

# Intertextual Mediation in English–Korean Translation

Kirk, Sung Hee  
(Sookmyung Women's Univ.)

## 1. Introduction

Intertextuality concerns the factors which make the utilization of one text dependent upon knowledge of one or more previously encountered texts (Beaugrande & Dressler 1981: 10). This knowledge enables readers to recognize a quotation from a famous literary work such as “What’s in a name?” from *Romeo and Juliet* and helps the readers understand the allusions intended by the author. This knowledge can also help text users understand the extra allusions incurred by imitating, responding, or distorting a certain text. If the source text requires knowledge of this kind, translators often make assessment as to what kind of mediation is necessary to render this extra meaning.

In addition, this knowledge enables readers to identify the type of the text

they read. For example, readers can readily differentiate legal texts from literary ones. This is because typical characteristics have evolved over a long period of time for each text type and people of a language community have developed different expectations for different text types.<sup>1)</sup> Since these expectations are language specific, there could be some differences between the intertextuality standards of the source and the target for the same text type. If a translator wants to create a target text which possesses the natural characteristics of the target community, it is desirable that s/he has explicit knowledge of the standards of intertextuality of both the source and the target for that particular text type. In this paper, these adjustments or translation shifts<sup>2)</sup> adopted by practicing translators to mediate the differences of the

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1) The followings are criteria enumerated by Beaugrande (1997: 315-6) as those which could distinguish text types:

- (a) the *graphic format* of the text, e.g., the alphabetical columns in a telephone directory;
- (b) the *style* of the text, e.g., the archaic lexicogrammar of English psalms and prayers;
- (c) the *topic* to be expressed, e.g., the deceased persons accomplishments and virtues for the eulogy at a funeral;
- (d) the *dominant Processes or Aspects*, e.g., Intensive Dispositives in a war report;
- (e) the *participants* who are likely or entitled to produce the text, e.g., the drill instructor who barks out the orders in the U.S. Marine Corps;
- (f) the *plan* and *goal*, e.g., seeking a buyer for your used automobile through a classified ad;
- (g) the *situation* in which the type occurs, e.g., a job interview calling for a resume;
- (h) the *informativity* suitable to the participants, e.g., a training lecture for electronics technicians to operate and service a new machine;
- (i) the *institution* that codifies the type and defines the participants, e.g., a criminal court where you enter a plea;
- (j) the *medium* of presentation, e.g., a telephone answering machine to present a recorded greeting and to request a message after a beep.

2) Shift in this paper is defined as all that appears as new with respect to the original, or fails to appear where it might have been expected as well as departures from formal correspondence in the process of going from the source language to the target language.

intertextuality standards between a set of English source and Korean target texts are examined and analyzed.

## 2. Methodology

Holmes divides translation studies into *pure* and *applied* branches in his paper “the Name and Nature of Translation Studies.” There he states that the two main objectives of the *pure* branch are: (1) to describe the phenomena of translating and translation(s) as they manifest themselves in the world of our experience, and (2) to establish general principles by means of which these phenomena can be explained and predicted. He designates the former *descriptive translation studies* (DTS) and the latter *theoretical translation studies* (ThTS) (Holmes 1994: 71).

DTS is further divided into *product-oriented* DTS, *function-oriented* DTS, and *process-oriented* DTS. Product-oriented DTS concerns itself with the area of research which describes existing translations. Function-oriented DTS deals with the function of translated material in the recipient socio-cultural situation. Process-oriented DTS is interested in what exactly takes place in the “little black box” of the translator’s mind during the process of translation. Even though each of the above three branches of DTS is a legitimate field of study in its own right, they are closely related and interdependent. When a source text is chosen to be translated, its proposed function in the target culture determines the shape of the end product and this in turn determines the translation process.

While the DTS maintains the closest contact with the translation products, ThTS uses the results of DTS in developing principles, theories and models which will serve to explain and predict what translating and translations are and will be. There is dialectical relationship between DTS and ThTS. Usually a translation researcher starts with some hypothesis which would belong to

theoretical branch and which in turn is either verified or refuted by the results of DTS. The results in turn revise the theory.

