

Cultural Translation: A Case Study of Kyeongbokgung Palace

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I. Introduction

Culture as a mainstay of academics in the 21st century has multifarious facets.¹⁾ Of those broad ranges of culture, this paper is mainly concerned with the communicative part, that is, the linguistic transformation of the source text to the target text. A language is both a part of culture and a medium through which the other parts of culture are expressed; different languages adopt

1) Culture is deeply related to our life, and any sociological phenomenon cannot be explained without referring to culture, e.g. literature, linguistics, communication, sociology, anthropology, archeology, education, psychology, etc. Different areas of academics and different scholars provide different definitions of culture; e.g. Anthropology (Geertz) Psychology (Singer) Ethnography (Carbaugh) Communication (Hofstede) etc.

different devices to reflect their perception and tradition. The gap between the original language and the target language decides the extent of the equivalence limitedness of the translation, and the reconciliation of the cultural differences goes to the translator's responsibility. This paper is concerned with the cultural implication shown in the webpage of Korean palaces, and examines the role of translator in the cultural translation.

The concept of the cultural translation, from a broader vision, denotes the emergent field of cultural studies as well as a performative theory of sociology.²⁾ Cultural translation, while used in the discipline of social sciences to evaluate cultural phenomena, does not capture that meaning in translation. Therefore the cultural translation in this paper refers to the process of cultural transmission during a linguistic translation of a text, or at most a cultural transposition of ideas from one culture to another.

This paper selects the official homepage of Kyeongbokgung palace (<http://www.royalpalace.go.kr>), and the website information is reviewed based on Korean-English comparison tablet.³⁾ Analyzing the homepage information from the translation perspective, this paper will review the linguistic transference of cultureme,⁴⁾ or cultural transfer, and the way how the translator delivers the Korean culture to English.

2) Cultural translation in a broader sense is regarded as a synonym for hybridity. The hybridity in the sense of Bhabha(1994) is subversion of the minority culture to the dominant culture in the global community. But this paper is only concerned with the narrower sense of cultural translation, that is, linguistic transformation.

3) Besides Kyeongbokgung palace, Korea has 4 more palaces in Seoul. Unfortunately the information (Korean/ English) provided by the other 4 webpages is not clear enough to discuss translation; the given information of Korean and that of English do not have much relation both in the volume and the content. They might not be called translation. Only Kyeongbokgung palace is adequate enough for comparison between Korean and English translation.

4) Culturemes, the cultural features of language include ecology, material culture, social culture, religious culture, and linguistic culture.

II. Culture

Culture is an abstract construct, and has many facets to interface with other academics. The concept of culture was firstly defined by Kroeber and Kluckhohn as a traditional crystallization with traditional values at the center of the culture.⁵⁾ Since then, many new definitions have appeared: Most frequently referred definition of culture in communication and business is provided by Hofstede (1980; 1997/2005): An alternative is Bates and Plog (1990) who postulate the culture as the typical ways of living built up by a people: Eventually Newmark (1988) gives a definition of culture in translation.

Culture is a collective programming of the mind which distinguishes one group from another (Hofstede 1980 25: 2005 4)⁶⁾

The system of shared beliefs, values, customs, behaviors, and artifacts that the members of society use to cope with their world and with one another, and that are transmitted from generation to generation through learning (Bates and Plog 1990, 7).

Culture is as the way of life and its manifestations that are peculiar to a community that uses a particular language as its means of expression (Newmark 1988, 94).⁷⁾

5) As early as 1952, Kroeber and Kluckhohn listed 164 definitions of culture that they found in the anthropology literature.

6) According to Hofstede (1997), culture is a complex composed of many layers such as symbols, heroes, rituals and values; each different layer manifests itself in different ways and is situated at different levels of depth; symbols represent the most superficial, and value the deepest manifestations of culture, with heroes and rituals in between. The outer layer of cultural complex is easier to understand, but as the layer goes down into depth, the understanding gets harder.

7) Newmark further classified culture into five categories: Ecological culture such as plants, animals, winds, landscape, etc., material culture such as food, clothes, transport, etc., social culture such as work and leisure, culture of organizations,

1. Culture and Translation

On the basic premise that translation was a transaction between two languages (Catford 1965: 20), translation is the replacement of textual material in one language by equivalent textual material in another language: translation comprises a substitution of TL(Target Language) meanings for SL(Source Language) meanings. The two most important aspects of translation, language and culture, are inextricably bound up together to make cultural terms. As culture is a complicate complex, cultural translation raises questions related to translatability, comprehension, and loss of meaning, and challenges the binary property of the original text and the translated text.

As for translating cultural terms, Newmark (1966) proposes transference and componential analysis.⁸⁾ Sperber & Wilson(1986) introduces relevance theory⁹⁾ in communication holding that every act of communication is an ostensive-inferential process, and that cognitive context is a dynamic process and is chosen, not given (1986: 15).

... all that is required is that the properties of the ostensive stimulus (i.e. the utterance) should set the inferential process on the right track; to do this they need not represent or encode the communicator's informative intention in any detail. (Sperber & Wilson 1986/1995: 254)

customs, activities, procedures, concepts and culture of gestures and habits (83).

