption that a written text, as described by Voloshinov as far back as the 1920s, is "a vitiated dialogue worked into the body of monologic utterance"(Voloshinov 1921). Such a dialogic and interactive view of written text has been discussed by many text-oriented translation scholars in analysis of such phenomena as politeness, audience design, distance, power and solidarity(Hatim 1998; House 1998; Mason 2000).

Interpersonal involvement, then, is a universal feature in human communication in the sense that every language in the world possesses some scale of involvement between participants in a communicative situation. Involvement, however, becomes a language-specific and culture-specific problem when we consider the lack of shared cultural assumptions operating in intercultural communication. This lack of shared assumptions is responsible for the discrepancy in the way interpersonal involvement is operationally perceived and linguistically manifested in different cultures. Thus, in translation, involvement becomes a problem in which norms governing appropriateness for signaling do not operate the same way in the source and target cultures.

1) NW refers to *Newsweek International*.

2) In this paper, *reactive*, following Stoll (1998), is viewed as an utterance in which the speaker, or the writer, is accommodating to the addressees on the basis of implicit or potential response or feedback received from them.

Relaying interpersonal involvement in translation is influenced and constrained by such variables as target culture norms, target reader expectations, and target language characteristics. The translator's impact upon management of involvement between the participants in communication underscores the translator's role as not only a reformulator of source text information but as a coordinator of the reader-writer relationship.

This paper aims to investigate the translator's mediation in the management of interpersonal involvement between the participants in the communicative process. The level of interpersonal involvement displayed in the source text (ST) and the target text (TT) will be identified by means of analyzing questions posed to readers, reactivities containing devices which signal that the writer is answering the reader's implicit questions, imperatives displaying interactive exchange with the reader, and first and second person pronoun used to signal dialogism. These devices have the cumulative effect of illustrating active involvement with the reader. Discrepancies in the level of interpersonal involvement displayed between the ST and the TT will be discussed in terms of the decisions the translator makes in relaying ST devices for signaling involvement and the constraints on the translator's choice, such as target reader expectations and target language-specific properties.

One of the most important factors determining the act of translation is the addressee, who is the intended receiver or audience of the target text with his or her culture-specific world knowledge, expectations and communicative needs. Many features of the TT profile are reflective of the decisions made by the translator based on his or her perception or anticipation of how the TT will be received by the TT readers. Therefore, a translation is, to a large part, the result of how the translator interprets and understands what Chesterman(1997) calls "expectancy norms" operating in the target culture. The extent to which translators accommodate to the expectations and norms of the TT readers and to which the translators reflect these variables in their writing styles will also be an important part of this study.

The present paper is organized as follows. Firstly, before providing an analysis of how interpersonal involvement is expressed in the ST and the TT, I shall provide a description of the notion of interpersonal involvement, mainly based on Tannen(1982, 1985, 1989). Secondly, I will discuss the approaches which have been taken in studies of involvement in translation studies. Thirdly, examples drawn from an analysis of articles from *Newsweek International* (ST) and *Newsweek Korea* (TT) will be considered in terms of how interpersonal involvement is signaled and displayed. In this section, involvement features in the ST such as interrogatives, reactives, imperatives, and first and second person pronouns and their functions in contexts will be studied, followed by an investigation of how such features are relayed in the TT. Lastly, I shall discuss the results of the analysis and its implications, with special emphasis on the possible reasons and motivations for translator's decisions as they are manifested in the TT. I will analyze the shifts in the level of interpersonal involvement displayed in the TT in terms of the translator's assessment of the expectations and response of the reader vis-a-vis the TT. In the following discussion, no claim is made that the absence of a feature or device marking interpersonal involvement in the TT, which corresponds to the ST, is problematic. Rather, what is attempted here is to claim the opposite: the absence of a feature in the TT may have been motivated and, thus, explicable.

2. Involvement in written texts

The concept of *involvement* is related to a framework that runs through the work of many scholars of interaction — the universal and conflicting human need to be connected to others and, at the same time, to be independent. In linguistics, this concept has been discussed under the framework of universal *politeness* phenomena(Lakoff 1973; Brown & Levinson 1978). In sociology, involvement has been investigated using the concepts of *deference* and

footing(Goffman 1967, 1981). The phenomena associated with affect and stylistic meaning have also received attention under the umbrella of interpersonal meaning, especially in the British School following Firth (1957) and Halliday (1978).

Tannen(1982, 1985, 1989) discusses at length the manifestation of interpersonal involvement in communication and the strategies through which involvement is constructed in a variety of discourse genres. Her observation is that involvement “contributes to the point of the discourse, presenting the subject of the discourse in a way that shapes how the hearer or the reader will view it”(1989: 28-29). Display of interpersonal involvement contributes to the level on which speakers’ relationships to the subject of exchange and to the other participants are negotiated. Using the terms from Bateson’s(1972) framework, Tannen suggests that display of interpersonal involvement carries a “metamessage” of rapport, connectedness and coherence(Tannen 1985: 125).