This research is mainly concerned with the product-oriented DTS and the hypothesis is that translators make adjustments to abide by the intertextuality standards of the target community. For the definition of intertextuality, the findings of Beaugrande and Dressler (1981) are adopted.

The main research interest is translation shifts in the Korean target texts caused by the translators' attempts to adjust the differences of the intertextuality standards between English and Korean. The data analyzed are collected from eight Korean translations of non-literary English texts, eleven Korean translations of literary English texts and fourteen Korean translations of *Newsweek* articles.<sup>3)</sup> English-Korean translation has a relatively short history and the first direct translation from English to Korean text had been published only in 1960s (Lee 1990: 4-7). All the data analyzed are from translations published in 1990s with the assumption that there would be less translation shifts caused by the linguistic and/or translation incompetency of the translators in the translations of 1990s than those of earlier periods. In case of *Newsweek* articles, the entire texts of the source and the target are compared and analyzed. For the analysis of other literary and non-literary texts, about two to three chapters (approximately 60 to 90 pages) of the source and the target are compared and analyzed. In addition, the entire texts are consulted for translation methods of units of weights, measures and currency.

All the translators of non-literary texts and half of the literary texts are professional translators, while the other half of the translators of literary texts are professors of English literature. *Newsweek Korea* is translated by *Newsweek Korea* Translation Team and about five different persons are involved during the translation process.<sup>4)</sup>

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3) Even though journalistic text generally belongs to the category of non-literary texts, it is differentiated in this study for illustration of its own specific characteristics.

4) *Newsweek* was first published in 1933 and is affiliated with *Washington Post*. It is

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published in five different languages, i.e. English, Spanish, Japanese, Russian and Korean. *Newsweek Japan*, the first translated *Newsweek*, has been published since January 23, 1986 and the preparation period was about three years. *Newsweek Korea* was first published on November 6, 1991 after two years of preparation. *Newsweek* is published on Mondays, while *Newsweek Korea* is published on Wednesdays. Since the deadline for articles is Saturday 12 A.M. (U.S. Eastern Standard Time) and some news do come after the deadline, it was necessary for the *Newsweek Korea* team to come up with a translation method which could cope with this time constraint. When the articles analyzed for this study were translated (1996), about five different persons were involved in the translation process. The first draft was prepared by professional freelance translators. Then their work was reviewed and revised by in-house translators (*rewriters*). The rewriters were looking for any mistranslations and/or unnatural translations. The third stage consisted of the review of the *final checkers*, who double-checked any possible mistranslations. The final checkers were former diplomats and have extensive overseas experience. At the fourth stage, native speakers of English gave their input in the cultural, political and other differences between the Korean and American system. The translation was finalized after the check by the *top checkers* who mainly went over the overall structure and natural flow of the article (Cwungangilposa 1995: 600-607). After the IMF crisis in 1997, the translation process has been somewhat streamlined. Currently the first draft is prepared by rewriters. The second stage consists of the review of the native checkers, who check any possible mistranslations caused by cultural differences and/or difficult to comprehend phrases. There are currently two in-house native checkers who have lived in Korea for a prolonged period of time and are fluent in Korean. The translation is finalized after the check by the top checkers who mainly go over the overall structure and natural flow of the article. The objective of the translation team of *Newsweek Korea* is to come up with an easy to read natural target text while maintaining the accuracy of the original (<http://nwk.joongang.co.kr/>). Because of the reputation of both *Newsweek* and *Newsweek Korea* as a weekly magazine, relatively longer history of translation, and systematic methodology of translation, articles from these magazines are chosen as the data representing journalistic texts.

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### 3. Findings

The analysis reveals that translations of literary texts tend to be more source oriented than those of non-literary texts. Translations of *Newsweek* articles adopt different translation strategies than translations of literary or non-literary texts. Some of these strategies are adopted because of the specific instructions from their translation manual<sup>5)</sup> and others are adopted because of specific norms for journalistic texts. There is no one single translation strategy for the translations of non-literary texts because there are different sub-branches within them. The use of different strategies for different text types are found in title translation; adjustments made for colloquial, informal and sexually explicit expressions; restructuring of text order; adjustment of length; information expansion methods; and conversion method of units of weights, measures and currency. The analysis also reveals that the translators make adjustments if there is a knowledge gap of previously encountered texts between the source and the target readers.

