

# **TRANSLATION USED IN SIGN BOARDS**

**A Thesis Submitted to the Department of English Language Education**

**University Campus, Kirtipur,**

**In Partial Fulfillment for the Master's Degree in Education**

**(Specialization in English Education)**

**By**

**Shanti Sharma**

**M.Ed. Second Year**

**Faculty of Education**

**Tribhuvan University**

**Kirtipur, Kathmandu,**

**Nepal, 2006**

**T.U. Regd. No. : 9-1-50-839-97**

**2<sup>nd</sup> Year Exam Roll No. : 280353**

**Academic Year: 2059/60**

**Date of Approval of**

**the Thesis Proposal : 2062-6-12**

**Date of Submission: 2063-4-21**

# **TRANSLATION USED IN SIGN BOARDS**

**A Thesis Submitted to the Department of English Language Education**

**University Campus, Kirtipur,**

**In Partial Fulfillment for the Master's Degree in Education**

**(Specialization in English Education)**

**By**

**Shanti Sharma**

**Faculty of Education**

**Tribhuvan University**

**Kirtipur, Kathmandu, Nepal**

**2006**

## RECOMMENDATION FOR ACCEPTANCE

This is to certify that **Mrs. Shanti Sharma** has recommended this dissertation entitled "**Translation Used in Sign Boards** " under my guidance and supervision.

I recommended this dissertation for acceptance.

Date:

**Signature**

---

**Dr. Govind Raj Bhattarai**

(Guide)

Assit. Dean and Professor

Faculty of Education

T.U, Kirtipur, Kathmandu, Nepal

## RECOMMENDATION FOR EVALUATION

This dissertation has been recommended for evaluation by the following  
"Research Guidance Committee":

**Signature**

**Dr. Tirth Raj Khaniya**

Professor and Head

Department of English Language Education

\_\_\_\_\_

Chairperson

**Dr. Govinda Raj Bhattarai (Guide)**

Assit. Dean and Professor

Faculty of Education

\_\_\_\_\_

Member

**Dr. Chandreshwor Mishra**

Reader,

Department of English Language Education

\_\_\_\_\_

Member

Date :

## EVALUATION AND APPROVAL

This dissertation has been evaluated and approved by the following 'Research Evaluation Committee'.

**Signature**

**Dr. Tirth Raj Khaniya**

Professor and Head

Department of English Language Education

---

Chairperson

**Dr. Shanti Basnyat**

Professor and Chairperson

English and Other Foreign Language

Education Subject Committee

---

Member

**Dr. Govinda Raj Bhattarai (Guide)**

Assit. Dean and Professor

Faculty of Education

---

Member

Date :

DEDICATION

*Dedicated To My Ideal Parents*

## ACKNOWLEDGEMENT

Firstly and foremost, I would like to express my sincere and heartfelt gratitude to my honorable guru and thesis supervisor Prof. Govinda Raj Bhattarai, Assistant Dean, Faculty of Education for his involvement, guidance and constructive suggestions-without which the dissertation would have never completed.

Similarly, I would like to express my sincere gratitude to Prof. Dr. Tirth Raj Khaniya, Head, Department of English Language Education for his suggestions and cooperation. My sincere gratitude also goes to Prof. Jai Raj Awasthi for his invaluable suggestions related to my study.

I am equally indebted to Prof. Dr. Shishir Kumar Sthapit the senior most professor at the Department of English Education and Prof. Dr. Shanti Basnyat, Chairperson, English and Other Foreign Language Education Subject Committee for giving me invaluable suggestions and encouragements.

Similarly my gratitude also goes to Dr. Anjana Bhattarai, Dr. Bal Makunda Bhandari, Dr. V.S Rai, Dr. Chandreswor Misra, Mr. Padma Lal Bishwakarma, Mr. Ram Ekwel Singn, Mrs. Madhu Neupane and Mr. Prem Bahadur Phyak.

I am also thankful to my friends Sher Bdr. Thapa and Krishna Prasad Pokhrel who personally helped me a lot during the period of thesis writing. Similarly, I would like to express my special thanks to my husband Ram Nath Neupane, brother-in-law Yagya Murti Neupane and my sisters Sangita and Santoshi who were kind enough to support me to accomplish this work.

Lastly Mr. Rajiv Maharjan (Friend's Computer Service) deserves my thanks for his excellent computer work.

**Shanti Sharma**

June, 2006

## ABSTRACT

This study entitling "Translation used in Sign Boards " intends to find out the strategies and linguistic gaps used in translated advertisements and notices from Nepali to English language.

In order to collect the data, the researcher travelled to different parts of Kathmandu valley and recorded information of translated advertisements from signboards kept in different places. She also visited to different offices, business firms, educational institutions, hospitals etc to record translated notices from Nepali to English language. she collected two hundred and seventy advertisements and thirty notices from different sectors. She further classified the whole data under ten sectors, viz. Press and Stationery, bank. Finance and Cooperative Society, Educational Institutions, Government and Non government Offices, Hotel-Travel and Tourism. Law Firms and Offices, Clinics Hospitals and Optical Center, Tailors and Beauty Parlours, Business Firms and Factories, and Public Services.