8) Transference gives "local colour," keeping cultural names and concepts, and componential analysis is "the most accurate translation procedure, which excludes the culture and highlights the message" (Newmark, 1988:96)

9) Grice (1975/1989) laid the foundation on Sperber & Wilson's Relevance Theory in communication. Grice gave fundamental insights on the mechanisms of successful communication in his theory of conversational implicature (the cooperative principle and four maxims). The relevance theory explicit/implicit distinction reflects Grice's implicature, but is based on a fundamental principle of human cognition, that is, linguistic decoding and inference.

Sperber & Wilson's relevance theory saying that communication does not take place solely by encoding and decoding processes of communication, but by the communicator providing evidence of the communicative intention, is incorporated into the translating process by Gutt (2000). Gutt investigates translation from a relevance-theoretical perspective: translation, as a form of communication,¹⁰⁾ is treated as the interlingual interpretive use of language in which the translator tries to express the thoughts of the original text into another language. Therefore the objective of translation in Gutt's relevance theoretic perspective is to reach the desired level of interpretive resemblance.

2. Translating Process

Language being in effect of a vehicle of the culture, the cultural terms in translation are composed of the processes of cultural transaction. Particularly, culture having various layers, the cultural translation needs awareness; the purpose of translation, levels of culture, and the transposition of thoughts expressed in one language into the appropriate expression of another language. Let us briefly review the translating process: translation as a part of communication is subject to the communication process. Similarly to the communication procedure, cultural translation needs not only decoding of ST and encoding of TT, but it needs the process of transferring culture, namely recoding step across cultures.

Therefore cultural translation is the process of finding relevant correspondence in the target culture to ensure credibility to the target reader: it should consider communicative intention, which entails the cultural translation procedure of decoding, recoding and encoding(Karamanian).¹¹⁾

The three step analysis on the cultural translation above mentioned is

10) Relevance theory distinguishes between descriptive and interpretive use of language.

Gutt distinguishes interpretive resemblance from descriptive accuracy(218).

11) The translation procedure is generally assumed as input-output or decoding-encoding.

similar to Gutt's competence oriented approach to translation (205) in the sense that translators understand the laws of effective communication with the receptor audience in the domain of communication.

Gutt provides a unified account of translation in terms of interlingual interpretive use of language: direct translation is a kind of interlingual resemblance in which the translation conveys the explicit content of the original (129). Indirect translation accepts the fact that the whole meaning of the original cannot be conveyed across contextual chasms; the translator does not purport to convey all the assumptions of the original but only those that are deemed relevant to the receptor audience. Indirect translation is "a flexible, context-sensitive concept of translation ... which allows for very different types of target texts to be called translation" (Fawcett 138).

3. Cultural Translation and Homepage Information

With the translation strategy mentioned in 2.1. and the translation process in 2.2 in mind, let us consider homepage translation. The homepage is a virtual space enumerating a wide array of information. Typically, the home page serves as an index or table of contents to other documents (<http://www.webopedia.com>), and works as a communication tool or a data transferring method.

According to TIA (Travel Industry Association of America), 67% of American travelers used the internet for information. As the widespread use of internet brought about the increase in on-line travelers, internet homepages are becoming more important for information. Actually the homepages of tourist attractions have a great impact on the tourist's destination decision and tourism promotion.

The homepage dealt with in this paper is for a royal palace, which attracts most tourists from abroad.¹²⁾ Especially, web sites of palaces retain more than

12) Actually the palace in Korea is the No. 1 destination for the foreign tourists.

commercial meanings; they are containers of historical and factual significance and therefore should become a reliable source of information.

3.1. Homepage Information in Intercultural Communication

The homepage provides the venue for the tourists to meet the destination culture; it is the interaction of the destination culture with the tourist's culture; it is the transferring process of the target culture to the receptor's culture. In this way tourism provides a venue for the active way of intercultural communication.

Incorporating tourism into translation is provided by the language service in the webpage. Of many ways of contacting the target culture,¹³⁾ this paper is mainly concerned with the written materials of cultural translation. Cultural translation is proceeded by three steps; it is decoding the target culture, and recoding by the communication mediator (translators, interpreters, or tourist guides), and eventually encoding the receptor's culture. With the translation process in mind, the official homepage of the Kyeongbokgung palace, one of the major tourist attractions in Korea, will be reviewed and the ways of cultural translation of Korean-English will be discussed.

3.2 Homepage Information and Translation

The purposes of homepage are dual aspects: one is to attract the people and the other is to spread information. In accord with these purposes, the homepage is carefully designed for user-friendly. When the homepage provides

13) As for the tourists, when they visit they have contact with the target culture in a variety of ways. Using their senses they experience the target culture by the written forms of cultural translation, e.g. brochures, leaflets, official homepages, etc. They read the target culture, and by the tourist guide or the cultural mediator of the target culture the cultural transferring is conveyed.

the language services, translation should follow the basic policy of the homepage creation. Now, let us consider the homepage translation of Kyeongbokgung palace.