#### 3.1. Title

The title of an article in *Newsweek Korea* is decided not by directly translating the English title, but by making a new title which explains the general content of the article in accordance with the norms for titles of Korean journalistic texts. For example, the English title of the article about the possibility of manufacturing counterfeit in North Korea is, *Is Your Money Real?* On the other hand, the Korean title is *Wicodaleuy wensancinun cangmaksok pukhan*<sup>6)</sup>

5) The manual consulted for this study is *Newsweek Korea Style Book*. It is an in-house unpublished manual printed in 1997 by Cwungangilposa.

6) The Yale Romanization method is used for transcribing *Hankul* (the Korean alphabet)

[*The origin of counterfeit is North Korea veiled behind the curtain*]<sup>7)</sup>. Another good example is the article about the European communication market. The English title is *Talk Is Cheap*, while the Korean title is *Yulep thongsinsicangeyto cayulhwa palam* [*There's a wind toward liberalization also in European communication market*]. As is evident from these two examples, English titles tend to be concise and suggestive while Korean titles are direct and explanatory.

For literary texts, the titles are usually translated very closely to the source, as in *Chaythelli puinuy salang* [*Madam Chatterly's Love*] for *Lady Chatterley's Lover* and *Phokphunguy endek* [*Hill of Storm*] for *Wuthering Heights*. One notable thing is that once the title is translated for the literary work, the same title is used for all the contemporary translations if there are multiple translations of the same work.

The strategies for the translations of titles of non-literary texts fall somewhere between those of *Newsweek* and literary texts. Out of eight texts, three follow closely to the source title, while five are changed. The Korean titles of *Don't Know Much About Geography* and *Don't Know Much About History* of *Don't Know Much About* series by Kenneth C. Davis are changed to *Kyokwaseeyse paywuci moshan seykyeycili* [*World Geography that You didn't learn from textbooks*] and *Kyokwaseeyse paywuci moshan yeksa* [*History that You didn't learn from textbooks*] respectively. Therefore it could be concluded that a new series of titles starting with *Kyokwaseeyse paywuci moshan* [*You didn't learn from textbooks*] are created for the English *Don't Know Much About* series. It is interesting to note that *Science Matters* is translated to *Kyokwaseeyse paywuci moshan kwahak iyaki* [*Tale of Science that You didn't learn from Textbooks*] and included in the *Kyokwaseeyse paywuci moshan* series.

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except for the well-known spellings such as *Seoul* and some proper nouns whose individual romanizations are known to me.

7) All the back translations are done by me. The back translation tries to follow the translated Korean text as closely as possible.

### 3.2. Colloquial, Informal and Sexually Explicit Expressions

Different situations require different types of language. Register is the term which distinguishes different varieties of languages in accordance with use. Halliday *et al.* state:

The category of register is needed when we want to account for what people do with their language. When we observe language activity in the various contexts in which it takes place, we find differences in the type of language selected as appropriate to different types of situation. (1964: 87)

According to them, the situation is determined not by the event or state of affairs being talked about but by the ‘convention’ that a certain kind of language is appropriate to a certain use (1964: 87, emphasis added). In other words, it is the ‘convention’ of a language community which determines the register level of a certain text type and can be different among different language communities for the same type of text.

There are three basic aspects in register: *field of discourse*; *mode of discourse*; and *tenor of discourse*. Field of discourse is an abstract term for ‘what is going on’, but not the same as the subject matter. We often come across fields that are characterized by a variety of subject matters. For example, journalistic text as a field may be about domestic policy, entertainment or science. Mode of discourse refers to the medium of the language activity. The basic distinction would be written and spoken language. Channel, as the vehicle through which communication takes place, is another important aspect of mode (telephone conversation, the business letter, etc. are examples of such). Tenor concerns the relationship between the addresser and the addressee. The basic distinctions would be polite-colloquial-intimate, on a scale of categories which range from formal to informal.

