

# **CHAPTER ONE**

## **INTRODUCTION**

### **1.1 General Background**

#### **1.1.1 Introduction to Mass Media**

Everything changes in course of time. In the same way, the primitive system of human face to face communication has changed into a very complex system namely mass communication. One of the qualities of this system of communication is that we can transmit our message to a vast and diversified audiences scattered far and wide. It is quite obvious that English is an international language mostly used in mass media. Mass media are tools and instruments of communication that permit us to record and transmit information and experiences rapidly to large, scattered heterogeneous audiences, as such they extend our ability to talk to each other by helping us to overcome barriers caused by time and space.

The term 'mass media' was coined in 1920s. Etymologically 'mass' refers to the large group of the people and 'media' is a contraction of the term, media of communication.

In his report D' Souza (1997), states that "Mass media as the name suggests are the media which reach the mass spread over a vast area simultaneously".

But Joshi (1999:22) calls mass media as the "Common denominators" which are the interest of the large group of the people.

Talking about the importance of mass media Boutwell (1962:31) says, "The mass media have demonstrated over and over in the areas of entertainment, information, education and inspiration that they are instruments potential for man's growth in mind and spirit."

Thus, mass media refers to these organized means of dissemination of facts, opinion and entertainment such as newspapers, magazines, cinema, films, radio, television, advertisement etc. Mass media includes both print and electronic media that are used to convey or send messages to the mass.

Mass communication is made possible by the use of mass media. Between the two type of media books, newspapers, magazines, periodicals, brochures, prospectuses, pamphlets, posters, banners, 'Signboards', 'Notices' etc. are included under print media. The print media have a very old history. On the otherhand, radio, television, cinema, films, e-mail, internet etc. are included under electronic media. These media instruct, inform, educate, direct, warn us. It also includes translation, interpretation and advertising.

### **1.1.2 Translation**

The term 'mass media' includes translation. The discipline 'Translation' is as old as human civilization but the 'Translation studies' is a new one. Translation is bilingual activity and involves at least two languages; source language and target language. A language involves very many broad things, the traslator often use the specific term 'text' instead of language that is source text and target text. A piece of information (text) can be converted into two ways that is spoken and written. If a text is converted from written to written, it is called translation and if it is spoken to spoken then it is termed as interpretation. Translation involves intralingual (within one language) as well as interlingual (one language to another language ) translation.

Translation is an activity of enormous importance in the modern world and it is a subject of interest not only to linguists, professionals and amateur translators and language teachers, but also to electronic engineers and mathematicians. Translation is mind blending exercise which faces some of the toughest problems that the

phenomenon language provides. Translation automatically evokes problems and difficulties. Different scholars have defined translation in different ways:

Catford (1965) defines it "as the replacement of textual material in one language (SL) by equivalent textual material in another language (TL)".

Brislin (1976:1) defines translation as 'the general term referring to the transfer of thoughts and ideas from one language (source) to another (target) ; whether the languages are in written or oral form; whether the languages have established orthography or do not have such standardization, or whether one of both languages is based on signs, as with sign language of the deaf".

Newmark (1981:7), states that "Translation is a craft consisting in the attempt to replace a written message and /or statement in one language by the same message and /or statement in another language".

Wills (1981:112) says that "Translation is a procedure which leads from a written SLT to an optionally equivalent TLT and requires the syntactic semantic, stylistic and text pragmatic comprehension by the translator of the organized text".

All these definitions are common in the sense that translation is being defined as the replacement of message from one language to another. However, Brislin defines translation as the replacement of message from one language to another either in written or spoken form.

But Newmark emphasizes on the written form only. Similarly Wills talks only written language, not only in syntactic level but also in pragmatic comprehension.

According to Bhattra (1997), "... the term 'Translation in the context of Nepal, invariably applies to the tradition and technique of information transfer from English to Nepali and vice versa. Translation is an important tool for transmission of knowledge across geographical and linguistic boundaries".

Indeed, translation has often been defined with reference to meaning; a translation is said to have the same meaning as the original. Dasert defines translation as "that branch of the applied science of language which is specifically concerned with the problem or the fact of the transference of meaning from one set of patterned symbols... into another set of patterned symbols...".

J.R. Firth concludes the idea of the translation saying "transference of meaning is untenable".

### **1.1.2.1 Strategies in Translation**

Translation strategies are those strategies adopted by the translator to achieve the closest possible equivalence between the translation units of source language and target language.

Newmark (1958) states that "the translation strategies/ procedures/ techniques based on methods adopted...".

Thus translation strategies are the techniques used in translation from SL to TL and vice versa. To be a good translator one should have the sound knowledge of techniques of translation as well. There are following techniques in translation.

- a. Transliteration
- b. Literal translation
- c. Paraphrasing
- d. Free translation

#### **a. Transliteration**

Transliteration is a process of conversion of a SL word into TL script maintaining the SL pronunciation with same type of adjustment. Nida (1964) says that "This adjustment may be based on the sounds involved or it may be a type of transcription of letters" -.

In transliteration there is no change in meaning. It only involves change in phonological/graphological system. Here, SL graphological units are replaced by TL graphological units but these are not translation equivalents. Since they are not selected on the basis of relationship to the same graphic substance.

In the process of actually transliterating a text, the translator replaces each SL letter or other graphological units by TL letters or other units; on the basis of a conventionally established rules. The transliteration rules specify transliteration equivalents which differ from translation equivalents in two ways, first is not necessarily being relatable to the same graphic substance as the SL letters. Second, is being in one to one correspondence with SL letters or other units.

Steps used in transliteration

- i. SL letters are replaced by SL phonological units, this is the normal literal process of converting from written to the spoken medium.
- ii. The SL phonological units are translated into TL phonological units.
- iii. The TL phonological units are converted into TL letters or other graphological units.

Thus, transliteration is a widely used strategy, particularly in the field of signboard advertisements.

## **2. Literal Translation**

Literal translation is SL oriented translation. 'It is often loosely equated with word for word translation. Newmark (1998: 46) says that SL grammatical constructions are converted to their nearest TL equivalents but lexical words are again translated singly, out of context'. It is the basic procedure of translation from which translation begins. It ranges from one word to one word, one phrase to phrase and one sentence to sentence.

Literal translation preserves the linguistic meaning of source language text. It focuses on semantic context, but neglects pragmatic meaning. It is form-oriented translation rather than meaning.

According to Vochon-Spilka, "Literal translation is the easiest and simplest form of translation, it occurs whenever word by word replacement is possible without breaking the rules in the target language, this however is quite rare unless the two languages are very closely related".

Catford (1965), states that literal translation lies between word for word and free translation; it may start, as it were from a word for word translation, but make changes in conformity with TL grammar (e.g inserting additional words, changing structure at any rank, etc).

Newmark (1998:46), says that "Literal translation is correct and must not be avoided, if it secures referential and pragmatic equivalence for the original".

Thus, the word 'literal' stands for the simplest form of translation where words are translated in terms of their denotative meaning.

### **C Paraphrasing**

It is one of the powerful techniques used in translation from Nepali to English language, particularly in the field of signboard advertisements. Here, target language explains the meaning of the source language term using different words in order to make it easier to understand. It is usually larger than original. While paraphrasing the SL term in the TL, the translator's attempt is to give descriptive and/or functional equivalence of the SL term. According to Wills (1982), "if a certain lexeme for a certain concept is absent from the TL inventory, the only compensatory way open to the translator is lexical bypass strategy such as paraphrasing or explanatory translation". Paraphrase is an extended synonym and inevitably an expansion and a

defusion of SL terms. Paraphrase is sometimes unavoidable in translation. However, it lacks one important aspect of translation equivalence, namely the lexical comprehension of the source term.