This notion of involvement in linguistics has mostly been studied with regard to oral language use. For example, in his discussion of the “opposition between the involvement of spoken language versus the detachment of written,” Chafe (1985: 117) observes that the involved quality of oral language is manifested in the use of devices such as first and second person references, addressing the hearer by name, responding to a hearer’s question or posing one, making a request, asking for confirmation with *right?* or *OK?* or using discourse markers such as *you know*.³⁾

Written texts may be more information-focused than involvement-focused. It is without doubt that involvement is more explicitly manifested in a conversation — a prototypical example of oral mode — than, say, a formal

3) Chafe (1985: 117) makes a distinction between three types of involvement: (1) involvement of the speaker with him/herself, or ego involvement; (2) involvement of the speaker with the hearer; and (3) involvement of the speaker with the subject matter. The notion of involvement adopted in this paper corresponds to the second type in Chafe’s typology.

expository essay — a prototypical example of a written mode. A relative focus on involvement is, nonetheless, signaled in various types of written texts. The conception of written text as a component in the interaction between writer and reader has provided the basis for a number of investigations into text. Among them is Frank's (1989) discussion of the use of questions in sales letters. The questions are analyzed as a "conversational" feature displaying involvement, control and persuasion. Similarly, Stoll (1994) investigates the headlines of women's magazines. The headlines are analyzed as directives, initiating a simulated conversation with the reader. Fairclough (1989), in his analysis of news reports about an official document in a "popular" newspaper, points out that the report is phrased in the newspaper's own version of conversational speech of the public to whom it is addressed. His analysis underlines the view that texts are not linear sequences but are complex combinations of intersecting voices. Talbot (1995) finds that certain utterances function as responses to questions that have not appeared explicitly, and simulate an interaction between two recognizably distinct voices. Kim (1999) observes various oral strategies used in Korean magazines for teens. Analyzing conversational features displayed in the text in terms of colloquial vocabulary, particle omission and ellipses, and impolite forms of language use, Kim suggests that these features are used to underline and explicitly convey interpersonal involvement with the reader. These studies all specifically examine various manifestations of interpersonal involvement in written communication.

3. Involvement and translation

Interpersonal involvement in translation has been studied from various perspectives in translation studies. Among them are studies which analyze interpersonal meaning in literary translations (Puurtinen 1998; Marco 2000; Hatim & Mason 1990). Many of these studies, using the Hallidayan framework

of register analysis, focus on the functions of tenor in interaction between the characters in a text and on the effect of shifts in tenor of fictional dialogues in the translations. In most of these studies, however, interpersonal involvement is perceived not as part of a genuine interaction between writer and reader but rather within the contrived interaction between the characters in the text. Such analysis of involvement between characters in the fictional situation created within the text is carried out under the belief that “it is precisely in the characterization of the inner context that register analysis will prove helpful” (Marco 2000: 19).

Involvement displayed in genuine reader-writer exchange in the ST and the TT is investigated in Hatim (1998). Investigating the concept of politeness (Brown & Levinson 1978) in fragments of English-Arabic translations, he claims that to contravene the dos and don'ts of the socio-textual constructs is “to commit a face threatening act vis-a-vis texts as holistic, cohesive, and coherent plans of action” (Hatim 1998: 100). Mason (2000) presents examples from his analysis of distance, power and solidarity in writings from the historical genre and observes that the translator's decisions regarding the relay of these features are determined in terms of audience design, i.e., adaptations translators make in the TT in accordance with their perception of the TT audience.

In the field of interpretation studies, studies have also been done on involvement investigated in terms of the interpreter being engaged in solving not only translation problems but also problems of mutual understanding as participants in communicative acts. Among these studies is Berk-Seligson's (1990) analysis of the role of the interpreter as being actively involved participant in the discourse process of courtroom. Presenting various evidence to the effect that interpreters are “intrusive elements in court proceedings” (1990: 96), and are far from being the unobtrusive figures whom attorneys and judges would like the interpreters to be, she observes that interpreters actively participate in the role of those who pass on what another says and in the role

as individual participants in a speech situation. Wadensjo (1998) also investigates interpreter-mediated encounters within medical, legal and social services settings. Applying a dialogic framework, she observes that interpreting consists of translation and coordination, two interdependent activities, which she establishes by the fact that interpreters create two kinds of talk: talk that is generated from relaying a message, and talk that is generated from the interpreter to assist the flow of talk. These and other studies all show how involvement is reflected, shifted and renegotiated in translation.

4. Case Study

4.1. Data and methodology

In order to illustrate the different levels of interpersonal involvement signaled in the ST and TT, an analysis will be conducted of examples drawn from 40 English articles from *Newsweek International* and 40 corresponding Korean articles from *Newsweek Korea*. The selection of *Newsweek International* and *Newsweek Korea* as the source for data in the present analysis is motivated by two factors: (1) stylistic dimension of *Newsweek International* articles and (2) relative consistency and motivation in translation decisions of *Newsweek Korea*. As *Newsweek International*'s editorial style is typical of the news magazine genre, i.e. a style which ranges from extremely narrative and colloquial to extremely informational and elaborate, diverse features signaling interpersonal involvement may easily be found in our data.⁴⁾

4) The writing style of *Newsweek International* is explicitly stated as follows in its website.

Newsweek's voice is edgy, hip, fun, and often irreverent — perfectly in-tune with the personality of our reader. While our competitors take a much more traditional and conservative approach to their editorial style, you can count on Newsweek to have the more creative covers, playful headlines, and writing that is always fresh, stylish, and

Translated articles in the Korean edition, on the other hand, are revised and edited in four stages and translation problems are reassessed by the “top checkers” (*Newsweek Korea Stylebook* 1997) in an effort to ensure a relatively high level of accuracy in meaning and consistency in style in translation.