As Hatim and Mason (1990: 50) state, tenor variation can be an important translation issue, especially when translating between languages which are culturally distinct from one another. This is well illustrated by Namy's example which illustrates the need to shift tenor while interpreting between American and French trade union officials since the French trade union officials make deliberate use of an educated formal tenor, while their American counterparts conventionally do the opposite, displaying their working-class allegiance with liberal use of colloquialisms, etc. (1979 as quoted in Hatim & Mason 1990: 50).

The analysis reveals that there are some text type specific shifts incurred by the translators' effort to adjust tenor differences between the English source and the Korean target. Among the text types analyzed, Korean non-literary and journalistic texts tend to be more formal than those of English and there is a tendency to avoid colloquial, informal and sexually explicit expressions in Korean target texts. There is no such tenor difference for literary texts between English and Korean.

The following example is from *How to Make a Fortune on the Information Superhighway*, which is a book about the potential and methods of commercializing the Internet. In this example, the vivid description, 'bats hanging upside-down from the ceiling of the cave', used to describe how much a person is behind the times of the source is changed to a more subdued expression, 'living in a place without TV'. This adjustment is motivated by the translators' effort to meet the tenor requirement of the Korean non-literary texts, which are more formal than its English counterpart.<sup>8)</sup>

**【Example 1】**

***Source Text***

If you haven't heard the term Information Superhighway, you can probably look up right now and see bats hanging upside-down from the

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8) All the emphasis in the examples are mine.

ceiling of the cave in which you live. (PHFISE, p.1)

**Target Text**

텔레비전조차 없는 외딴 오지에 사는 사람이 아니라면 누구나 한 번쯤  
정보 고속 도로라는 말을 들어 보았을 것이다. (PHFISK, p.7)

Sexually explicit expressions are usually a taboo in Korean journalistic and non-literary texts and mentioned only when they are unavoidable. The following example is from *Newsweek*. This is an article about the possibility of universality in concept of what constitutes a beauty without the influence from outside. In this example, the more sexually descriptive expressions ‘orgasms’ and ‘infidelities’ are changed to more subdued expression ‘sexual attraction [*sengcek maylyek*]’.

**【Example 2】**

**Source Text**

When Randy Thornhill started measuring the wings of Japanese scorpion flies six years ago, he wasn't much concerned with the orgasms and infidelities of college students. (NWE June 3, p.49)

**Target Text**

6년 전 랜디 손힐이 일본産 밑들이벌레 날개의 치수를 재며 대칭 정도  
를 관찰하기 시작했을 때 그는 인간의 성적 매력에 관해서는 큰 관심을  
두지 않았다. (NWK June 5, p.17)

The following example is from *Lady Chatterley's Lover*. Unlike example 2, sexually explicit expressions are kept in the target text. This is because there are far less restrictions as to what could be expressed in the literary texts than those of journalistic and non-literary texts in Korean.

**【Example 3】**

**Source Text**

He too had bared the front part of his body and she felt his naked flesh against her as he came into her. (CLCE, p.139)

### **Target Text**

그도 또한 자기 육체의 앞부분을 드러냈다. 그가 자신의 몸 속으로 들어올 때, 그녀는 그의 별거벗은 맨살이 와 닿는 것을 느꼈다. (CLCK, p.210)

### 3.3. Restructuring of Text Order

With the aim of increasing readers' curiosity and interest, writers sometimes give indefinite information first followed by concrete information at a later stage. This technique is at times used in *Newsweek*. But in Korean journalistic texts, this method is seldom adopted. Therefore when the subject is first introduced in an indefinite form followed by concrete information in the source text, concrete information is provided from the very beginning in the target. Example 4 is one such example. This is from an article in *Newsweek*. This article is about the differences in handling of sexual harassment in business establishments. In the source, indefinite information 'Company A' and 'Company B' are first given, and later the concrete information 'Swedish pharmaceuticals company Astra USA' and 'Mitsubishi Motor Manufacturing of America' are provided. But in the target, the concrete information is given from the very beginning in accordance with the norms of Korean journalistic texts.

#### **【Example 4】**

##### **Source Text**

Here's a tale of two companies. Both are foreign owned, both are embroiled in scandals involving allegations of sexual harassment. Company A is confronted with the problem and punishes top execs. Company B stonewalls and mounts an aggressive campaign to discredit its accusers and portray itself as a victim of corporate slander.