#### **D. Free Translation**

This translation is forward looking target language oriented amiation - (Wills). It is always unbounded. It is mainly used in translating longer texts than word to word or phrase to phrase translation. It is totally related to two languages, two cultures and so on. So, therefore, translation is a bi-lingual and bi-cultural activity. It focuses on TL rules. A translator should have the sound knowledge of target language and culture as well.

In this translation, the full meaning can only be achieved by only reading the whole text. Free translation is used in translating notices rather than signboard advertisements.

#### **1.1.2.2 Gaps in Translation**

Gap, a technical term, which means the loss of corresponding concept in the field of translation process. Gaps occur when one of the texts has a concept, but another lacks. The loss of the exact concept in translation results from linguistic, cultural, pragmatic or supralinguistic 'gaps' between SL and TL. These gaps are problems for a translator and create difficulty to maintain translational equivalence.

Gaps are natural and inevitable in translation process because there is no one to one correspondence between two languages, cultures, contexts, religions and norms.

Finding the gaps and solving the problem is really a challenging job. However, a translator should bridge the gaps while translating from SL to TL.

In this regards, Ivir (1987), states that "... lacks a given element (object, concept, social institution, pattern of behaviour etc) its language will normally lack an expression for it and it is translator's task to find out an expression in the target language that will adequately convey the missing element to the speaker of the language".

However, the researcher's task in this present thesis is to find out the linguistic gaps on translated signboard advertisements and notices from Nepali to English language.

### **i. Linguistic Gaps**

The gaps between two languages in terms of grammar, phonetic system, vocabulary are known as linguistic gaps. Linguistic gaps are primarily dominant in translation activities. Each language is unique in itself. The words which are very common in one language may not exist in another language. That's why; no two languages are identical in their form, structure, phoneme, context etc.

Catford and Kelly's argument was grounded on the principle of linguistic relativity and determinism propounded by sapir-whorf-known as Whorfian hypothesis which is one of the best exponents-based on the lexical and syntactic uniqueness of language and unique relation of language and thought. Our concept is determined by the language we speak - "We dissect the nature along the line laid down by our native language". This expression shows that there is conceptual difference between user of two languages. Under linguistic gaps, we observe the following sub-gaps. For example.



- a. Phonological gap
- b. Graphological gap
- c. Lexical gap
- d. Structural gap
- e. Functional gap

Lets' discuss them one by one.

**a. Phonological Gap**

Phonology is the study of speech sounds of a language. In other words, it studies the human speech sounds of a language in particular. Phonological translation is restricted translation in which the SL phonology of a text is replaced by equivalent TL phonology. The grammar and lexis of SL text remains unchanged.

The sounds found in one language may be absent in another language due to the differences between two languages and it creates a gap.

Regarding Nepali and English phonemes, as our topic suggests, there are thirty five phonemes in Nepali language whereas there are forty four phonemes in English. Some sounds that are not found in Nepali but found in English which creates a great gap. There is no aspiration in Nepali but English has.

**ii. Graphological gap**

Graphology is the secondary manifestation of writing system (primary being phonology) which conveys the meaning through the use of graphic symbol representing a language. In other words, it is an act of transmitting thoughts, feelings and idea on paper. Same style of writing of one language to another can't be totally altered. Being a multilingual society we have different styles of writing system of different languages.

Graphological translation is restricted translation in which the SL graphology of a text is replaced by equivalent TL graphology. Graphological translation is more

difficult than the discussion of phonological translation because we have no systematic theory of graphic substance-no general graphic, from which to draw categories for the description of graphic substance.

To be particular, English language has twenty six letters (alphabets) whereas Nepali has forty nine graphemes. English has the use of capitalization; spelling system, Roman transcription whereas Nepali is written in Devanagari script. Different kinds of spelling rule can be applied in English language.

There is no one to one correspondence between these two languages while translating one language to another.

### **iii. Lexical gap**

The fundamental problem involved in the translation of terms arises from the fact that natural language differ in the matter of lexicalization. That is to say, one language (L1) may have a lexical item for a particular concept, while another language (L2) may not have a lexical item in its vocabulary for that concept. This is known as lexical gap. The lexical gap refers to the absence of a lexical item from a particular language that corresponds to a particular concept. The lexical gap needs to be distinguished from the absence of a particular speech community. When we say there is a lexical gap, this does not mean that the concept itself is not available in the language and has no means of expressing the concept. The fact is that the language has not lexicalized that concept.

In regards, some Nepali cultural, religious, geographical words can't be exactly altered by English ones. There exists a state of convergence and divergence while translating lexical item.

### **iv. Structural gap**

The word structure means the arrangement of elements in their relationship to each other. By structure of language, we mean the interrelationship of linguistic units (such as sounds, morphemes, words, phrases and sentences) at various levels.

Structural gaps, as our topic suggests, refer to the grammatical structure of units which lacks the correspondence structure. If the SL has different grammatical system than that of TL, the translator lacks the real problem.

We can observe the structural gap under following points.

- a. Passivization:** Nepali and English languages differ in passivization. Nepali has three types of voices whereas English has only two

Nepali	English
Katri b chhya	Active Voice
Karma b chhya	Passive Voice
Bh b b chhya	-

In Nepali even intransitive verb can be passivised but in English only transitive verbs are passivised.

- b. Auxiliary:** Unlike English, Nepali has no auxiliaries. There are fixed number of auxiliaries in English. while translating SL to TL we have the problem of auxiliaries that create gaps in translation.
- c. Preposition :** English has preposition as a separate particle before noun whereas Nepali has postposition attaching with the noun.
- d. Article:** English has two types of article viz. definite (the) and indefinite (a/an) whereas Nepali lacks them. while translating Nepali text into English, problem becomes more serious than translating from English into Nepali.
- e. Word Order:** Word order is one of the different entities used in translation from Nepali to English. English structures follow SVO pattern whereas Nepali follow SOV pattern. The difference between them create a problem while translating the text.
- f. Ergative:** Nepali has the use of ergative i.e. le, lai whereas English lacks them.

## **V. Functional gap**

Functions are the communicative functions of language. In other words, language function refers to the utterance or unit of language. Language functions are often described as categories of behavior. For example, greeting, apologies, requests, offers etc. Language functionists view that language can't be analyzed not only in terms of studying grammatical structure but also in terms of functional uses.

Function of language in the context of SL may not be available in target language. Such absence creates functional gaps in translation. The gap occurs mainly in phatic communion which is used to initiate and terminate the communication.

### **1.1.2.3 Qualities of a Translator**

Translation is a profession, which deserve some qualities on the part of the profession holder for the answer to the question; "What are the qualities of a good translator?"

Bhattarai (2000) states, of course, the answer is not direct, it poses a counter questions : what is the area of her interest or profession ?" A literary translator ? working on the prose or poetry? A technical translator ? or translator of oral communication ? for whom is she going to accomplish the task, with what purpose in mind ? Such factors will delinit their qualification of a translator.

A translation involves more than writing. A translator should qualify as a perfect reader, interpretator, mediator, thinker and communicator. Different scholars have defined the qualities of a translator differently.

- A translator must have semantic, syntactic and pragmatic knowledge (Bull 1991).
- A translator should be completely bilingual -Nida (1964).
- A translator should be both bilingual and bicultural - Hornby (1988).

- The knowledge of literary criticism is essential-Newmark (1981).
- The knowledge of pragmatics is essential for a translator - Kirkwood (1995).
- The translator by all means should try to avoid bad translation and it is his own conscience that differentiates good from bad - Bhattraï (2000).

### **1.1.3 Advertisement**

Advertisement as one of the field of mass media is the main tool of informing, convincing, influencing and persuading to the target segments and plays significant role on the choice of consumer product. Most monolingual English dictionaries define 'advertising' as a 'public notice' or 'to' announce 'publicly'.

However, D' Souza (1997:206), defines it as "Any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor".