The features which will be considered in this study are manifestations of (1) questions posed to readers, (2) reactives whose function is to acknowledge readers’ potential comments or questions, (3) imperatives which signal interaction with the reader, and (4) first and second person pronouns. Illustration of the functions of these features in the ST will be followed by an investigation into how, or rather whether, these features are relayed in the TT. A discussion on the possible reasons for the discrepancy, if any, in the displayed degree of interpersonal involvement will ensue.

The present analysis is mostly qualitative. While a quantitative analysis is performed on some of the features mentioned in this study, most of the features will be examined qualitatively with an emphasis on how they function within a specific context. Context is seen as crucial in determining the effects of a feature which displays involvement on the reader. This methodology is also adopted under the assumption that a single significant occurrence may offer tangible evidence of a translator’s positioning vis-a-vis the receivers of the text.

4.2. Analysis

4.2.1. Posing questions to readers

As one of the most basic patterns of conveying information between

smart. (<http://www.newsweekmediakit.com>)

Newsweek International considers such style of writing to be perfectly “in tune” with its readership, which *Newsweek* views as “affluent, educated readers; influential in their businesses and their communities, they represent the best of today’s New Economy consumers” (<http://www.newsweekmediakit.com>).

communication participants, question posing has been investigated by various researchers in terms of its inherently interactional nature. They have observed that a question functions as a device to signal active and “personal” involvement with the reader. For instance, Chafe (1985) and Ostman (1987) suggest that posing a question is a way of displaying the dynamics of interaction with the speaker/reader. Freed (1994), in a discourse-based study of the form and function of questions, notes that the conversational, pragmatic and social function of a question is dependent on the interactive context in which the questions occur. Studies on the function of questions in Korean (Suh 1996; Kim 1999) show that questions in Korean generally display similar functions as in English in communicative situations.⁵⁾ These studies and others illustrate that a notable feature of posing a question is to display the writer’s/speaker’s focus on involvement with the reader/hearer in discourse.

An analysis of our data suggests a strong tendency to delete questions or transform direct questions, rhetorical or otherwise, to simple declarative statements. The following are some illustrations.

(2a) ST (NW May 21, 2001)

As part of an escalating rivalry, “the loser network” upped the ante for the hot series, offering “Buffy’s” producer a whopping \$2.3 million an episode, a cool half-million dollars more than WB’s bid.

Just a typical day in the TV land? In fact, the Buffy shenanigans are the latest round in a slugfest between the world’s largest media superpowers ...

(2b) TT

그러나 실상은 UPN이 ‘버피’ 의 프로듀서에게 편당 WB보다 무려 50만달

5) A more fine-grained account of functions of questions in Korean shows that there are differences in use between Korean and English. For example, Kim’s (1999) study uses four broad categories for describing functions of questions in Korean conversation: confirmation of information; new information; talk; and expressive style. Even so, his criteria are a regrouping of categories used by Freed (1994).

러나 많은 2백30만달러를 제시했기 때문이다.

세계 양대 기업인 WB의 모회사 AOL타임위너와 UPN을 소유한 바이아컴 CBS는 그동안 치열한 라이벌전을 펼쳐왔으며 ‘버피’소동은 그 공방전 시리즈의 최신 에피소드일 뿐이다.

(3a) ST (NW June 18, 2001)

You want to know what it's like to face someone like Tiger? Make a fist. Now punch yourself in the face. Because dominators don't just beat you; they make you beat you.

(3b) TT

우즈 같은 사람과 맞서는 것이 어떤 것인지 알고 싶다면 주먹을 쥐고 자신을 한번 쳐보라. 일인자들은 상대방을 칠 뿐만 아니라 상대방으로 하여금 스스로를 때리게 만든다.

(4a) ST (NW June 25, 2001)

He played to the crowd at the Warsaw University, quoting a popular Polish country music band ... And Bush also got choked up during his speech, which he ended with a resounding “God bless” - even though his prepared text called for a simple “Thank you.” **Was this the same President Bush who for days seemed tired — and occasionally bumbling, referring to Africa as a “nation”?**

(4b) TT

... 청중의 비위를 맞추는 말로 박수갈채를 받았고, 심지어 연설 도중 스스로 감동된 나머지 목이 메어 원고에는 단순히 “감사합니다”로 돼 있던 끝맺음말을 “하느님의 가호가 있기를” 로 바꿔 말했다는 것. **유럽 순방 도중 아프리카를 국가라고 지칭하는 등 실수를 연발하고 반미시위로 지쳐있던 것과는 사뭇 달라진 모습이였다.**

The questions in the ST have the effect of overtly inviting the reader to participate in a dialogue with the writer. By engaging the readers to interact in

an “involved” and “personal” way, power and distance are lessened and reader-alignment is established in the ST. In the examples (2) to (4), questions are either omitted or relayed as statements.⁶⁾ The interrogative in (2a) functions to invite the reader to participate in an active interaction in which the question may be attributed to the reader, and the writer repeats it, i.e., the questions may be seen as “questioning repeats’ that create their own reference” (Stoll 1998: 565). In (2b), the interrogative is dropped altogether and none of the dialogic features apparent in the ST are relayed.

In (3a) the interrogative is used as a means to provide new information by means of engaging in a dialogue with the reader, with the question being attributed to the writer. But in (3b) we observe, as a result of a shift from a simple interrogative form to a declarative form, the kind of information relay in which reader-writer interaction is neither as vivid nor as dynamic as the ST. While the function of the question may still be effective in (3b), its integration with the following imperative sentence renders the text less involvement-focused. Integration with a preceding or following sentence, a strategy frequently used by translators according to our data, is a natural result of transforming an interrogative into a declarative in that additional information from the following sentence is needed to make the TT informative.