For business schools looking for a few good case studies in damage control, last week was about as good as it gets. One was Swedish pharmaceuticals company Astra USA, a maker of asthma medications

and the popular anesthetic Xylocaine. When BusinessWeek published tales of wide ranging abuse at Astra's American subsidiary, outside Boston, the company quickly faced up to the problem and suspended its U.S. chief executive, along with two top lieutenants. Facing similar charges, Mitsubishi Motor Manufacturing of America opted for in your face denial. (NWE May 20, p.43)

#### Target Text

미국내 외국기업 2개 社가 성희롱 관련 스캔들로 곤욕을 치르고 있다. 스위스系<sup>9)</sup> 제약회사인 아스트라 USA는 비즈니스위크誌가 보스턴 근교에 위치한 아스트라 자회사에서 여러 가지 부당행위가 자행되고 있다고 보도하자 즉각 이 문제에 적극 대응해 자회사 사장과 고위간부 2명을 정직 조치했다. 미쓰비시 자동차 미국 자회사는 비슷한 사건에 대해 전면 부인하는 길을 택했다. (NWK May 22, p.58)

### 3.4. Adjustment of Length

In some translation situations, there exist implicit and/or explicit constraints, and one of them is length. For example, in a subtitling situation, there is a limit as to how many words or letters the translator can put on the screen. In data analyzed, translations of *Newsweek*, *The Dilbert Principle*, and *The Gene Wars* show substantial amount of deletion and/or summarization, while translations of all the literary texts and other non-literary texts show little deletion or summarization.

*Newsweek Korea* tries to maintain the same page length as its English counterpart. Among fourteen articles, ten articles maintain the same page length. The size of the font used in *Newsweek* is smaller than that of *Newsweek Korea*. According to the *Newsweek Korea* translation team, if the same amount of material is printed, the page length of *Newsweek Korea* will be approximately 1.2 to 1.3 times that of *Newsweek*. Since the size of the weekly magazine, *Newsweek* and *Newsweek Korea* is the same, substantial

9) Translation error by the *Newsweek* translation team.

deletion or summarization is made in some of the translations.

According to *Newsweek Korea Style Book*, the prime candidates for deletion and/or summarization are: (a) adjectival or adverbial phrases which contain subjective opinion of the author; (b) description of appearance, preference and interests; (c) quotation; and (d) sentences which contain subtle nuances stemming from cultural and/or life style differences. Another prime candidates are: (a) information not important to the Korean readers; (b) detailed information which does not increase comprehension; and (c) information already known to the Korean readers (Cwungangilposa 1997: 17-20).

Two translations of non-literary texts, *The Gene Wars* and *The Dilbert Principle*, show deletion of information without explicit page length limitation as *Newsweek Korea*. Since the original is a fairly thick book, the translator of *The Gene Wars* deletes sentences which contain information not directly related to the main topic.

In *The Dilbert Principle*, some of the cartoon strips and examples are deleted when multiple copies are provided for the same subject in the source. Even though the original is not as thick as *The Gene Wars*, the translator decides to make significant deletion. For example, in chapter 2 and 3 alone fifteen cartoon strips out of forty-seven and all nine examples are deleted, while only one paragraph is deleted from the main text.

### 3.5. Information Expansion Methods

A language community shares a great deal of information because of their mutual cultural and historical background. If the target audience does not have the same knowledge base as the source audience and if the translator decides to keep the information, this information gap is often mediated by the translator to maintain the ideal level of informativity. There are several methods used by translators: (a) explanation within the text; (b) explanation in parenthesis within the text; (c) explanation by translator's note within the text;

(d) explanation by footnote; or (e) explanation in glossary. It is observed that translators use different information expansion method for different text types. Translation of *Newsweek* only use the first method, the translations of literary texts use only second and third method while translations of non-literary texts use all five methods.

The following example is from *Newsweek* where the information is expanded within the text.

**【Example 5】**

**Source Text**

Last year the Italian designer dropped her trademark minimalism for the so-called “beauty of ugliness” [...] (NWE April 15, p44).