But, Melvin (1989: 370) elaborates the term in his book 'Basic News Writing' as "Advertising is used to create good will for a company or organization as well as to sell goods and services. When such advertising is designed for public service organization, advertising agencies donate the work of their employee and the media donate time and space for the advertisements". He classifies advertisement in two broad categories on the basis of purpose. They are product and institutional advertising. The purpose of product advertising is to sell goods or to make the buyer favourably disposed toward the product. The purpose of institutional advertising is to make friends for the company or organization, to create good will.

### **1.1.4 Signboard**

Signboard is also included under most commonly used mass media of present day. It can be defined as the board made up of wood, metal, cement etc. which is printed an advertisement or name of a shop, temple etc. In modern urban centre, signboards are replaced by different electric flashlights. Signboards are becoming

very popular to display the important information, advertisements, notices, direction, instruction etc.

A signboard is a board carrying out the notices of one's occupation, business of goods for sale. The function of signboard is to direct, to warn, to inform, to advertise etc. The language used in signboard may be monolingual, bi-lingual or multilingual having single word or phrase of some five to ten words.

### **1.1.5 Notice**

Notice is one of the powerful print media in present day world. "A sheet of giving written or printed information, usually put in the public places"-OALD. They are usually written or published by government and non-government offices, educational institution, public services, business firms etc. for the sake of different purposes viz. giving information, announcing something, directing somebody, advertising something etc. They can be prepared in different shapes, sizes and styles. Different types of language structures can be practised in 'Notices'. They provide current information happening all over the world. They can be prepared monolingually, bilingually and multilingually. Monolingual notices are best practiced in many sectors but present study emphasizes on bi-lingual notices especially from Nepali to English.

## **1.2 Review of the Related Literature**

In spite of the great importance of mass media and translation in the modern world, a very few studies have been carried out on them in our department.

Subedi (2001), carried out a research entitling "The Language used in signboards" descriptively. Although it is very close to the present study, he didn't include translation in advertisements and notices in his study.

Chapagain (2005), has studied about distinctive features of language used in advertisement area descriptively in his research, 'The Language in English News paper Advertisements' but translation was not the aim of his study.

A very few studies have been carried out on mass media and translation but no study has been done yet on translation of advertisements and notices.

So, the present study is the first attempt which aims to analyze the strategies and linguistic gaps in translating advertisements and notices.

### **1.3 Objectives of the Study**

The purposed study has the following objectives:

- i. to find out the strategies used in translating advertisements and notices.
- ii. to find out the linguistic gaps of translation in translating advertisements and notices.
- iii. to suggest some pedagogical implications.

### **1.4 Significance of the Study**

This study is significant to the prospective researchers who want to undertake researches on mass media as well as in translation in near future. It is also useful to the teachers and the students who are involved in teaching and learning mass media as well as translation. It is equally helpful for journalists, editors, publishers, signboard designers and other people who are directly or indirectly involved in mass media and translation. It will have a global significance as well.

### **1.5 Definition of the Terms**

**Mass media:** Mass media refers to the tools of instruments of communication which permit us to record and transmit information and experiences rapidly to large scattered and heterogeneous audience.

**Translation:** The process of transferring knowledge and thoughts from source language to target language is translation.

**Advertisement:** Here, advertisement means signboards used to advertise business institution, government and non-government offices, bank and finance, law firms, clinics and hospitals, press and stationery, educational institutions.

**Notices:** Here, notices refer to a sheet of paper giving written or printed information, which includes announcing something and warning somebody.

**Strategies:** Here, the term 'strategies' refer to the procedures used for translating advertisements and notices. Transliteration, literal, paraphrasing and free translation are the strategies used in translating advertisement and notices.

**Linguistic gap:** Here, linguistic gap means the words, which are very common in one language may not exist in another language. There are mainly five types of linguistic gaps, such as phonological, graphological, lexical, structural and functional gaps.



## **CHAPTER TWO**

### **METHODOLOGY**

The following methodology was adopted to carry out the study.

#### **2.1 Source of Data**

The researcher collected the data from the following two sources:

##### **2.1.1 Primary Sources of Data**

The primary sources of data were the translated advertisements and notices of different sectors available in English and Nepali language of Kathmandu valley.

Altogether three hundred advertisements and notices were collected from different ten sectors available in Kathmanu valley.

##### **2.1.2 Secondary Sources of Data**

The researcher consulted some books, theses, journals, dictionaries, article etc. related to the research work in order to facilitate the study. some of them were:

1. Previously carried out researches:  
Subedi (2001), Chapagain (2005), Sharma (2004)
2. Dictionary: Oxford Advanced Learner's Dictionary (6th edition)
3. Books: a. Bhattarai (2000) b. Newmark (1998) c. Catford (1965), d. D'souza (1997) e. Adhikari (2004) f. Mencher (1989)

#### **2.2 Sampling Procedure**

Three hundred advertisements and notices were selected in terms of stratified random sampling in ten categories 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 Centre, Tailors and Beauty Parlors, Public Services, and Business Firms and Factories.

### **2.3 Tools for Data Collection**

The main tools for data collection were the observation and recording of the translated advertisements and notices of different sectors available in Kathmandu valley.

### **2.4 Process of Data Collection**

First of all, 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.

Then the researcher classified them under ten headings and transliterated them into Roman script (c.f. Appendix-I)

### **2.5 Limitation of the Study**

The study has the following limitations:

- i. The area of the study, as the title suggests, is limited to only the translated 'Advertisements and Notices' available in Kathmandu valley.
- ii. The study is further limited to only three hundred 'Advertisements and Notices' under ten sectors.
- iii. The study only studies four strategies and four linguistic gaps used in translated 'Advertisements and Notices' from Nepali to English.

## **CHAPTER THREE**

### **ANALYSIS AND INTERPRETATION**

This chapter deals with the interpretation and analysis of the data. The data are analyzed and interpreted to find out the strategies used in translating advertisements and notices. The data (c.f. App II) have further been analyzed and interpreted to find out linguistic gaps in translating advertisements and notices from Nepali to English language.

The researcher, after analyzing the whole data, stratified them into following ten sectors:

- i. Press and Stationery
- ii. Bank-Finance and Cooperative Society
- iii. Educational Institutions
- iv. Govt and Non-government Offices
- v. Hotel-Travel and Tourism
- vi. Law Firms and Offices
- vii. Clinics Hospitals and Optical Centre
- viii. Tailors and Beauty Parlours
- ix. Public Services
- x. Business Firms and Factories

On the basis of analysis of these strata, the researcher found different strategies and linguistic gaps in translated advertisements and notices from Nepali and English language.

### **3.1 Strategies of Translation**

Having followed these ten sectors as mentioned above, the researcher analyzed and classified the whole data under four strategies of translation advertisements and notices from Nepali to English language. They are:

- a. Transliteration
- b. Literal translation
- c. Paraphrasing
- d. Free translation

On the basis of analysis of these four strategies and ten sectors, the researcher classified and interpreted the whole data in the following ways.

#### **3.1.1 Strategies of Translation in terms of Press and Stationery**

The researcher found twenty translated advertisements and notices under this sector. She also found three strategies, out of the four while analyzing the whole data vividly. One example of each type is given below. But detailed interpretations are given in Appendix I.

##### **1. Transliteration**

SLT: hir buks interpr izez

TLT: Hira Books Enterprises

##### **2. Literal translation:**

SLT: Pur n kit b kharid bikri kendra

TLT: Second Hand Book Stall

##### **3. Free translation**

SLT: yah n sabai prak rk istesanari s m gri p inchan

TLT: All types of stationery documents are available here.

For detailed description, let's, observe the following table.