This study found that only four translation strategies, viz. transliteration, literal, paraphrasing and free translation are used in translated advertisements and notices from Nepali to English language. Among the four, transliteration is the most frequently used in translated advertisements and notices. This study further found that only four linguistic gaps, viz. phonological, graphological, lexical and structural are used in translated advertisements and notices from Nepali to English language.

The first chapter comprises general background, strategies and linguistic gaps in translated advertisements and notices from Nepali to English, review of the related literature, objectives of the study, and significance of the study.



The chapter two consists of the methodology of the study. It encompasses the source of data, sampling procedure, process of data collection and limitation of the study.

The third chapter deals with the analysis and interpretation of the collected data. It consists of mainly two parts: translation strategies and linguistic gaps. These two parts are studied under ten sectors as mentioned above.

The final chapter deals with the findings and recommendations. Findings are derived from the analysis and interpretation of the data carried out in chapter three and recommendations are made on the basis of findings.

## CONTENTS

	<b>Page</b>
<i>Recommendation for Acceptance</i>	<i>i</i>
<i>Recommendation for Evaluation</i>	<i>ii</i>
<i>Evaluation and Approval</i>	<i>iii</i>
<i>Dedication</i>	<i>iv</i>
<i>Acknowledgement</i>	<i>v</i>
<i>Abstract</i>	<i>vi-vii</i>
<i>Phonetic symbols</i>	<i>ix</i>
<i>Contents</i>	<i>x-xi</i>
<i>List of Table</i>	<i>xii</i>
<i>List of Figure</i>	<i>xiii</i>
<i>Abbreviation</i>	<i>xiv</i>
<b>CHAPTER ONE: INTRODUCTION</b>	<b>1-16</b>
1.1 General Background	1
1.1.1 Introduction to Mass Media	1
1.1.2 Translation	2
1.1.2.1 Strategies in Translation	4
1.1.2.2 Gaps in Translation	7
1.1.2.3 Qualities of a Translator	13
1.1.3 Advertisement	13
1.1.4 Signboard	13
1.1.5 Notice	14
1.2 Review of the Related Literature	14
1.3 Objectives of the Study	15
1.4 Significance of the Study	15

1.5	Definition of the Terms	15
<b>CHAPTER TWO: METHODOLOGY</b>		<b>17-18</b>
2.1	Source of Data	17
2.1.1	Primary Sources of Data	17
2.1.2	Secondary Sources of Data	17
2.2	Sampling Procedure	17
2.3	Tools for Data Collection	18
2.4	Process of Data Collection	18
2.5	Limitation of the Study	18
<b>CHAPTER THREE: ANALYSIS AND INTERPRETATION</b>		<b>19-50</b>
3.1	Strategies of Translation	20
3.1.1	Strategies of Translation in terms of Press and Stationery	20
3.1.2	Strategies of Translation in terms of Bank-Finance and Cooperative Society	22
3.1.3	Strategies of Translation in terms of Educational Institutions	23
3.1.4	Strategies of Translation in terms of Government and Non- government Offices	25
3.1.5	Strategies of Translation in terms of Hotel-Travel and Tourism	27
3.1.6	Strategies of Translation in terms of Law firms and Offices	29
3.1.7	Strategies of Translation in terms of Clinics, Hospitals and Optical Centre	30
3.1.8	Strategies of Translation in terms of Tailors and Beauty Parlours	32
3.1.9	Strategies of Translation in terms of Public Services	34
3.1.10	Strategies of Translation in terms of Business Firms and Factories	36

3.1.11	Holistic Strategies of Translation	37
3.2	Linguistic Gaps of Translating Advertisements and Notices	39
3.2.1	Phonological gaps	39
3.2.2	Graphological gaps	41
3.2.3	Lexical gaps	43
3.2.4	Structural gaps	46
3.2.5	Summary of the Linguistic gaps	48
<b>CHAPTER - FOUR: FINDINGS AND RECOMMENDATIONS</b>		<b>51-53</b>
4.1	Findings	51
4.2	Recommendation	53
<b>BIBLIOGRAPHY</b>		<b>54-55</b>
<b>APPENDICES</b>		<b>56-87</b>

## LIST OF TABLE

	<b>Page</b>
Table No. 1	21
Table No. 2	22
Table No. 3	24
Table No. 4	26
Table No. 5	28
Table No. 6	30
Table No. 7	31
Table No. 8	33
Table No. 9	35
Table No. 10	36
Table No. 11	38
Table No. 12	49

## LIST OF FIGURE

	<b>Page</b>
Figure No. 1	21
Figure No. 2	23
Figure No. 3	25
Figure No. 4	27
Figure No. 5	29
Figure No. 6	30
Figure No. 7	32
Figure No. 8	34
Figure No. 9	35
Figure No. 10	37
Figure No. 11	38
Figure No. 12	50

## **List of Abbreviations**

Ads.	Advertisements.
App.	Appendix
c.f.	Compare
e.g.	exempli gratia (for example)
Govt.	Government
Graph	Graphological
i.e.	Idest (that is)
Lexic	Lexical gap
No	Number
Parap.	Paraphrase
Perc.	Percentage
phono.	Phonological gap
S.N.	Serial Number
SL	Source Language
SLT	Source Language Text
Struc	Structural gap
TL	Target Language
TLT	Target Language Text
Trans.	Transliteration
Viz.	Namely