**Target Text**

디자인과 장식을 최대한으로 줄인 종래의 미니멀리즘 패션 대신 이른바 「추한 美」의 개념을 도입했다. (NWK, April 22, p.80)

Example 6 below shows the expansion of information by note. It is from *A Brief History of Time* by Steven Hawking. In order to avoid confusion, the translator uses a different numbering system from the original footnotes by the author for the footnotes added by the translator and explains this in the beginning of the translation.

**【Example 6】**

**Source Text**

An explanation was provided only much later, in 1687, when Sir Isaac Newton published his *Philosophiae Naturalis Principia Mathematica*, probably the most important single work ever published in the physical sciences. (PBHTE, p.5)

**Target Text**

이에 대한 해명은 오랜 뒤 1687년도에 아이작 뉴턴\*이 《자연철학의 수학적원리 (Philosophiae Naturalis Principia mathematica)》란 저서 — 아마도 물리과학에서 출판된 가장 중요한 서적 — 를 출판함으로써 비

로서 이루어진 것이다. (PBHTK, p.26)

\*뉴턴 (Isaac Newton; 1642-1727) 영국의 수학자 · 물리학자 · 천문학자.  
1666년 빛의 분산, 미적분법 발견. 1668 망원경 발명. 1687년 만유인력  
의 법칙 및 운동의 법칙을 확립

### 3.6. Units of Weights, Measures and Currency

Koreans use different units of measures and weights than the traditional British system. In Korea, the metric system is used while many English texts present weights and measures in miles and pounds. Because it is difficult for average Korean readers to grasp the value if expressed in the traditional British system, translators sometimes change them into the metric system familiar to the target readers. They are more often changed in the translations of non-literary texts than those of literary texts. In fact only two translations out of eleven literary texts convert the value, while three out of six non-literary texts and all the translations of *Newsweek* articles convert them. This is because the translation purpose of non-literary texts and *Newsweek Korea* are often to render information and converting to the target culture familiar metric system makes it easier for the target readers to grasp the value. On the other hand, the translation purpose of literary texts generally is to import the source culture to the target and it became customary to keep the source system.

The following is an example from *Don't Know Much About Geography*, one of the six non-literary texts analyzed, where the measure is changed from the traditional British to the metric system.

#### **【Example 7】**

##### **Source Text**

Using various estimates of modern equivalents, his Earth measured about 25,000 miles, very near to its actual measurement at the poles of 24,860 miles. (PDNGE, p.34)

##### **Target Text**

스타이아 단위를 오늘날의 측정 단위로 환산하면 그가 추정된 지구의

둘레는 약4만 킬로에 이르는데 이는 지구 양극을 잇는 실제 측정이  
39,776킬로에 거의 다가간 수치이다. (PDNGK, p.31)

Monetary units usually differ from country to country. But among the texts analyzed, only *How to Make a Fortune on the Information Superhighway* converts the monetary unit with then current Korean exchange rate. It is easier for the target reader to grasp the value when the monetary unit is converted, but they are less frequently converted than units of weights and measures. The following three could be the possible reasons for this: firstly unlike units of measures and weights whose conversion rate stays the same, the currency exchange rate fluctuates all the time, and therefore the conversion rate stays valid only for a short period of time; secondly Korea had not established direct international economic relations with English speaking society before its independence in 1945, and for this reason there is no exchange rate which can be applied for the texts with monetary unit before the independence; and thirdly since the value of the currency changes over time, sometimes it is difficult for readers to grasp the value even in their own currency.

### 3.7. Allusions and Quotations

An intertext is one or more texts which the reader must know in order to understand a work of literature in terms of its overall significance (as opposed to the discrete meanings of its successive words, phrases, and sentences) (Riffaterre 1990: 56). Authors of literary and non-literary texts sometimes use allusions and/or quotations from other well-known works. When that particular quotation or allusion is not familiar to the target readers, translators often expand information in order to bridge the gap. They often mention the fact that the particular passage is from the other text and make reference to the particular situation. As a result, the Korean readers can understand the allusion without the prior knowledge of the other text. The following is one such example. It is from *Jane Eyre* and it contains a quote from *Macbeth*. Since

quotes from literary works of English are not as well known to the Korean readers as to the source readers for whom the text is originally intended, the translator adds a reference.