**Table No: 1**

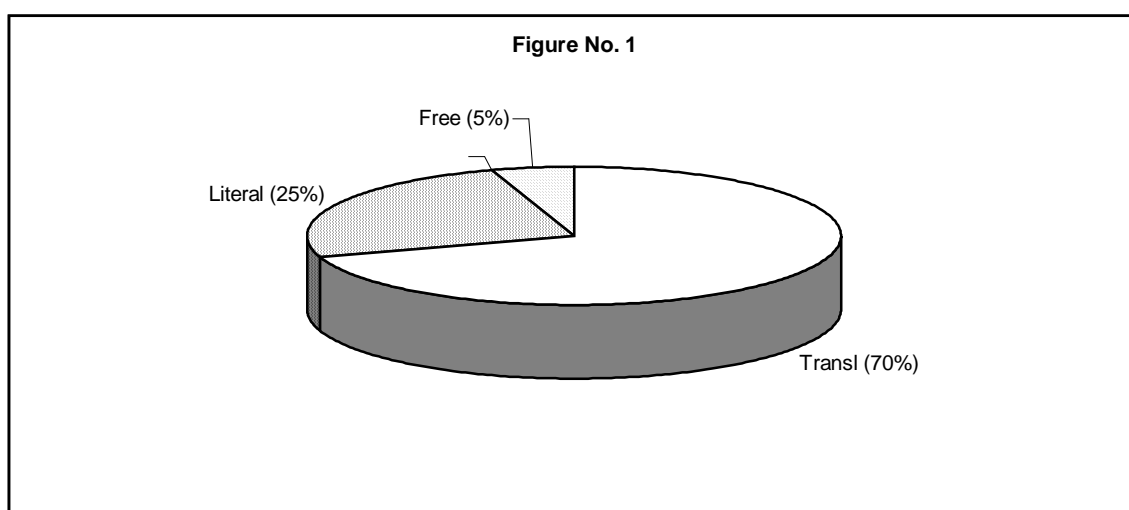
**Total No. of Translated Advertisements and Notices of  
Press and Stationery: 20**

S.N	Strategies	No. of Ads	Perc.	No. of Notices	Perc.
1	Transliteration	14	70	-	-
2	Literal translation	5	25	-	-
3	Paraphrasing	-	-	-	-
4	Free translation	-	-	1	5
Total		19	95	1	5

This above given table shows that there are twenty number of translated advertisements and notices under press and stationery. Among them, fourteen (70%) are transliterated advertisements based on signboards. Five (25%) are under literal translation which is one of the popular strategies in translating the text. Paraphrasing is not used in this strata. There is only one (5%) notice that follows free translation strategy. Among twenty number of texts, nineteen (95%) are included under advertisements and only one (5%) is under notice translation.

The table shows that transliteration is the most and paraphrasing is the least frequently used strategies.

The whole idea can be captured by the following pie-chart.



### 3.1.2 Strategies of Translation in terms of Bank-Finance and Cooperative Society

The researcher found thirty five translated advertisements and notices under this sector after analyzing the whole data collected from different parts. One example of each type is given below. But detailed interpretations are given in Appendix I.

i. Transliteration

SLT: nep l siyar m rkets end ph in ns

TLT: Nepal Share Markets and Finance

ii. Literal translation

SLT: saikshik bik s sahak ri sansth limited

TLT: Educational Development Cooperative Society LTD

iii. Free translation:

SLT: nagadi satahi m thi sareko cha

TLT: cash counter upward.

For detailed descriptions, let's observe the following table.

**Table No 2**

**Total No. of Translated Advertisements and Notices of Bank - Finance and Cooperative Society: 35**

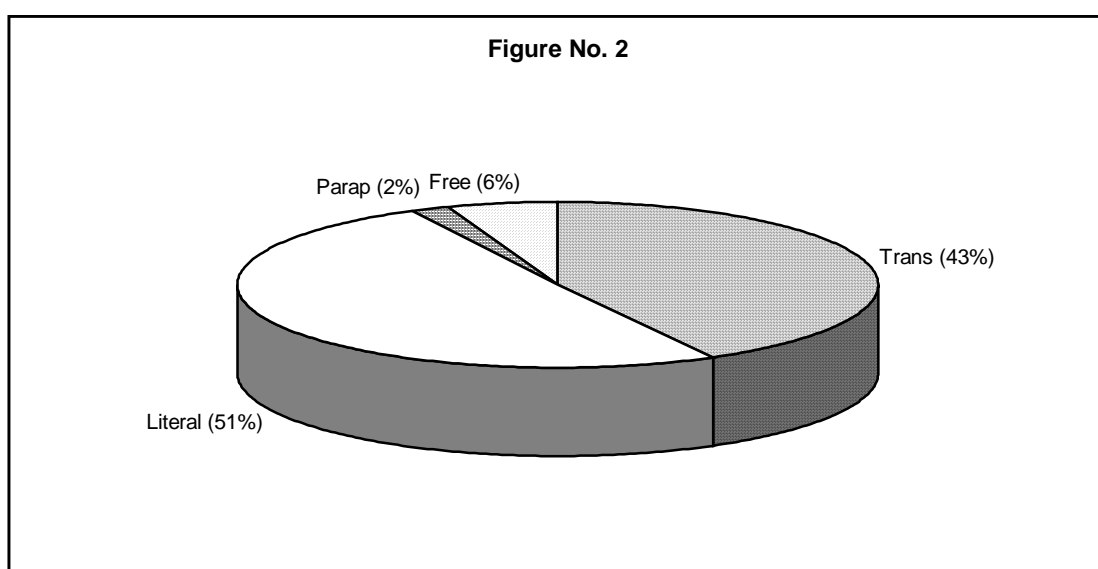
S.N	Strategies	No. of Ads	Perc.	No. of Notices	Perc.
1	Transliteration	15	42.85	-	-
2	Literal translation	18	51.42	-	-
3	Paraphrasing	-	-	-	-
4	Free translation	-	-	2	5.71
Total		33	94.29	2	

The table given above shows that there are altogether thirty five number of translated advertisements and notices from Nepali to English following three strategies, viz. transliteration, literal and free translation. Among thirty five texts,

fifteen (42.85%) are categorized under transliteration. Eighteen (51.42%) texts are literally translated. Two notices are translated freely.

This table also shows that advertisements translation are used under transliteration and literal translation and notices are translated freely. Here, literal is the most frequently used and paraphrasing is the least frequently used strategies in the field of bank finance and cooperative society.

This whole idea can be summarized in the following pie-chart.



### 3.1.3 Strategies of Translation in terms of Educational Institutions

After analyzing the whole data, the researcher found forty translated advertisements and notices from Nepali to English in this sector. She further analyzed and classified them into four strategies as well. They are transliteration, literal, paraphrasing and free translation.

One of the example of each type is given below. But detailed interpretations are given in Appendix I.

- i. Transliteration

SLT: nesnal t ipin end kampjutar insticyut

TLT: National Typing and Computer Institute

ii. Literal translation

SLT: bh s prasikhan sansth

TLT: Language Training Institute

iii. Paraphrasing

SLT: saikshik janasakti bik s kendra

TLT: National Centre for Education Development

iv. Free translation

SLT : yas 'general section' m nap iek pustakharu text book  
sectionm p una sakincha

TLT: The books that are not available in this section can be  
found in the text book section.

For detailed description, lets observed the following table.