The interrogative in (4a) is a typical rhetorical question, which functions as a forceful statement. Since a positive rhetorical question functions as a negative assertion, while a negative question functions as a strong positive one (Quirk and Greenbaum 1973), the question in (4b) negatively asserts that Bush’s behavior in Poland was unlike that in other nations during his visit to Europe. All the rhetorical questions in the data were translated into statements.

Of a total of 38 interrogatives in the data 19 were dropped, and 14 were translated into declaratives. While we observed 5 cases in which there is a

6) In *Newsweek Korea Stylebook*, it is recommended that [interrogative (question)+ declarative (answer)] be translated into one declarative sentence.

direct relay, i.e., an interrogative form is translated into the same form, not one instance in which a declarative sentence is translated into an interrogative was found. The transformation of a question into a statement in the TT in effect distances the reader from the writer. While the ST seems to invite the reader to participate in a dialogue with the writer regarding the subject matter, the corresponding translation presents the writer as being engaged in a monologic discourse, showing features of detachment and aloofness. Interpersonal involvement is shifted in the TT to display wider gap between the writer and the reader.

4.2.2. Responding to a reader's implicit comment or question

In this section, we look at reactives containing linguistic devices such as *OK*, *yes*, and *of course*, which have the metadiscursive function of signaling a writer's response to the intended reader's potential comments or questions. Such implicit dialogism in a text may be manifested in the form of "initiative-reactive" structure, where the initiative is assigned to the reader and left implicit in the text, as in the following examples.

(5) (NW February 3, 2002)

Every year, as Oscar season comes to a boil, NEWSWEEK invites leading contenders in some category or other to sit around a table and see if they hate each other. They never do. **OK, to be honest, one year we invited producers, and some of them actually did seem to hate each other.**

The use of a device such as *OK* signals the writer's response to the reader's implicit question, belief, or opinion, thus displaying features of involvement (cf. Chafe 1985: 117). The structure containing such devices, following Stoll(1998), may be described as

(6) [Reader: initiative]⁷⁾

Writer: reactive

(6) shows that the reader's initiative is left implicit and the writer's use of various devices such as *OK*, *yes*, and *of course* indicate where s/he has assumed the needs and beliefs of his/her intended readers.⁸⁾

In our data, the devices signaling dialogism where reader's initiative was left implicit were not relayed in the TT, as in the following.

(7a) ST (NW February 2, 2002)

For something more low tech, the graffiti artist Andre (lovegraffiti.com) will sneak out and inscribe your love's name on a wall. **OK, technically it's not legal.** But nothing spices romance like a bit of danger.

(7b) TT

사랑 고백을 조금이라도 특이하게 하려는 사람들은 앙드레라는 낙서예술가에게 도움을 청하고 있다. 앙드레는 밤에 몰래 나가 고객의 애인 이름을 벽에다 적는다. 불법이긴 하지만 그의 낙서는 매우 예술적이다.

(8a) ST (NW April 30, 2001)

For official trips, Jackie mapped out clothes down to every detail. **Of course, she wowed the French** but she also melted the Cold Warrior Khurushchev at the Vienna summit, wearing a dazzling sequined gown.

7) Square brackets indicate that the move is implicit.

8) In Stoll's (1998) analysis of conversational features in women's magazines, utterances containing *yes*, *okay*, *so* and the structure "may [infinitive] but" and interrogatives such as *Good?* were investigated as reactives which display implicit dialogism. In the present study, however, only *yes*, *of course* and *okay* will be analyzed. Interrogatives such as *Good?* are excluded here since they are grouped with other interrogatives. In the case of "may [infinitive] but," the problem of whether this structure is actually *interpreted* as interacting with a reader is debatable, as indicated in Stoll (1998: 567). While Stoll does not include sentence-initial *of course* in her analysis, this device, which signals potential readers' initiative is included in the present analysis.

(8b) TT

공식 여행을 떠날 때면 자기 의상의 세부 사항까지 철저히 계획했다. 프랑스인들은 그녀의 뛰어난 패션 감각에 찬사를 보냈고 1961년 빈 정상회담에 서는 그녀의 눈부신 드레스가 냉담한 흐르시초프 소련 공산당 서기장의 마음을 누그러뜨렸다.

In (7a) and (8a), *OK* and *of course* may be seen as signaling to the reader to interpret the utterance in the text as part of a conversation, in which the utterance containing *OK* or *of course* is supported or agreed by the author, only to be challenged or contradicted subsequently. Signaling to the reader “to understand their sequential implications and assign an intention to the writer” (Stoll 1998: 555), *OK* and *of course* function to acknowledge implicit reader’s initiative and to underline the dialogic aspect of the text. The use of such dialogic features in (7a) and (8a) have the effect of negating the writer-biased power structure and reducing the distance between the writer and the reader.

In (7a) and (8a), the writer acknowledges and signals support to the reader’s implicit thoughts or beliefs with the use of *OK*, creating reader-alignment and displaying involvement. *OK* in (7a) functions to signal to the readers to interpret *OK*, *technically it’s not legal* as *Are you thinking that it isn’t legal? Well, actually it isn’t*. This is followed by a challenge or counter-argument (cf. Hatim & Mason 1990) which presents the writer’s claim. Similarly, *of course* in (8a) has the effect of signaling to implicit readers to interpret *Of course, she wowed the French* as *Are you thinking that Jackie impressed the French? You are right, she did*. Again, this is followed by an opposition or contradicting statement. The implicit dialogism manifested in (7a) and (8a) is not relayed in (7b) and (8b), as the translator, integrating a yes-containing sentence with the following sentence, simply conveys the information matter-of-factly: “while it is illegal ...” in (7b) and “the French praised her fashion style and in the 1961 summit in ...” in (8b). The absence of a device marking reader-alignment in the corresponding TT renders the

writer-reader relationship distant and mono-directional, reinforcing the role of readers as being passive and receptive.