Translation is an inter-lingual process of one language to another. This translation process is explained based on the characteristics of texts. The types of text are broadly classified into literary, non-literary, and hybrid, with the salient feature of extended and accessory meanings and obligatory meaning. Compared with the literature translation, non-literary, or scientific translation is explicit to convey the message of the source to the target text.¹⁴⁾

If it is so, which type of text does the homepage information on the Kyeongbokgung palace belong? The homepage information is not directly dealing with the literature, or with the scientific information. The material it is dealing with is culture, but the transferring message is explicit information, and the target audience is not the professionals but the tourists or someone interested in the Korean palace. Therefore the homepage information belongs to the third type of text, hybrid. Then how should this kind of hybrid text be translated?¹⁵⁾

To exemplify the hybrid text type translation, this study aims to review the official homepage of Kyeongbokgung palace, which is translated from Korean into English. Firstly, 15 spots from the official homepage of Kyeongbokgung palace were selected and the Korean-English comparison tablet was made. Then, the English translation of the official homepage of Kyeongbokgung palace was reviewed based on Baker's (1992) taxonomy for equivalence (word level, grammatical level, textual level and pragmatic level). And the output of reviewing translation is explained by Gutt's Relevance theory.

14) The direct or indirect translation of Gutt will be applied to explain the text typology and translation.

15) Translation offers unique opportunities for cross-cultural communication, but it also involves important limitations, and risks.

III. Case Study

Kyeongbokgung palace as the government seat of Chosun and the cultural, historical center for the previous area has the official homepage with an average 12,543 daily visitors, and is administered by Cultural Heritage Administration of Korea. The palace as a total cultural asset, displays the lifestyle and philosophy of royal ancestors. The official homepage of the palace includes not only specific information on the palace, e.g. layout, architecture, functions of buildings, but also it shows the national attitude toward the royal ancestors, e.g. special terms for designating king or king-related things. There are lots of professional terms to explain the old architecture, the old Korean language, and honorific terms for the royal ancestor, the kings. In this way, the Korean explanation on the palace contains the culturemes, which seem to be difficult even to the Koreans. On the process of translating the source text of the palace homepage into the target text, English, the culturemes are subject to the cultural transfer. With comparing and reviewing the Korean-English translation, the process of cultural translation is to be considered.

1. The Korean- English Transferring Tablet¹⁶⁾

The Korean-English Transferring Tablet is composed of 15 spots of Kyeongbokgung Palace. Each has Korean information and English translated version. Comparison of Korean-English tablet is summarized as follows (the underlined denotes the missing part, and the Italic the altered):¹⁷⁾

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- 16) The distinctive trait of the homepage information is limited in space and is available for renovation anytime. The homepage is up-to-dated either need-based or regularly. When the webpage is renovated, the given information (either Korean or English) is conceded to the new version. Therefore the homepage can keep the fresh impression to the users.
- 17) Cultural Heritage Administration of Korea has a plan to post new English translation. The administration has two professional translators, but the existing

Korean Explanation 2	English Translation
<p>광화문_ 1900년대 광화문은 경복궁의 정문이다. 광화문은 ①중층으로 된 ②문루를 받치는 ③기단석축에 세 개의 ④홍예로 이루어져 있는데, 중앙의 홍예로는 왕이, 좌우의 홍예로는 왕세자와 신하들이 출입하도록 하였다. ②문루(門樓)에는 종을 걸어 때를 알리는 데 사용하였다.</p>	<p>Gwanghwamun in the 1900s Gwanghwamun is the main gate of the palace. It has ①'a double-roofed pavilion over three ④'arched openings set in ③'a high stone foundation. The king used the central arch, while the crown prince and officials entered through the openings on either side. ②'The gate pavillion housed a bell, which announced the time of day.</p>

Korean Explanation 3	English Translation
<p>▲ 동십자각 동십자각은 궁성의 동남쪽 모서리에 서있는 ①각루(角樓)이다. 궁성 담장이 헐리면서 현재와 같이 길 한가운데 서있게 되었다. ②동십자각은 서십자각과 함께 궁성 전면 양 모서리에 궁궐 안팎을 감시할 수 있도록 세운 것인데, 서십자각은 일제강점기에 헐려버렸다.</p>	<p>This watchtower is situated at the southeastern corner of the palace. With the demolition of the palace walls, it sits in the middle of a busy intersection.....②'..... The western watchtower on the other side of the palace was torn down in 1923 during the Japanese occupation.</p>

translation was done by the outsourcing professional translators, and the date is not marked. The translation policy given by the administration is minimum, that is, readability. At present, the administration is making a guideline for the translation especially concerned with Names; regarding the content, the translator's sense is most respected and the produced translation goes to the proof reading process by the native speakers (p.n. JWP the in-house translator in CHAK, and CRS, the professional translator & instructor). As for the other case, the Chinese-English translator in Hongkong (AJH) is interviewed by e-mail: *there is no particular translation policy at the Centre but I have noticed that they adjust their requirement to the target audience and I take that into account when I do translations.*