**Table No. 3**

**Total No. of Translated Advertisements and Notices of Education Institutions 40**

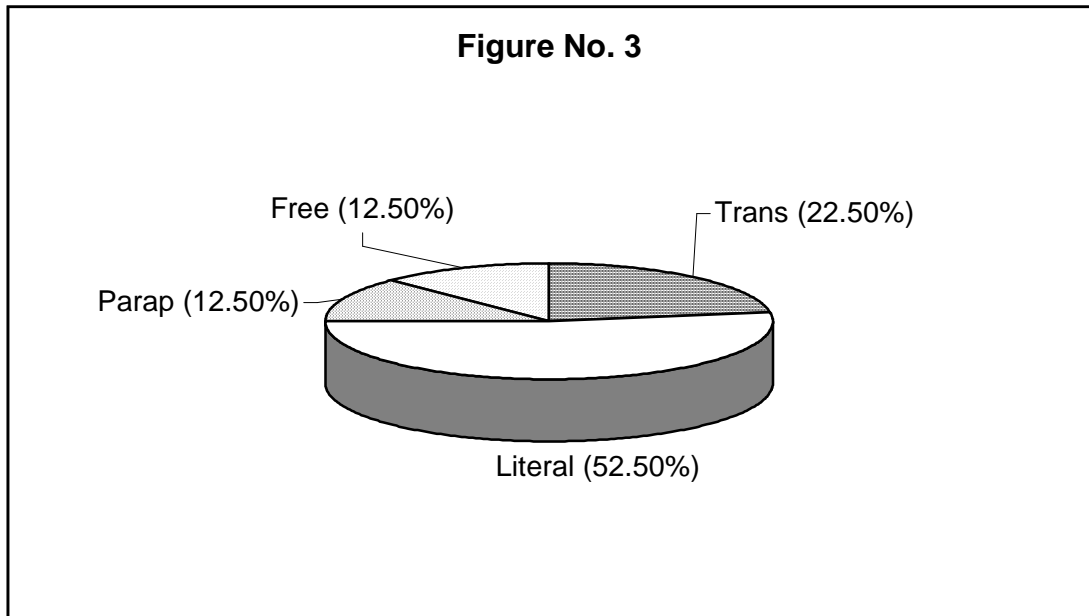
S.N	Strategies	No. of Ads	Perc.	No. of Notices	Perc.
1	Transliteration	9	22.5		
2	Literal translation	21	52.5		
3	Paraphrasing	5	12.5		
4	Free translation	-	-	5	12.5
Total		35	87.5	5	12.5

The above given table shows that there are altogether forty translated advertisements and notices from Nepali to English Language. And they follow four translating strategies, viz. transliteration, literal translation, paraphrasing and free translation. Among them, nine (22.5%) advertisements are transliterated. Twenty one (52.5%) advertisements are literally translated. Five (12.5%) advertisements are paraphrased and five (12.5%) notices are translated freely.



This given table shows that literal translation is the most frequently used and paraphrasing is the least frequently used strategies in translating advertisements from Nepali to English. Free translation is all in all in translating notices.

This idea can be summarized in the following pie-chart .



### 3.1.4 Strategies of Translation in terms of Government and Non-government Offices

The researcher on the basis of analysis of the whole data, found fifty advertisements and notices under this sector. She further classified the data into following four strategies:

- i. Transliteration ii. Literal translation
- ii. Paraphrasing iv) Free translation

One example of each type is given below. But detailed interpretations are given in Appendix I.

- i. Transliteration

SLT: nep l tred y niyan phederesan

TLT: Nepal Trade Union Federation

ii. Literal translation

SLT: antar striya sram sanghathan

TLT: International Labour Organization

iii. Paraphrasing

SLT: nep l sw sthya pr bidhik sangh

TLT: Paramedical's Association of Nepal

iv. Free translation

SLT: nep l sark rko r jpatr nkit adhikrit w nep l telikamko adhikrit istarko karmac ri b ta siph ris garnu parne cha.

TLT: The form must be certified by the gazetted officer of the government of Nepal or from the officer of the Nepal telecom.

Let's observe the following table.

**Table No. 4**

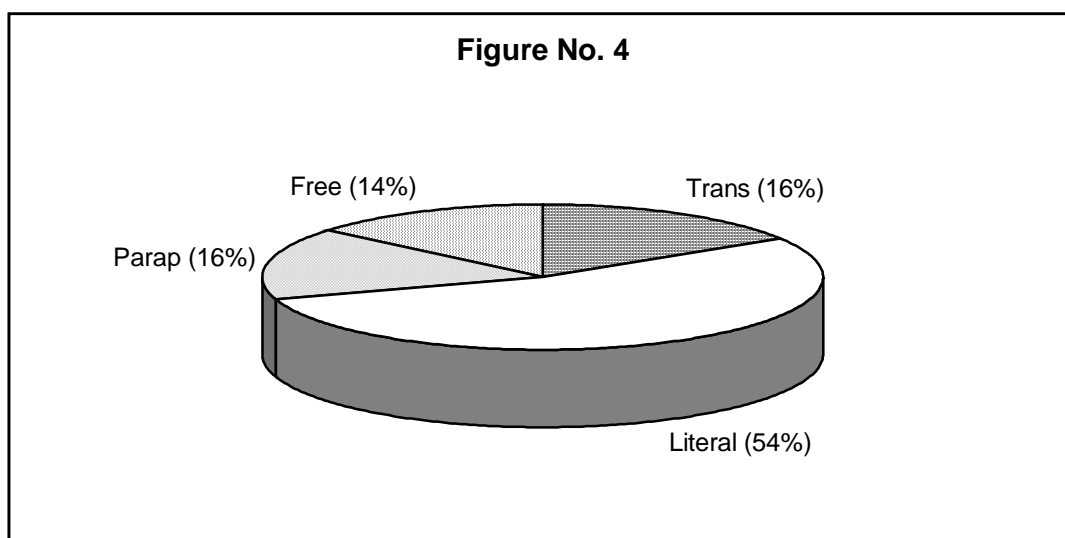
**Total No. of Translated Advertisements and Notices of Government and Non government offices: 50**

S.N	Strategies	No. of Ads	Perc.	No. of Notices	Perc.
1	Transliteration	8	16	-	-
2	Literal translation	27	54	-	-
3	Paraphrasing	8	16	-	-
4	Free translation	-	-	7	14
Total		43	86	7	14

The above given table shows that there are altogether fifty translated advertisements and notices following four strategies. Eight (16%) advertisements are transliterated. Twenty Seven (54%) advertisements are translated literally. Eight (16%) advertisements are paraphrased and seven (14%) notices are translated freely.

The above table shows that literal translation is the most and transliteration and paraphrasing are the equally used strategies in translating advertisements. Free translation is only found in notice translation.

This whole idea can be summarized in the following figure.



### 3.1.5 Strategies of Translation in terms of Hotel-Travel and Tourism

On the basis of analysis of the data, the researcher found twenty translated advertisements and notices in this sector. She further classified the whole data into four strategies.

One example of each type is given below. But detailed interpretations are given in Appendix I.

i. Transliteration

SLT: nep l gest h us

TLT: Nepal Guest House

ii. Literal translation

SLT: camen griha

TLT: Canteen

iii. Paraphrasing

SLT: nep l kuriyar sew sangh

TLT: Courier Service Association of Nepal

iv. Free translation

SLT: kripay n tap iko jutt yah n phuk Inuhos.

TLT: Please put off your shoes here.

Let's observe the following table.