4.2.3. Use of the imperative

Within an interactional framework, imperatives, functioning as requests, have the following characteristic: the higher the scale of familiarity, the more appropriate the use of conventionally direct requests. Direct requests in a written text have the effect of making the text highly interactive and involvement-focused.

(9a) ST (NW April 30, 2001)

The next travel document will look like a credit card but be smart enough to put identity thieves out of business. **Picture this**: after you get off a plane at the JFK, you pull out a card from your pocket as you approach Immigration, you swipe it through a machine while a camera scans the iris of your eye, and in three seconds, a sliding door lets you through.

(9b) TT

차세대 여권은 크레딧 카드형태에 위조가 불가능하도록 스마트한 기능을 갖출 것이다. 입국심사대에서 카드를 꺼내 기계에 통과시키면 카메라가 그 사람의 홍채를 스캔한 후 여권 사진의 홍채와 일치할 경우 3초 후 문이 자동으로 열려 안으로 들여보내는 식이다.

(10a) ST (NW May 21, 2001)

It's easy to underestimate Megawati Sukarnoputri. **Don't**. Her lifelong family friend Abdurrahman Wahid has repeatedly fallen into that trap during his 18 months as Indonesia's president.

(10b) TT

메가와티 수카르노 푸트리 인도네시아 부통령의 태도만 보고 그녀를 과소 평가해서는 안된다. 그녀의 가족과 오랜 친분이 있는 압두라만 와히드 대통령은 인도네시아 대통령으로 재임한 지난 18개월간 계속해서 그런 함정에

빠졌다.

Examples (9a) and (10a) both utilize interactive features of direct requests to render the text dialogic. The implication of the use of a request is that the reader and the writer are engaged in a face-to-face conversation, in which the writer can risk the use of a face-threatening form of language use since it is assumed that familiarity characterizes the writer's relationship with the reader. In other words, reader-alignment and involvement is implied in the context. This may be related to persuasiveness of direct requests as rhetorical devices (cf. Cantor and Zillman 1976).

The imperative is omitted in (9b), and transferred into the declarative and integrated with the following sentence in (10b). Whereas the direct request is used to create a hypothetical situation of the reader getting off a plane at JFK in (9a), the hypothetical situation, as well as the request, is omitted in (9b), rendering the TT a flat and impersonal description of state of affairs. While it is debatable whether the element of request is still effective in (10b), the change in sentential form to declarative, in addition to integration with the preceding sentence, makes the text much less interactive. The TT, as a result of these shifts, displays more distance and less interpersonal involvement.

4.2.4. Using first and second person pronouns

Another dialogic feature found in written text is the writer's frequent reference to him/herself or to the reader. The use of first or second person pronouns in English to make overt reference to the writer or the reader draws the former much closer to the latter. Chafe (1984, 1985) observes that the occurrence of first and second person pronouns is much more visible in spoken discourse than written discourse and views its use as a "symptom of involvement" (1984: 46). Ostman (1987: 171), in a discussion of the use of first and second person pronouns as devices displaying implicit involvement in written texts, points out that second person pronouns occur more frequently in

spoken interactions and first person pronouns in written interactions.

Compared to English, the Korean language exhibits complex sets of constraints regarding the use of second person pronouns (Hwang 1975; Suh 1996; Park 1999). One of the most obvious features of second person pronouns is that their use is restricted by vertical and horizontal distance: second person pronouns are rarely used by two participants in communication whose relationship is characterized by a wide social distance and an asymmetrical power relationship. Generally, second person pronouns do not appear in Korean news magazine genre, or in any type of writing, unless a very specific context for their use is created. Therefore, the differences in the use of first and second person pronouns in the ST and the TT takes on a different dimensions compared to the other features of involvement previously discussed.

Consider the following examples.

(11a) ST (NW April 30, 2001)

The knottiest task in computing is making a machine as friendly and receptive as a piece of paper. Microsoft thinks it's got the problem beat. The mantra of its hundred-member Tablet PC team is the "simplicity of paper combined with the power of the PC." The prototype looks like a Palm on steroids, with a color screen and the alarming presence of the Windows task bar on the bottom. But using a digital pen, you can write on it clipboard style, manipulate your scrawled notes like typed text, annotate all your documents and stylus-surf the Web. You can also listen to music, read novels and dictate your own novel. All while maintaining eye-contact with your business associates and loved ones. If Microsoft is correct, the Tablet PC, due out in 2002, is not merely a clever appliance but a revolutionary device that actually replaces the laptop in your briefcase and the PC on your desk. "We want to have everything that's great about the [PC] and extend that, so people have more hours in the day to use it," says the product manager, Alex Loeb.