Korean Explanation 4	English Translation
<p>▲ 흥례문과 ① 좌우행각</p> <p>② 흥례문 일곽의 가운데에는 백악으로부터 흘러 내려온 물 즉, 금천이 서에서 동으로 흐르도록 한 ③ 어구가 있고, 어구의 중앙에 영제교(永濟橋)라는 다리가 놓여 있다. ③ 어구(御溝)는 어구와 영제교는 근정문에서 이루어지는 왕과 신하들의 조회 시에 신하들이 도열할 위치를 구별하는 경계이기도 했다.</p>	<p>▲ Heungnyemun and ① 'corridors on the left and right.</p> <p>②' <i>The corridors extending out from Heungnyemun form an enclosure.</i> In the middle of this enclosure is Geumcheon Stream, which was designed to flow <u>through the palace</u> from the west to the east after coming down from Mt. Baegak.</p> <p><u>A bridge called Yeongjegyo is located at the center of this stream.</u> ③' <i>A streamThe palace stream and Yeongjegyo Bridge acted as a boundary that marked where the court officials stood during their regular audiences with the king.</i></p>

Korean Explanation 5	English Translation
<p>◀ 근정문</p> <p>근정문에서는 왕과 문무백관이 ① 조참의식(소조회)을 행하였다. 또는 ② 즉위식이 거행되기... ..</p> <p>③ 흥례문 일곽에서는 조회뿐만 아니라 ④ 국문이나 교서반포 등이 이루어졌으므로, 궐내각사와 ⑤ 빈청의 관원들이 원활히 움직일 수 있는 문이 필요했고 그 역할을 유화문(維和門)이 한 것이다.</p>	<p>◀ Geunjeongmun Gate</p> <p>Geunjeongmun was used for ①'small audiences between the king and his civil and military officials. It was also where ② 'coronations were held.</p> <p>③' <i>On the northwest of Heungnyemun's enclosing corridors was Yuhwamun Gate <u>leading to the assembly halls and administrative buildings in the west.</u></i> In the Heungnyemun enclosure, in addition to regular audiences granted by the king, other governmental activities took place, such as the ④ 'interrogation of serious criminal offenders and the promulgation of royal edicts. A gate was necessary for officials working in ⑤' <i>the assembly halls and the administrative buildings to move easily in and out of the area.</i> Yuhwamun Gate was used for this purpose. ⑥' <i>The <u>Headquarters of the Japanese Government-General of Korea</u> was built in the Heungnyemun enclosure. In 2001, after the demolition of this colonial building, <u>the area was restored to the original design.</u></i></p>

Korean Explanation 6	English Translation
<p>◀ 근정전(국보 제223호)</p> <p>근정전(勤政殿)은 경복궁의 정전(正殿)이다. 왕이 신하들의 ①조하(朝賀: 조회의식)를 받거나 공식적인 ②대례(大禮) 또는 사신을 맞이하던 곳이다. 정전인 근정전은 궁궐 내에서도 가장 규모가 크고 격식을 갖춘 건물로 <u>면적도 가장 넓게 차지하고 있다.</u> 중층으로 된 근정전 건물은 ③2단의 높은 월대(月臺) 위에 자리하고 있으며 ... ④남쪽 행각의 가운데에는 3칸으로 구성되어 있는 근정문이 있으며 좌우에 ...</p> <p>정전 영역의 입구인 근정문은 왕과 신하가 만나는 조참(朝參) 행사를 하는 곳이다....</p>	<p>◀ Geunjeongjeon Hall(National Treasure No. 223)</p> <p>Geunjeongjeon is the Throne Hall, where the king granted ①'audiences to his officials, presided over ②'large official functions and met foreign envoys. Geunjeongjeon is the largest and most formal hall in Gyeongbokgung. The two-tier edifice stands on ③'a high platform reached by stone steps.</p> <p>④Geunjeongmun Gate is situated at the center of the southern corridors. On the left of...</p> <p>Geunjeongmun Gate, the entrance to the Throne Hall enclosure, was where the king and his officials gathered for weekly meetings.</p>

Korean Explanation 7	English Translation
<p>..... 다듬은 <u>박석이 깔려</u> 있는데, ... <u>세심한 배려가 엿보인다.</u> 이 마당에서는 노인들을 격려하는 기로연(耆老宴)이나 ①과거시험도 치러졌다.</p> <p>중심 건물인 근정전은 ②'천하의 일은 부지런하면 잘 다스려진다' 뜻이 담겨 있는 건물이다.</p> <p>.....기둥머리를 화려하게 장식하였으며, ③기단인 월대의 귀퉁이나 계단 주위 난간 기둥에 ④신상과</p>	<p>.... The courtyard is paved with <i>thin, wide and rectangular stones</i>.... In the courtyard, other important functions took place, such as <i>parties for elderly civil servants</i> and ①'qualifying examinations for appointment to civil <u>offices</u>.</p> <p>The name “Geunjeongjeon,” the central building, means ②“<i>diligence helps governance</i>.”</p> <p>..... <i>the tops of the pillars</i> are elaborately decorated. There are sculptures of ③'<i>4 directional guardians</i> and 12 Chinese zodiac animal signs at the corners of the</p>