**Table No.: 5**

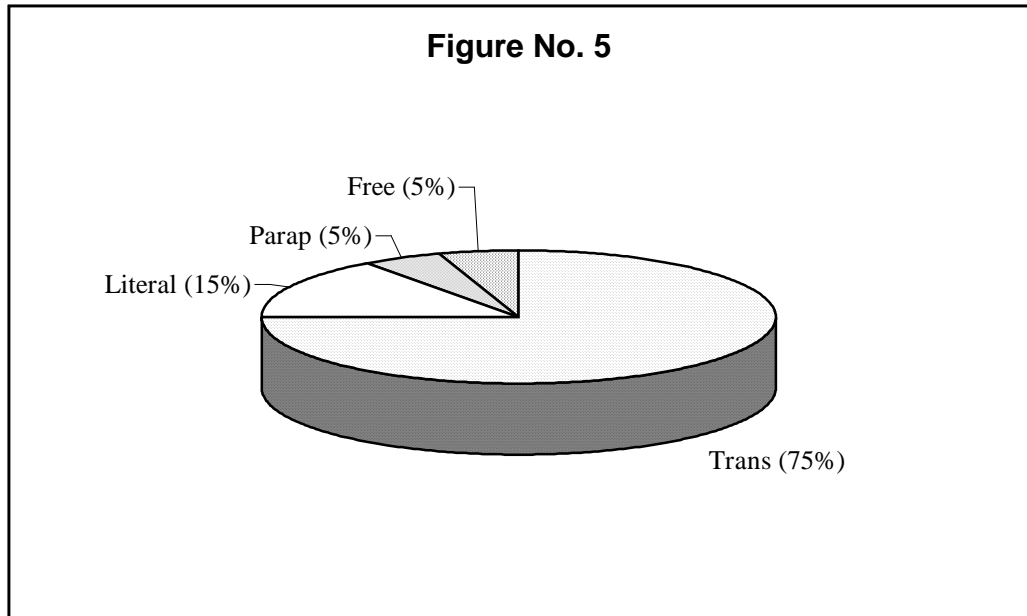
**Total No. of Translated Advertisements and Notices of  
Hotel-Travel and Tourism: 20**

S.N	Strategies	No. of Ads	Perc.	No. of Notices	Perc.
1	Transliteration	15	75	-	-
2	Literal translation	3	15	-	-
3	Paraphrasing	1	5	-	-
4	Free translation	-	-	1	-
Total		19	95	1	5

The above table shows that there are altogether twenty translated advertisements and notice under this sector. Among them, fifteen (75%) advertisements are transliterated. Three (15%) are translated literally, only one (5%) is paraphrased advertisements. there is only one (5%) notice which is translated freely.

This table shows that most of the advertisements are transliterated. It is the highest frequency in translating advertisements. Paraphrasing is the least frequently used. Notice translation is rarely used in the field of hotel-travel and tourism.

The whole idea can be summarized in the following pie-chart.



### 3.1.6 Strategies of Translation in terms of Law firms and Offices

On the basis of analysis of the whole data, the researcher found fifteen translated advertisements following three types of strategies, viz. transliteration, literal translation and paraphrasing. But she did not find any notice under this sector. One example of each type is given below. But detailed interpretations are given in Appendix I.

i. Transliteration

SLT: subhak man la fam

TLT: Shubhakamana Law Firm

ii. Literal translation

SLT: k thm nd k n ni par marsa

TLT: Kathmandu Legal Consultancy

iii. Paraphrasing

SLT: k n ni rk jya samrakshan kendra

TLT: Centre for the Protection of Rule of Law.

Let's observe the following table.

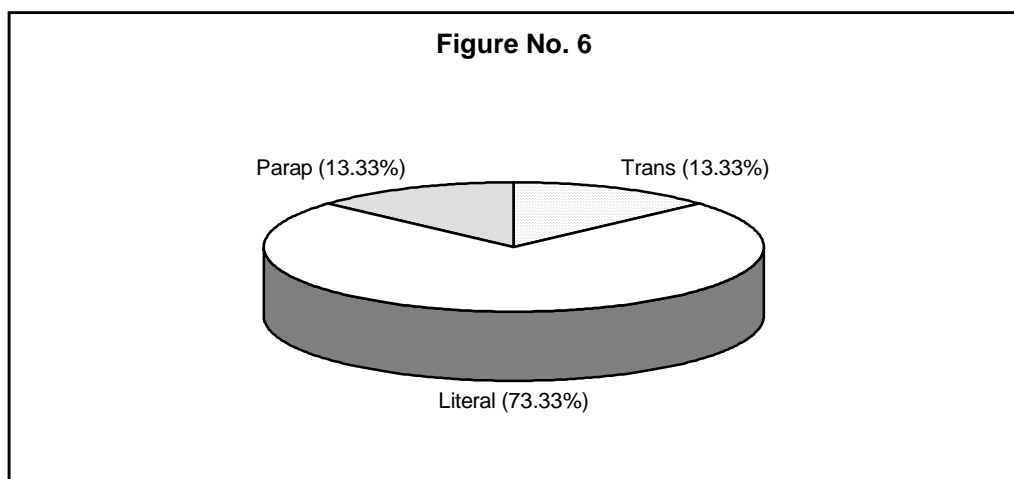
**Table No. 6**  
**Total No. of Translated Advertisements and Notices of Law**  
**Firms and Offices: 15**

S.N	Strategies	No. of Ads	Perc.	No. of Notices	Perc.
1	Transliteration	2	13.33	-	-
2	Literal translation	11	73.33	-	-
3	Paraphrasing	2	13.33	-	-
4	Free translation	-	-	-	-
Total		15	100	-	-

This above given table shows that there are altogether fifteen translated advertisements. But not a single notice has been found in this sector. These fifteen translated advertisements follow three strategies used in translation. Here, two (13.33%) advertisements are transliterated. Eleven (73.33%) advertisements are translated literally and two (13.33%) advertisements are paraphrased.

This above table shows that there are all advertisements. Literal translation is the most frequently used and transliteration and paraphrasing are equally used.

This whole idea can be summarized in the following pie-chart.



### 3.1.7 Strategies of Translation in terms of Clinics, Hospitals and Optical Centre

On the basis of analysis of whole data, the researcher found thirty advertisements and notices following four strategies under this sector. These are

transliteration, literal, paraphrase and free translation. One example of each type is given below. But detailed interpretation are given in Appendix I.

i. Transliteration

SLT: lakshmi medikal

TLT: Laxmi Medical

ii. Literal translation

SLT: nemkul casm griha

TLT: Nemkul optical House

iii. Paraphrasing

SLT: nep l cikitsak sangh kendriya k ry laya

TLT: Central office of Nepal Medical Association

iv. Free translation

SLT: dhumra p n nisedh

TLT: No Smoking

Let's observe the following table.

**Table No. 7**

**Total No. of Translated Advertisements and Notices of Clinics, Hospitals and**

**Optical Centre: 30**

S.N	Strategies	No. of Ads	Perc.	No. of Notices	Perc.
1	Transliteration	20	66	-	-
2	Literal translation	8	26.66	-	-
3	Paraphrasing	1	3.33	-	-
4	Free translation	-	-	1	3.33
Total		29	96.67	1	3.33

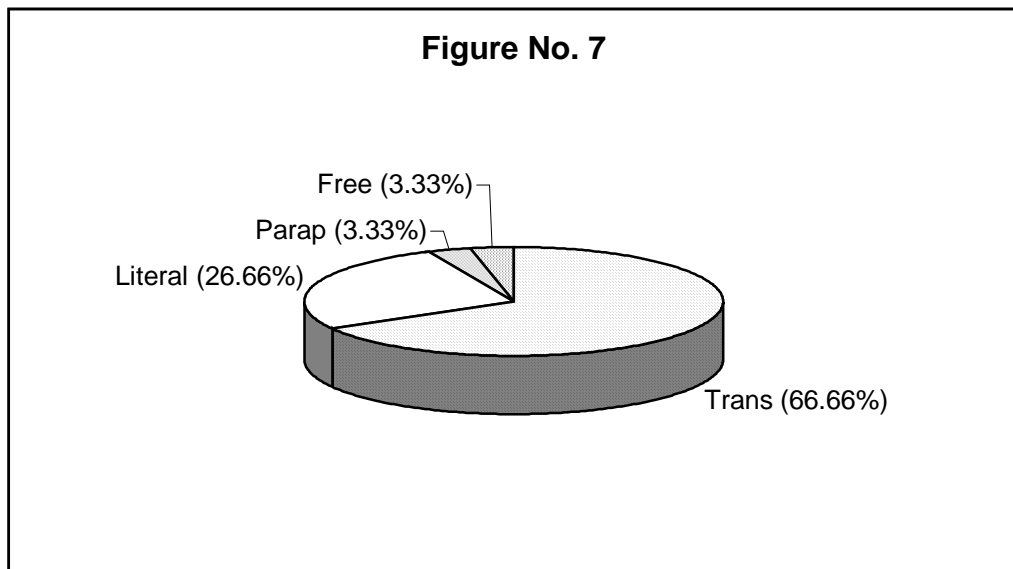
This above given table shows that there are altogether thirty translated advertisements and notices. These texts follow four strategies of translation as

mentioned above. Here, twenty-nine (96.67%) are translated advertisements and there is only one (3.33%) notice following free translation.