(11b) TT

컴퓨터 업계의 핵심과제는 사용자들이 컴퓨터를 종이처럼 친화적이고 거부감 없는 매체로 받아들일 수 있게 하는 일이다. 마이크로소프트(MS)는 자사가 그 과제를 해결했다고 생각한다. 1백명으로 구성된 MS 태블릿 PC팀은 종이의 편리함과 PC의 성능을 결합한 컴퓨터를 목표로 한다. 태블릿 PC 시제품 모델은 컬러 화면과, 화면 하단에 윈도 작업표시줄을 갖추고 있어 마치 업그레이드된 팜 PDA(개인 휴대 단말기) 같다. 그러나 사용자는 특수 디지털 펜을 사용해 메모판처럼 태블릿 PC에 글씨를 쓰고, 갈겨쓴 글씨들을 타이핑된 문서로 변환하며, 모든 문서에 주를 달고 웹 검색을 할 수 있다. 사용자는 또 음악을 듣고 소설을 읽는가 하면서 소설을 받아 쓰게 할 수도 있다. 그것도 사업 관계자나 친지들과 대화를 나누면서 할 수 있다. 만일 MS측 주장이 사실이라면 2002년 출시 예정인 태블릿 PC는 기발한 전자 제품일 뿐만 아니라 노트북 컴퓨터와 탁상용 PC를 대체하게 될 혁신적인 기기가 될 것이다. 이 제품 담당 매니저 알렉스 로브는 우리는 PC의 장점을 두루 갖춘 데다 더 많은 기능을 추가한 컴퓨터를 만들어 사람들이 더 많이 활용하도록 하고 싶다고 말했다.

(12a) ST (NW April 30, 2001)

We can't guarantee that you'll close the deal, but we can pretty much promise that you'll enjoy the trip. The double-decker megajumbo A380 airbus, which will be the world's largest passenger plane when it debuts in 2006, will be roomy enough for you to stretch out while flying to Tokyo for that a.m. meeting. You'll have time to get some quality, high-altitude R&R — go to the gym, take a dip in the Jacuzzi and have drink at the bar — before retiring to your airborne bedroom. You'll arrive in Tokyo well rested. Don't speak the language? No problem: You can put on your sunglasses equipped with embedded technology that instantly translates Japanese words into English. Now you'll be able to read street signs and newspapers.

(12b) TT

장거리 출장으로 반드시 거래가 성사된다고 말할 수는 없겠지만 여행만은

확실히 즐기게 될 것이라고 장담할 수 있다. 2006년 새롭게 선보일 초대형 점보 여객기 A380 에어버스는 먼 타국도시에서 열릴 아침 회의에 참석하기 위해 여행하면서 팔다리를 쭉 뻗을 수 있을 만큼 공간이 넉넉할 것이다. 게다가 휴식과 레크리에이션을 충분히 가질 수 있도록 기내에 체육관 시설, 온천탕, 바, 침대가 구비될 것이다. 출장지의 현지어를 몰라도 걱정할 필요가 없다. 현지 언어를 즉석 번역해주는 장치가 장착된 선글라스를 끼면 거리 표지판과 신문을 읽을 수 있다.

(13a) ST (NW July 2, 2001)

His alleged aphorism “Less is more” was trumped by Robert Venturi’s postmodern battle cry, “Less is bore.” But now we seem to be in the mood for Mies again. Po-mo has lost its grip. We can’t seem to get enough mid-century modern in design, advertising, and furniture.

(13b) TT

그가 남겼다는 “단순할수록 좋다”는 경구는 로버트 벤추리의 “단순할수록 따분하다”는 포스트모더니즘 슬로건에 밀려났다. 그러나 최근 미국에서는 미에스에 대한 관심이 다시 고조되고 있는 것 같다. 포스트모더니즘은 이제 시들해졌다. 디자인, 광고, 가구에 나타난 20세기 중반의 모더니즘은 아무리 봐도 질리지 않는 것 같다

The repetitive use of *you* in the (11a) and (12a) makes the exchange between the writer and the reader more intimate and interactive. *You* functions to render the text dialogic, creating the impression that the writer is in front of the reader. The reader is singled out as an addressee with whom the writer may engage in a direct exchange, in a similar manner as a face-to-face interaction. In (12a) and (13a), the use of inclusive *we* aligns the writer with the reader, thereby creating solidarity and reducing distance. Corresponding translations in (11b) and (12b), however, show a strong tendency to either omit second person pronouns or to replace them with a regular noun. Such a tendency may be a natural result of language-specific features of Korean, but the dropping of first

and second person pronouns and/or transferring the second person pronoun to a regular noun in the TT has the effect of increasing formality and distance.

The use of the regular noun *sayongca* [user]⁹⁾ in (11b) renders the text monologic, transferring the text from being more involvement-focused to being more information- focused. Compared to (11a), (11b) is an aloof and detached description of the advantages of using a Tablet PC rather than of a piece of discourse in which the participants engage in a dialogue with each other regarding Tablet PC. In (12b), *you* is either omitted or implied as an addressee, but the context allows the reader to recover *you* as the potential addressee of utterances. Similarly, *we* is omitted in (13b), making (13b) a factual elaboration on changes in trends in architecture and people's preference in architectural designs. (13b) shows that *But now we seem to be in the mood for Mies again* has been relayed as *kulena choykun mikwukeysenun mieysuey teyhan kwansimi tasi kocotoyko issnun kes kathta* [But in the U.S., interest in Mies has been increasing recently], making the text impersonal and less interactive. The combined effect of these changes in the TT is that the text no longer displays features of dialogism or immediate involvement with the reader. The intention of the writer to bring him/herself to engage in active interaction with the reader is not signaled in the text.