<p>12지신상을 <u>간결하지만 재치있게 조각해 놓았다</u>. 정전의 안쪽은 바닥에 ④ <u>전돌을 깔고</u>, 천장에는 ⑤ <u>칠조룡을 조각하여 장식하였다</u>.</p>	<p><i>foundation and on the banisters around the stairs. The hall interior is open to the second story and the floor consists of ④'large square blocks with elaborate designs, ⑤'A pair of sculpted dragons decorates the ceiling.</i></p>
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Korean Explanation 8	English Translation
<p>2단으로 된 월대에는 정면 중앙에 ① <u>담도를 두어 봉황을 조각하고</u>, 그 좌우에는 작은 <u>계석을 놓고 계석의 <u>우석으로</u></u> ② <u>해태를 조각했으며</u> 계석 측면에는 ③ <u>당초문을 새겼다</u>. 근정전 기단 상부에는 <u>전석을 깔고</u>, 전면 좌우에 청동 향로를 배치하였으며 하월대 동 서측 계단 옆에 ④ <u>무쇠 드므를 놓아 화재에 대비했다</u>.</p>	<p>①<i>A palanquin path is at the center of the flight of steps on the two-tier foundation ; it is decorated with Chinese phoenixes. On the left and right of the path of the foundation are stone parapets, with sculptures of ②'Haetae, the legendary animal of judgment. ③'Arabesque patterns are engraved on the sides of the stone steps. The foundation itself consists of large stone slabs and bronze censers are placed to the left and right of the parapet. ④'Wide-mouth basins, filled with water, are located at the top of the front steps to the east and the west of the hall, ⑤a symbolic gesture to ward off the fire spirit descending from heaven with a malicious intention of starting a fire.</i></p>

Korean Explanation 9	English Translation
<p>◀ <u>사정전</u> ① <u>편전(便殿)은 왕이 평소에 정사를 보고 문신들과 함께 ② 경전을 강론하는 곳이다</u>. 또 <u>중친, 대신들과 함께 주연을 즐기고, 왕이 직접 지켜보는 가운데 과거 시험을 치르기도 한 곳이다</u>. 사정전과 사정문의 이름은 ③ <u>정도전이 지은 것으로</u></p>	<p>◀ <u>Sajeongjeon Hall</u> ①<i>The official quarters were where the king handled state affairs and ②'studied Chinese classics with his civil servants in normal times. The quarters were also where he threw parties for his relatives and ministers and supervised qualifying examinations for the civil service.</i> Sajeongjeon Hall and Sajeongmun Gate were named by ③'<i>Jeong Do-jeon(1337-1398), a renowned</i></p>

	scholar who helped found the Joseon Dynasty. Sajeong implies:....
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Korean Explanation 10	English Translation
<p>◀ 강녕전① 침전영역으로 들어가는 문이다. ②세종 때에 임금이 오래 머물 곳이라 하여 규모를 크게 하여 고친 후 ③온돌을 수리하는 도중 화재가 발생하는 등 세 차례의 화재를 당하였다. 역시 ④경복궁 중건공사 때 다시 세워졌으나 1918년 창덕궁의 침전이 소실되자 강녕전의 공간구성은 가운데 ⑤대청을 중심으로 좌우에 ③온돌방을 두고 전면에 넓은 ⑥월대를 꾸민 것이 특징이다. 이 월대는 의례를 행하는 공간으로 ⑦내진연, 외진연 등 많은 사람이 참여하는 잔치 때에는 주변에 ⑧보계(補階)를 설치하여 보조하기도 하였다.</p>	<p>◀ Gangnyeongjeon Hall①living quarters. Fires burned down Gangnyeongjeon three times, including a fire during ②King Sejong's reign(1397-1450), which broke out while expanding the quarters and laying out ③the under-floor heating flues. It was restored when the ④palace was rebuilt in the late 19th century but was demolished in 1918 The arrangement of the rooms is characterized by ③Ondol(heated-floor) rooms on the left and right with ⑤a wide wooden-floor space in the middle and ⑥a wide stone veranda in front. Special festivities took place on this veranda. For large-scale ⑦feasts thrown by the king or the queen, ⑧temporary steps were installed to facilitate access for participants.</p>

Korean Explanation 11	English Translation
<p>◀ 교태전 전면에 ①월대가 없는 것이 다르다. 강녕전과 교태전은 공간구성 뿐만 아니라 집의 구조도 같은데 지붕꼭대기에 ②용마루를 설치하지 않고 내부에는 중도리를 두개 나란히 두는 수법을 사용하고 있다. 침전이 이와 같</p>	<p>◀ Gyotaajeon The only difference is that there is no ①stone veranda in front. The structures of the buildings are also the same ; ②no ridges decorate the top of the roofs, and inside are two parallel beams. There are various opinions about why there are ②no</p>