**【Example 8】**

**Source Text**

Yes, after lifes fitful fever they sleep well, I muttered. (CJEE, p.137)

**Target Text**

「그렇지요. — <하염없는 인생의 열병을 끝낸 후 편안히 쉬고 있다.>  
(맥베드의 3막 2장, 맥베드가 덩컨을 죽인 다음 한 말)」(CJEK, p.130)

One of the most well known texts in the western civilization is the Bible. Among the data analyzed three classical literary works contain quotations from the Bible: *Wuthering Heights*; *Jane Eyre*; and *Tess of the D'urbervilles*. There are about eight different versions of bible translation in Korean as of 1998. Among them only two versions, *Kayyek Hankulphan* and *Kongtongpenyek* are used in church services. Catholic and the Methodist Church use *Kongtongpenyek* and all the other denominations use *Kayyek Hankulphan*.

In all four translations of *Wuthering Heights*, the translators explicitly state that the particular passage is from the Bible<sup>10)</sup> when there are quotations from it, but use their own translation. Three translations of *Wuthering Heights* adopt plain style, while the translation of Kang Pong Sik adopts the style of bible translation. The translations of *Jane Eyre* and *Tess of the D'urberville* use translations from *Kayyek Hankulphan* for quotations from the Bible.

#### 4. Conclusion

The analysis reveals that the mediation method varies among the translations of

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10) Some of the translations only partly mention that the passage is from the Bible.

different text types. Generally speaking, translations of literary texts tend to be more source oriented, while translations of non-literary texts and *Newsweek* are more target oriented. This is because the literary texts are often translated to import the foreign culture and literal translation can better render the flavor of the original. In other words, there is little limitation incurred by convention in literary texts. As for allusions and quotations, there are more of them in literary texts and additional information is often provided by translators to bridge the information gap. Journalistic texts have specific norms developed over a long period of time. The translation team of *Newsweek Korea* makes adjustments to abide by these norms. There are also specific norms for non-literary texts and translators of non-literary texts make adjustments to abide by the norms of this text type.

The different translation strategies discussed in this paper for different text types are the result of translators endeavor to create target texts which are being like other texts of this kind. Neubert and Shreve state:

There are only a limited number of ways to achieve ones communication goals. A speaker or writer is always constrained by expected forms of speaking or writing. A translator must match these expected forms to the target text in order to achieve his or her objectives. (1992: 119)

These expected forms are developed by intertextuality. Translators explicit knowledge of intertextuality standards of the text type they are translating is essential in creating a target text which meets the expectations of the target society.

Accumulation of translation data by *descriptive translation studies* can be the basis in establishing theoretical framework and generalization which can be used as an essential tool in translation teaching, translation criticism, translation policy making, and translation aids. It is hoped that this study, though limited in scope, can make some contribution to such purpose. It is also hoped that

this study can help translators identify the potential problem created by the differences in the standards of intertextuality, and show options available for different translation situations and guidelines for the best solutions.

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[Appendix] Table 1. List of Texts Mentioned<sup>11)</sup>