4.3. Discussion

We have examined translations of features in ST which signal interpersonal involvement with the reader. The alterations which appear in the process of relaying devices for signaling involvement such as questions, reactives to readers' questions, requests, and first or second person pronouns illustrate that the level of writer-reader involvement in the ST is adjusted in the TT to illustrate an increased distance and formality.

The TT was also independently analyzed for features of involvement. Such

9) The Yale system is used in the Romanization of Korean.

features as vocatives directly addressing the reader, ellipsis and omission of particles, and impolite speech forms (cf. Kim 1999), in addition to the features discussed above, were investigated in the TT. In no cases were involvement features found in the TT which were without a corresponding counterpart in the ST.¹⁰⁾

If we assume that the shift in interpersonal involvement in translation is motivated, which seems likely in that a regularity is observed in the use of various means to distance the writer-reader relationship, then it may be plausible to ask why such shifts occur. Apart from the cases in which the shift originates from differences in language-specific characteristics, such as rare occurrences of second person pronouns in the Korean written discourse, the contextual effect of distant engagement with the reader in the TT illustrated above may be considered as an effect the translator—or the editorial department in this case—seeks to present at the level of the entire text.

A comparison of the TT with the ST shows the translation being guided by the *skopos* of the translation. The notion of *skopos* comes from Hans Vermeer and Katarina Reiss, who in the 1970s first presented a view of translation as a type of human action—more specifically, human communicative action—accompanying the same “intentional, purposeful behavior” (Reis and Vermeer 1989: 173) found in any other action. Challenging the long-held assumption that whatever is signaled in or inferable from the ST must be reproduced in the TT, they questioned and criticized the primacy of the ST in most of the earlier studies and approached translation with a TT orientation. The purpose—or the *skopos*—of the translator is decided by the factors within the action frame, including the initiator of translation, the intended use or destination of the target text, etc. The function of the TT in the target culture is the overriding factor in translation; the source

10) Some of these features did appear in the title of some stories. Titles are excluded in the present analysis since translations of titles take on different considerations, such as the effect of attracting and appealing to the readers.

text, while it is still claimed to be “the measure of all things,” is relegated to the secondary position of *informationsangebot*, or “offer of information,” from which the translator may choose, but not randomly.

If we accept the assumption of *skopos* that the translation profile or TT’s microtextual features is to a large degree determined by the *skopos* of the translation act, then the profile of the TT in our data in which a systematicity is observed in the display of diverse features of increased distance, reduced reader-alignment, and more of an information-focus than an involvement-focus may be seen as illustrating that the translator is acting in accordance with the *skopos* of the translation. A careful consideration of the translation commission or “translation brief” (Nord 1997: 59), which outlines the essential elements of *skopos*, illuminates the factors motivating the shift in interpersonal involvement in translation. The gist of the translation brief is outlined in *Newsweek Korea*’s following mission statement.

Newsweek Korea is not simply a “translated edition” of the internationally prestigious weekly news magazine Newsweek. While accuracy in translation is an important principle, readability is another important principle in that an effort is made to overcome the discrepancies in culture so that the Korean readership may understand the articles more readily ...
(<http://newsweek.joins.com>, my translation)

The above passage from *Newsweek Korea*’s webpage illustrates that judgment and decision regarding translation is based on how the TT will be received by the readership. The level of involvement displayed in the TT, then, is a reflection of the translator’s understanding and interpretation of what is readable and adequate in the news magazine genre in the Korean culture and of the TT reader’s expectations regarding the style and register of the genre. Considering that *Newsweek Korea*’s assessment of its readership is one which is well-educated, mostly male, non-specialist, interested in acquiring an

American and international perspective and knowledge of current affairs, it follows that the level of interpersonal involvement in the TT will be reflective of that in similar TT genres read by the similar readership rather than that in the ST.¹¹⁾ Translators, guided, and constrained, by dimensions of intertextuality which make “production of one text dependent upon knowledge of other previously encountered texts” (Beagrande and Dressler 1981: 10) may consider recurrent and explicit signaling of interpersonal involvement in the news magazine genre as something that the readers of the TT do not expect. While extensive use of devices which explicitly signal interpersonal involvement in a text may be used in other genres of Korean writing, and perhaps even in the magazine genre for a specific target audience (cf. Kim 1999), translators for *Newsweek Korea*, and for similar texts of the news magazine genre, will be guided by the expectancy norms, i.e., the expectations of readers of a translation of a given type concerning what a translation of this type should be like.

This may relate to the comments made by translators and translation scholars that media translation is characterized by illusions of transparency or what Venuti (1995) calls “domestication.” Based on the stylistic decisions made in the TT, we may suggest that the translator’s interpretation of the expectancy norms of the readers of *Newsweek Korea* is characterized by a formal and distance-building style or register in which factors such as familiarity, solidarity and alignment with the reader are not given explicit representation. The result is a text which manifests more features of what Tannen (1985) refers to as a “relative focus on information” than those of a “relative focus on involvement” (1985: 125).

11) While an extensive readership profile of *Newsweek Korea* has not emerged yet, the characteristics of readership of *Newsweek Korea* described in the present study is based on personal communication with Won-Ki Lee, the director of the Editorial Department of *Newsweek Korea*.

5. Conclusion

In the preceding discussion, we examined the discrepancy in the level of interpersonal involvement displayed in terms of questions, reactives, requests, and first and second person pronouns used in the TT and ST. It was suggested that such discrepancy is a result of the *skopos* of translation, the translator's assessment of the target culture norms regulating language use in different situations and the linguistic means available in the target language. An observation was made that the shifts in the level of interpersonal involvement are not random. A particular style of explicitly signaling dialogue or reader-alignment was abandoned in favor of a more conventional, formal, distant, and perhaps, as a result, more authoritative, style.