<p>이 ②용마루를 두지 않는 것에 관하여 교태전 뒤쪽으로는 인공으로 조성된 언덕이 있는데 이 곳을 ③중국에서 가장 아름답고 신비롭다는 산의 이름을 빌어 ‘아미산’이라 하였다. 아미산에는 다양한 화초를 심어 화계를 꾸미고</p>	<p>roof ridges, Behind Gyotaejeon is an artificial mound, called Amisan, using the same Chinese characters for Mt. Emei, ③'a nod to the Chinese mountain that is said to be the most beautiful and most mysterious. Flower terraces are laid out on this hill,</p>
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Korean Explanation 12	English Translation
<p>▲ 자경전 자경전(慈慶殿)은 흥선대원군이 경복궁을 중건하면서 고종의 양어머니가 되었던 ①조대비(신정왕후)를 위하여 지은 건물이다. 44간의 규모로 지어진 이 건물은 ②온돌방으로 꾸며진 여닫기 쉽게 가벼운 ③당판문으로 된 만세문이 있다. 자경전 뒤편에는 왕비의 침소인 교태전처럼 화계를 꾸미지는 않았지만, ④십장생과 박쥐문, 당초문을 새긴 골뚝을 세워 불거리를 만들었다.</p>	<p>▲ Jagyeongjeon Hall Jagyeongjeon, ①'Queen Sinjeong. <u>She was the adoptive mother of young King Gojong.</u> Jagyeongjeon was built when Gyeongbokgung was rebuilt by the Daewongun, the ambitious father of King Gojong. This hall is composed of two rooms with ②' Ondol (heated) floors, Mansemun is ③'a four-panel folding door designed to be opened and closed easily by the women Behind Jagyeongjeon, chimneys are engraved with ④'10 signs of longevity (sun, mountain, water, stone, cloud, pine, herb of eternal life, turtle, crane and deer), and</p>

Korean Explanation 13	English Translation
<p>▲ 자선당 _ 1999년 복원 ①동궁은 세자궁이라 불리기도 하였으며 자선당(資善堂)과 비현각(丕顯閣)이 </p>	<p>▲ Jaseondang Hall. restored in 1999. The Crown Prince's Compound was not built While King Munjong(r. 1450-1452) was crown prince, his son, who became King Danjong(r. 1452-1455), was born in Jaseondang. After Gyeongbokgung was rebuilt in the late 19th century,</p>

<p>.... 동궁의 북쪽에는 ② 수라간인 내외 소주방이 있었다.</p>	<p>King Sunjong(r. 1907-1910) lived there. To the north of the compound was ②'the royal kitchen.</p>
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Korean Explanation 14	English Translation
<p>◀ 경회루</p> <p>....</p> <p>..... 성종 때 건물이 기울어져 다시 고쳐 지었는데 ② 돌기둥에 용과 꽃 장식을 하여 화려하게 장식하고 연산군 때에는 연못 안 인공섬에 만세산을 조성하고, 그곳에 월궁을 꾸며 조화를 장식하였으나, 임진왜란 때 화재로 모두 소실되었다.</p> <p>....</p> <p>경회루 중건에 앞서 이 건물의 공간구성을 ③ 역(易)의 원리에 기초하여 풀이한 글이 쓰여 졌는데 정학순이라는 사람이 적은 ④<경회루전도>이다. 6은 본래 ⑤8괘에서 큰 물을 의미하는 수이며 경회루를 구성하고 있는 공간과 구조부재의 개수 등이 6궁의 원리를 따랐다는 것이다.</p> <p>.... 우주의 원리를 ④<경회루전도>에 기록되어 있는 내용에</p> <p>정학순은 경회루의 평면을 ⑥4방 3중 구조로 정의하고 이를 중국 상고시대에 나타났다고 전하는 신비한 도형인 ⑦ 하도(河圖 : 주역의 기본이 된 그림)의 모습이라고 적고 있다.</p>	<p>◀ Gyeonghoeru Pavilion</p> <p>..... ①The name means that the king is capable of handling national affairs only when he has the right people around him, it was used on joyous occasions.</p> <p>.... This pavilion tilted, so it was rebuilt during King Seongjong's reign(r.1469-1494). During Yeonsangun's reign(1494-1506), ②'The hills called Mansesan were created on the other two smaller man-made islets decorated with artificial flowers. ...Japanese Invasions (1592-1598).until Gyeongbokgung was rebuilt in the late 19th century.</p> <p>.... a man named Jeong Hak-soon prepared a diagram to explain the floor plan of the pavilion ③'on the basis of the Book of Changes. Six symbolizes a large amount of water ⑤'in the octal system of numerical notation and the number of spaces and building materials follow the principle of 6.</p> <p>.... to the construction of Gyeonghoeru, as recorded</p> <p>Jeong Hak-soon defined the pavilion's surface as a structure of ⑥'three imbedded rectangles around a core, a basic diagram of the Book of Changes. This is the mysterious diagram⑦'(Hetu), which is said to have appeared in ancient China.</p>

Korean Explanation 15	English Translation
<p>▲ 향원정</p> <p>... 향원정은2층의 ①육모지붕을 얹은 정자이다....</p> <p>... 향원지의 근원은 지하수와 ②열상진원샘이며, 이 물은 경회루의 연지로 흘러 가도록 되어 있다.</p>	<p>▲ Hyangwonjeong</p> <p>... A two-tier ①<i>hexagonal pavilion</i>, built on the islet, was named ...</p> <p>.....The sources of the pond are underground water and a ②<i>'spring coming down from the mountain at the back of the palace</i>. The water eventually flows into the pond where Gyeonghoeru Pavilion stands.</p>

2. Analysis

As the comparison tablet shows, linguistic problems arise due to the differences between the syntactic arrangements, word order and language systems of English and Korean. Lengthy and complicated sentences in the source text which feature decorum and dignity of the royalty are dissected into simple and short sentences in the target language. Actually the ratio between the Korean sentences and English translation shows 125% increase in the amount, not considering the length. This figure simply shows that cultural translation cannot be pursued by the equivalence.