Twenty (66.66%) advertisements are transliterated and eight (26.66%) advertisements are translated literally.

This table shows that transliteration is the most and paraphrase is the least frequently used in translating advertisements. Translated notices are hardly found in this sector.

This above idea can be summarized in the following pie-chart.



### 3.1.8 Strategies of Translation in terms of Tailors and Beauty Parlours

On the basis of the analysis of the data, the researcher found twenty five translated advertisements and notices under this sector. she further categorized these translated data into three strategies, viz. transliteration, literal and free translation.

One example of each type is given below. But detailed interpretations are given in Appendix I.

i. Transliteration

SLT: siddhi s i bj ti p rlar

TLT: Siddhi Sai Beauty Parlour



ii. Literal translation

SLT: nep l kapad tath sil i by bas yi sangh

TLT: Nepal Cloth Merchant and Tailoring Association

iii. Paraphrasing

SLT: satin, sutin ko l gi h mil i samjyos

TLT: We serve best shirting and suiting

Let's observe the following table.

**Table No. 8**

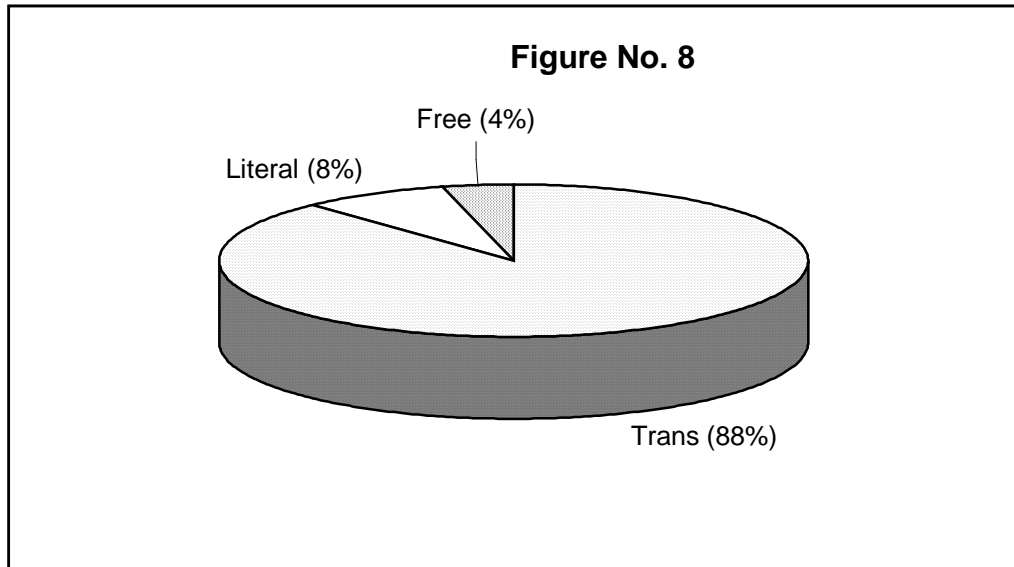
**Total No. of Translated Advertisements and Notices of  
Tailors and Beauty Parlours**

S.N	Strategies	No. of Ads	Perc.	No. of Notices	Perc.
1	Transliteration	22	88	-	-
2	Literal translation	2	8	-	-
3	Paraphrasing	-	-	-	-
4	Free translation	-	-	1	4
Total		24	96	1	4

This above given table shows that there are altogether twenty five translated advertisements and notices. There are only three strategies used under this sector. Paraphrasing is not used. Out of twenty five translated advertisements and notices, twenty two 88% advertisements are transliterated. Two (8%) advertisements are literally translated. There is only one (4%) notice which follows free translation.

This above table shows that transliteration is the most and free translation is the least frequently used strategies under this sector.

This above idea can be captured by the following pie-chart.



### 3.1.9 Strategies of Translation in terms of Public Services

On the basis of analysis of the data, the researcher found fifteen translated advertisements and notices. She further classified the data into three strategies. But paraphrasing is not found here.

One example of each type is given below. But detailed interpretations are given in Appendix I.

i. Transliteration

SLT: kirtipur swimin klab

TLT: Kirtipur Swimming Club

ii. Literal translation

SLT: sahayogi sam j nep l

TLT: Helping Society Nepal

iii. Free translation

SLT: g di bhitra dhumrap n garna sakhta man hi cha.

TLT: No smoking

Let's observe the following table.

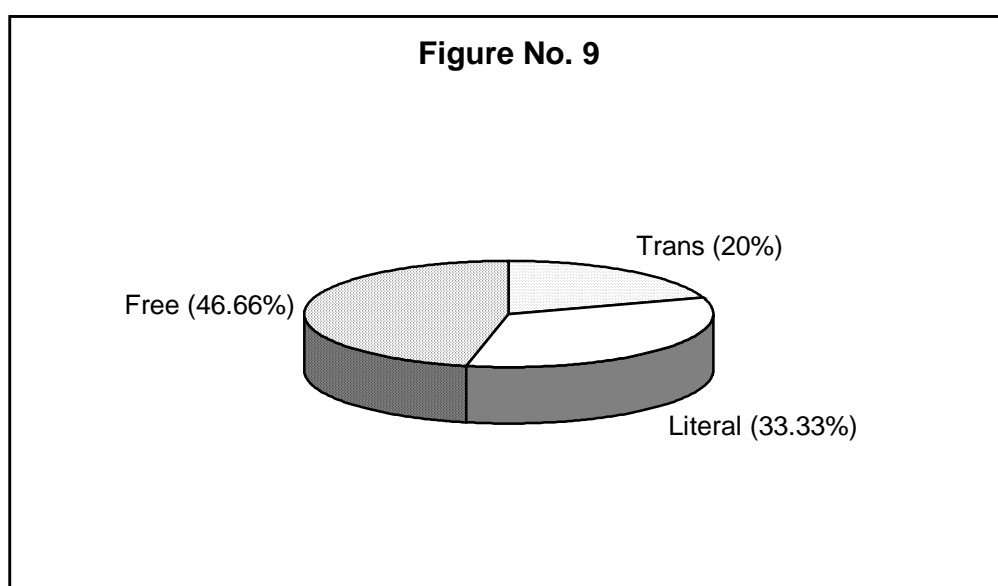
**Table No. 9**  
**Total No. of Translated Advertisements and Notices of**  
**Public Services : 15**

S.N	Strategies	No. of Ads.	Perc.	No. of Notices	Perc.
1	Transliteration	3	20		
2	Literal translation	5	33.33		
3	Paraphrasing	-	-	-	-
4	Free translation	-	-	7	46.66
Total		8	53.34	7	46.66

This above given table shows that there are altogether fifteen translated advertisements and notices, which follow three types of translation strategies. Three (20%) advertisements are transliterated. Five (33.33%) advertisements are translated literally. Seven (76.66%) notices are translated freely. There is not a single paraphrasing advertisement under this sector.

This table shows that literal translation is the most and transliteration is the least used strategies in translating advertisements. Similarly free translation is all in all in translating notices. Paraphrasing can't be found in this sector.

This above idea can be summarized in the following Pie-chart.