The analysis of our data illustrate that the translator, far from being the transparent conveyer of information, is, in fact, a coordinator of interpersonal involvement vis-a-vis the reader. The foregoing discussion suggests that it is precisely in the role of actively managing interaction with the reader that the translator's role becomes most visible and evident.

The examples discussed in the previous pages were intended to illustrate only a number of features displaying interpersonal involvement in the news magazine genre. In the case of literary translation, a shift in the display of the level of interpersonal involvement may take on other dimensions such as the creation of authenticity and different portrayals of scenes, characters and relationships (Puurtinen 1998). Translations of other non-literary genres, e.g., propaganda material, may also be guided by other considerations in decisions regarding the signaling of interpersonal involvement.

In future research, a quantitative analysis of features signaling interpersonal involvement is needed to consider which occurrences can be demonstrated to be statistically significant. In addition, an extensive study of involvement

features in the TT across genres would further illuminate the tendency, and tradition, in translating involvement features in the target culture.

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K C I

번역문에서 나타나는 독자 참여 유도 양상

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본 논문에서는 “독자의 참여(interpersonal involvement)”를 유도하는 언어적인 장치들이 번역과정을 통해 전환되는 양상을 시사잡지 기사 원문과 번역문에 대한 비교·분석을 통해 고찰해 본다. “독자의 참여(interpersonal involvement)”라는 개념은 문어를 통한 의사소통도 일반적인 대면대화(face-to-face conversation)와 마찬가지로 저자와 독자간의 상호작용을 통해 이루어진다는 것을 전제로 한다. 저자는 독자의 입장, 생각, 반응 등을 인지하고 있음을 텍스트 상에 표지함으로써 독자와의 유대감(solidarity)을 형성하고 독자의 동참(alignment)을 유도하며 이는 결국 저자와 독자를 연결시켜주는 일종의 내적인 감정의 고리(emotional connection)를 형성하여 궁극적으로 의사소통이 원활하게 이루어질 수 있는 근거를 마련해 주기도 한다(Tannen 1985, 1989). 저자(화자)와 독자(청자)간의 참여와 개입은 주로 구어담화의 특성으로 많이 논의되었으나 이러한 상호작용은 문어담화에서도 중요한 특성으로서 다양한 양상으로 나타난다. 본 논문에서는 시사잡지 기사 원문에서 나타나는 독자 참여 표지 장치인 독자에 대한 저자의 질문, 독자의 예상되는 질문·반응을 근거로 저자가 의견을 전달하고 있음을 나타내는 반응문(reactives), 독자에 대한 명령, 그리고 1인칭이나 2인칭 대명사 등이 번역문에서는 어떻게 실현되는지 살펴본다.

『Newsweek International』기사와 이를 번역한 『뉴스위크 한국판』 기사를 분석한 결과, 원문에서 나타나는 다양한 독자 참여 표지 장치들이 번역문에서는 생략되거나 전환되는 것을 관찰할 수 있다. 번역문에서는 (1) 수사적인 기능 이외에 여러 기능을 수행하는 의문문이 평서문으로 변환되고 (2) 반응문에서 독자의 예상되는 반응을 명시적으로 언급해주는 장치들이 생략되며 (3) 독자에 대한 명령문이 평서문으로 전환되고 (4) 1인칭 대명사와 2인칭 대명사가 생략

되거나 일반명사로 전환되는 경향을 보이는 등 독자의 개입과 독자와의 대화를 유도하는 상호작용 기능이 원문에 비해 명시적으로 나타나지 않는다. 이러한 독자 참여 표지의 전환이 번역문에서 반복적이고 광범위하게 나타남으로써 궁극적으로 독자와의 유대감(solidarity)이 축소되고, 사회적인 거리(social distance)가 확대되며, 텍스트 전반에서 독자의 참여 유도가 감소하게 된다.

원문과 번역문에서 독자참여 표지가 다르게 나타나는 것은, 번역가가 번역 행위(translation act)를 수행하는데 있어 (1) 번역의 스키포스(*skopos*, 목적), (2) 번역어 문화에서 특정 장르와 관련된 언어사용 규범, (3) 번역어의 언어적인 특징 등 세가지 요인에 의해 영향과 제약을 받기 때문이라고 지적할 수 있다. 다시 말해, 미시적인 텍스트 차원에서 독자참여 표지의 생략과 전환이 나타나는 것은 번역가의 임의적인 결정에 의해서라기보다는, 번역 행위 수행에서 번역의 목적 구현, 번역문 독자들의 기대에 대한 규범(expectancy norms), 그리고 번역어의 특성 등이 번역문에 반영되기 때문이라고 할 수 있다. 번역가가 한국어 번역문에서 독자참여 표지를 명시적으로 나타내지 않는 것은 이러한 제약들 때문이며 그 결과로서 번역문은 원문에 비해 형식적이고 독자의 참여를 배제하는 텍스트로 구현된다. 독자참여 표지의 전환은 번역가가 원문 정보의 충실한 “전달자(reformulator)” 역할뿐만 아니라 참여와 개입으로 나타나는 저자와 독자의 관계를 조율해 주는 “조정자(coordinator)”로서의 역할도 수행하고 있다는 것을 의미한다.