2.1. Baker's Taxonomy for Equivalence

Baker provided 4 level equivalences for translation. Let us consider the equivalence from the Baker's taxonomy.

2.1.1. Word Level Equivalence

- ① As for the word level equivalence, minor spelling mistakes were found:
e.g. 2-② pavillion, 11-② capitalization
- ② Another minor mistake observed is the inconsistency found in the

translation:

- e.g. 월대->6-① foundation, 9-① stone veranda
 온돌-> 8-① room with heating flues laid under the floor,
 11-① rooms with Ondol (heated) floors,
 편전-> 7-① council hall/ official quarters 8-① residential quarters
 행각-> 3-① corridors/ 3-④ enclosing corridors, 11-① low buildings

③ The words given in Korean explanation tablets are very formal for the contemporary Koreans to understand, but when these formal languages are translated into English, they lose formality of language and take ordinary forms, even though any obvious mistakes in the word level are not found.

- e.g. 8-① 침전-> sleeping quarters,
 7-① 강론-> studied
 5-① 어좌-> throne

④ Another interesting phenomenon is that there is no one-to-one match of the Korean language with the English translated version. The translated version of one word in Korean is not just the word level in English, and it is longer than Korean counterparts, and constitutes more inclusive meaning chunk than the word level.

- e.g. 1-② 홍예-> arched opening
 5-① 일월오봉도-> a wall screen painted with...

2.1.2. Grammatical Level Equivalence

The Korean language is different from English as for the word order (the Korean language is head-last, and the English is head-first), the use of reference, and the presence of the subject. The syntactic gap between two languages makes the translated version different; however, serious mistakes are not found as for the equivalence of grammatical level.

e.g. The sentence is opposite in order as in 11-①

2.1.3. Textual Level Equivalence

The equivalence of the textual level is related to the cohesive devices like references, substitution, ellipsis, conjunction, and lexical cohesion. The homepage information is separated into many parts based on the palace facility or function, and the given information is not very long to lose cohesion. Therefore, serious mistakes are not found.

2.1.4. Pragmatic Level Equivalence

As for the pragmatic level equivalence, serious mistakes are not found, but the meaning is delivered in a right way. The given sentence poses problem:

e.g. 11-③ 중국에서 가장 아름답고 신비롭다는 산의 이름을 빌어 ‘아미산’이라 하였다. → Mt. Emei, ③'a nod to the Chinese mountain that is said to be the most beautiful and most mysterious.

Any translation necessarily involves transcoding on the linguistic level. From Baker's taxonomy of equivalence, the English translation provided by the palace homepage is good enough to deliver the given information, so that it satisfies the transfer at the linguistic level. However, the palace homepage dealing with culturemes is not enough with the linguistic transfer: The cultural transfer should concern itself not only with identifying such a linguistic transfer but also justifying it.

2.2. Gutt's Relevance Theoretic Approach

As seen in the Korean-English translation tablet, the red-color words, either in original Korean text or English translation, tell more than equivalence; that

is, the lost parts of translation or translator's arbitrary addition. Fortunately, despite the translator's addition or deletion, it does not affect the comprehensive meaning of the delivered message.

2.2.1. Translator's Addition

① One type translator addition is the period (the duration of reign/ life span of king), which is seen very often in this translation. The English translations always add the king's life span, the years of the historical event, etc. This additional information is very useful to understand Korean history for the tourists or foreigners. (12 times/ 164 sentences)

- e.g. 1-③ 임진왜란 -> ③'... the Japanese Invasions in the late 16th century
 1-⑤ 한국전쟁 -> the Korean War(1950-1953).
 13 문종 -> King Munjong (r. 1450-1452)

② The other type of translator addition is found in explaining unfamiliar terms. (10 times/ 164 sentences)

- e.g. 8-④ 드므-> wide-mouth basins, filled with water, ⑤ a symbolic gesture to ward off the fire spirit descending from heaven with a malicious intention of starting a fire.
 12-④ 십장생->10 signs of longevity (sun, mountain, water, stone, cloud, pine, herb of eternal life, turtle, crane and deer), etc.

③ The third type of translator addition is to be seen in the historical figure. (3 times / 164 sentences)

- e.g. 9-③ 정도전 -> Jeong Do-jeon(1337-1398), a renowned scholar who helped found the Joseon Dynasty
 12-① 조대비(신정왕후) -> Queen Sinjeong. She was the adoptive mother of young King Gojong. Jagyeongjeon was built when Gyeongbokgung was rebuilt by the Daewongun, the ambitious father of King Gojong.

④ The fourth type of translator addition is to be seen when the translator needs additional comments. Sometimes the translator uses the English terms not using the given Korean terms. (2 times/ 164 sentences)

e.g. 주역- Book of Changes

⑤ The fifth is the addition, not with obvious reasons. It is very rare but not recommended. (3 times / 164 sentences)

e.g. 5-⑥ The Headquarters of the Japanese Government-General of Korea was built in the Heungnyemun enclosure. In 2001, after the demolition of this colonial building, the area was restored to the original design.