	Title	Author Translator	Abbr	Year	Publisher
S	<i>How to Make a Fortune on the Information Superhighway</i>	L.A. Canter & M. S. Siegel	PHFISE	1995	Harper Collins
T	<i>Inthenays picunisu</i>	Pak Kil Pu	PHFISK	1995	Seycong Seccek
S	<i>Science Matters</i>	R.M. Hazen & J. Trefil	PSME	1991	Anchor Books
T	<i>Kyowaseeyse paywucimokhan kwahak iyaki</i>	I Chang Huy	PSMK	1993	Koreaone Media Inc.
S	<i>The Dilbert Principle</i>	S. Adams	PDPE	1996	Harper Business
T	<i>Tilpethu pepchik</i>	I Un Sen	PDPK	1996	Hongik Chwulphansa
S	<i>The Gene Wars</i>	R. Cook-Deegan	PGWE	1994	W.W. Norton & Co.
T	<i>Inkangeynom phuloceyktu</i>	Hwang Hyen Suk et al.	PGWK	1994	Minumsa
S	<i>Wuthering Heights</i>	E. Bronte	CWHE	1990	W.W. Norton & Co.
T	<i>Phokpwunguy entek</i>	Kim Cong Kil	CWHK1	1994	Sinwen Munhwasa
T	<i>Phokpwunguy entek</i>	Kang Pong Sik	CWHK2	1996	Cwungangmitie
T	<i>Phokpwunguy entek</i>	Kim Hyen Kyek	CWHK3	1994	Hakwensa
T	<i>Phokpwunguy entek</i>	Yu Hyey Kyeng	CWHK4	1994	Sotam Chwulphansa
S	<i>Jane Eyre</i>	C. Bronte	CJEE	1985	Penguin Classics
T	<i>Ceyin Eye</i>	Kim Mun Yeng	CJEK	1995	Hase Chwulphansa
S	<i>Tess of the D'urbervilles</i>	T. Hardy	CTDE	1985	Penguin Classics
T	<i>Theysu</i>	I Ho Kyu	CTDK	1996	Hyewen Chwulphansa
S	<i>Lady Chatterley's Lover</i>	D.H. Lawrence	CLCE	1961	Penguin Books
T	<i>Chaytelli puinuy salang</i>	Payk Nan Yeng	CLCK	1994	Hyeywen Chwulphansa
S	<i>School for Scandal</i>		NWE	1996	May 20, p.43
T	<i>Senghuylong sukhayntuley sangpangtoyn tayche</i>		NWK	1996	May 22, p.58
S	<i>Is Your Money Real?</i>		NWE	1996	June 10, pp.10-14
T	<i>Wicotalleuy wensancinun cangmak sok pukhan</i>		NWK	1996	June 10, pp.14-20
S	<i>The Biology of Beauty</i>		NWE	1996	June 3, pp. 46-54
T	<i>Alumtawunmilan muesul malhanunka</i>		NWK	1996	June 5, pp. 14-23

11) S stands for Source and T stands for Target.

## 영한번역에 나타난 상호텍스트성의 역할

곽 성 희

(숙명여자대학교)

상호텍스트성은 주어진 텍스트를 생산하고 수용함에 있어 참여자들이 과거에 접한 다른 텍스트에 의존하는 모든 방식을 포괄하며, 그 대표적인 예로 인용과 인용 등을 들 수 있다. 이와 더불어 상호텍스트성에 의해 자신의 고유의 특성을 갖춘 텍스트 유형이 창출되며, 독자가 법률문건과 문학작품이 서로 다른 유형의 텍스트임을 인지할 수 있게된다. 텍스트 유형별 고유의 특성은 장기간에 걸쳐 만들어진 것이므로 언어·문화권이 다르다면 같은 유형의 텍스트라 할지라도 상호텍스트성이 상이할 수 있다. 본 연구의 목적은 상호텍스트성이 번역과정에 미친 영향 분석이며, 사용된 자료는 비문학 텍스트 8권, 문학텍스트 11권 과 14편의 뉴스위크 기사의 원문과 번역문이다.

자료 분석 결과 텍스트 유형에 따라 일부 다른 전환이 일어났음을 알 수 있다. 일반적으로 문학번역이 비문학 번역이나 뉴스위크 번역보다 더 원문에 충실하게 번역되었는데, 이는 문학번역의 주목적이 출발언어의 문화를 수입하기 위한 것이고 비문학이나 뉴스위크 번역의 주목적이 정보전달임을 감안하면 당연한 결과라 할 것이다. 이와 더불어 뉴스위크 한국판은 뉴스위크 한국판 번역 지침서에 명시된 것을 포함하여 한국어 기사체의 특성에 적합하도록 전환된다.

그 차이점을 구체적으로 살펴보면 제목번역, 구어적 표현비격식적 표현노골적인 성적표현의 번역, 텍스트 재구성, 길이 조절, 추가정보 제공 방법, 도량형·화폐단위 번역 방법 등에서 텍스트 유형에 따라 상이한 번역이 일어남을 알 수 있다.