2.2.2. Translators' deletion

① One type of deletion is translator's decision for redundancy. (3 times / 164 sentences)

e.g. 13-① 동궁은 세자궁이라 불리기도 하였으며 ...'

② Another type of deletion is omission without reasons. (2 times / 164 sentences)

e.g. 3-② 동십자각

③ The third type of deletion is the proper noun, e.g. 14-④ 경희루전도, which is mentioned two times but omitted in the translation. The translator regards the proper noun of this book not to be significant. (2 times / 164 sentences)

④ The fourth type of deletion is triviality. The purpose of homepage is delivering information. If the source text includes anything that is not directly related to the core message, it could be deleted by the subjectivity of translator. (3 times / 164 sentences)

e.g. ... 세심한 배려가 엿보인다.

2.3. Translators and Cultural Translation

As the previous sections (2.2.1 & 2.2.2) show more dramatic adjustment to accommodate the culturemes, the cultural transfer cannot be simply explained by equivalence, but it is the inter-lingual interpretive use of languages practiced by the translators.

Of the total number of sentences reviewed in the homepage, 13 times of the translator's historical information (for the date of events, the reign of the king, or the information on the historical figure) were added to facilitate the user's understanding. 10 times of cultural information were added on the translation and 2 times of the book information mentioned in the original Korean text. Finally 3 times of extra information were added.

The deletion is relatively less in number and the content is not seriously affected by the deletion. Only the trivial or redundant information is deleted. However, the sentence order is frequently not followed the original text, owing to the linguistic difference between English and Korean. The formal language style of the original text is turned into the narrative style.

In this way, the translator of the Kyeongbokgung palace works as a mediator of two cultures, reconciles the linguistic as well as cultural gap and produces the user-friendly translation. The English homepage of Kyeongbokgung palace, as an example of the relevance theoretic approach to the translation, shifts attention from purely linguistic analysis to reconciliation of two cultures by the translator's mediating role. As we have seen from the analysis, the translator's active involvement in interpreting culturemes widens the scope of translation by revealing that the translator not only works with the language pair in question, i.e., the source text and the target text, but also with the two cultures, i.e., the source culture and the target culture to suit the target audience's expectations and the translation objective.

Especially translating advertisements, travel brochures, and manufacturer's manuals, what matters is not whether the translation accurately expresses the

meaning of the source text, but whether the translation effectively conveys the necessary information. Whether or not such a translation corresponds closely to the source text is irrelevant. The source text essentially functions as a guide for the production of an original target language text.

Therefore the homepage translation cannot not be evaluated only by the equivalence but by the conceptual factor, relevance. This provides an example of what and how the relevance theory is applied in cultural translation.

IV. Conclusion

The official homepage of Kyeongbokgung palace is one of the popularly visited web sites for tourist information. It deals with the culturemes, but its main purpose is to provide tourists with information.

The palace information is mainly concentrated on the royal ancestors' living culture, the political culture, and universal philosophy. Therefore the palace captures the essence of royal culture by displaying architectures and facility designs suitable to the palace. The English translation dealing with cultural transfer is relatively short and concise for the efficiency of delivering information, and translator's contribution to produce the target text is observable. Therefore cultural translation requires translator's linguistic proficiency as well as the translator's discretion; the outcome of translation is understood in a wider context and the role of the translator is not simply confined to the language, but is extended to the mediator, or facilitator of the language especially in the cultural translation. Addition or deletion is on the translator's hand, but the translator needs an objective attitude toward the material.

... the translator's responsibility begins with the formation of his informative intention. ... the translator needs to clarify for himself whether his informative intention is, in fact, communicable, that is, whether he can

reasonably expect the audience to derive this interpretation in consistency with the principle of relevance. Thus, the translator is confronted not only with the question of how he should communicate, but what he can reasonably expect to convey by means of his translation. (Gutt 2000:190)

Consequently cultural translation is a more complex negotiation between two cultures, and the role of translator should be considered even more seriously.

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[Abstract]

**Cultural Translation:
A Case Study of Kyeongbokgung Palace**

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This paper is concerned with communicative part of culture, and is to show the process of translation of culture or cultural transfer. For this purpose, one of the most authentic cultural assets of Korea, Kyeongbokgung palace's official homepage (<http://www.royalpalace.go.kr>) is reviewed based on Korean-English comparison tablet. While Kyeongbokgung palace as the total cultural asset accommodates a variety of culturemes, the palace homepage should furnish information in an efficient way for the tourists. The Korean-English transferring tablet based on the official homepage of Kyeongbokgung palace satisfies the linguistic transfer of Baker(1992)'s taxonomy for equivalence with successful delivery of message. As well it verifies Gutt's(2000) relevance theory in terms of the conceptual transfer (loss of formality, translator's addition or deletion) in the process of cultural translation. Consequently, the case study of Kyeongbokgung palace illustrates the role of translators in a wider context especially for the cultural translation.

▶ Key Words: cultural translation, relevance, equivalence, Kyeongbokgung palace, palace information

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