### 3.1.10 Strategies of Translation in terms of Business Firms and Factories

On the basis of analysis of the data, the researcher found fifty translated advertisements and notices under this sector. She further classified the data into four strategies as usual. One example of each type is given below. But detailed interpretations are given in Appendix I.

i. Transliteration

SLT: diksh z phebrik h us

TLT: Diksha's Fabric House

ii. Literal translation

SLT: bhaktapur bastukal udhog

TLT: Bhaktapur Craft Printers

iii. Paraphrasing

SLT: hastakal utpadak sangh

TLT: Association for Craft Producers

iv. Free translation

SLT: yah n ric rz k d p incha

TLT: Recharge Card Available Here

Let's observe the following table.

**Table No. 10**

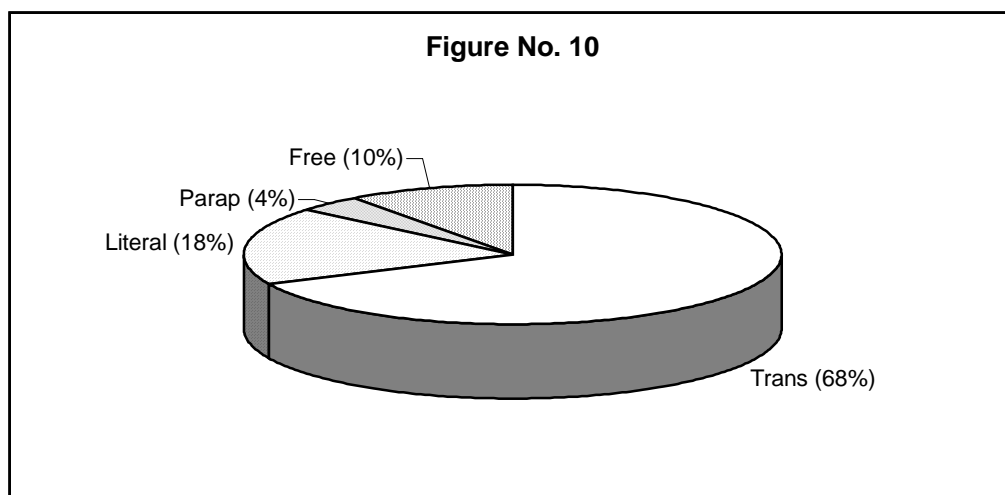
**Total No. of Translated Advertisements and Notices of  
Business Firms and Factories : 50**

S.N	Strategies	No. of Ads	Perc.	No. of Notices	Perc.
1	Transliteration	34	68	-	-
2	Literal translation	9	18	-	-
3	Paraphrasing	2	4	-	-
4	Free translation	-	-	5	10
Total		45	90	5	10

This above given table shows that there are altogether fifty translated advertisements and notices. Among them, forty five (90%) are translated advertisements and five (10%) are translated notices. Thirty four (68%) advertisements are transliterated. Nine (18%) advertisements are translated literally. Two (4%) advertisements are paraphrased from Nepali to English. There are five (10%) notices that follow free translation.

This above table shows that transliteration is the most and paraphrasing is the least frequently used advertisement strategies.

This whole idea can be graphically presented in the following pie-chart.



### 3.1.11 Holistic Strategies of Translation

The researcher collected two hundred and seventy advertisements and thirty notices from different sectors available in Kathmandu valley. She further classified them into ten sectors (c.f. - 3) and four strategies (c.f. - 3.1). We can observe the following Table.

**Table No. 11**

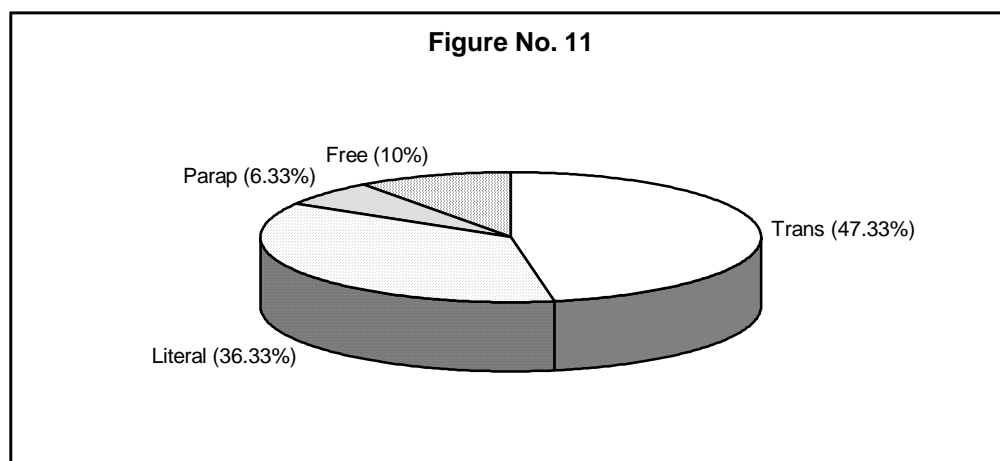
**Total No. of the Translated Advertisements and Notices: 300**

S.N	Strategies	No. of Ads	Perc.	No. of Notices	Perc.
1	Transliteration	142	47.33	-	-
2	Literal translation	109	36.33		
3	Paraphrasing	19	6.33		
4	Free translation	-	-	30	10
Total		270	90	30	10

This above given table shows that there are altogether three hundred translated advertisements and notices. Out of them, there are two hundred and seventy (90%) advertisements and thirty (10%) notices consisting four strategies, viz transliteration, literal translation, paraphrasing and free translation. One hundred and forty two (47.33%) advertisements are transliterated. One hundred and nine (36.33%) advertisements are literally translated. Only nineteen (6.33%) advertisements are translated through paraphrase. Thirty (10%) notices are translated freely.

This table shows that transliteration is the most and paraphrasing is the least used strategies in translating advertisements. Free translation is only used in the field of notice translation. It also shows that the strategies such as, transliteration literal, and paraphrasing are used in the field of translating advertisements and free is used in the field of notice translation.

This whole idea can be presented graphically in the following pie-chart.



### 3.2 Linguistic Gaps of Translating Advertisements and Notices

On the basis of analysis of the whole data, the researcher found the following types of linguistic gaps from Nepali to English version of translated advertisements and notices.

- a. Phonological gaps
- b. Graphological gaps
- c. Lexical gaps
- d. Structural gaps

#### 3.2.1 Phonological gaps

On the basis of analysis of the whole data, the researcher, classified the data into ten sectors (cf. 3) and found the following phonological gaps from Nepali to English version of translated advertisements and notices.

- i. Press and Stationery

Texts	SL phonology (Nepali)	TL Phonology (English)
Macchindra	/machindra/	/m tʃindr /
Ekta	/ekat /	/ekt /

- ii. Bank-Finance and Cooperative Society

Texts	SL phonology (Nepali)	TL Phonology (English)
Bangladesh	/bangal des/	/b ɒ l des/
Bank	/baink/	/b ɒ k/
Machapucchre	/m ch puchre/	/ma:tʃaputʃre/
Charumati	/c rumati/	/tʃ ɹ um ti/
Bandha	/bandha/	/b ɒ nd/
Shikha	/sikh /	/sik /

- iii. Educational Institution

Texts	SL phonology (Nepali)	TL Phonology (English)
Kalanidhi	/kal nidhi/	/k laniði/
Macchindra	/machindra/	/m tʃindr /

Sanothimi	/s nothimi/	/sanotimi/
Kathmandu	/k thm nd /	k tma:ndu:/
Mahanbiddyalaya	/m h nbidhy laya/	/m hanbidj l j /

iv. Govt. and Non.-govt. Offices

Texts	SL phonology (Nepali)	TL phonology (English)
Gorkhapatra	/gorkh patra	/g0kap tr /
Lalitpur	/lalitpur/	/l l itpur/

v. Hotel - Travel and Tourism

Texts	SL phonology (Nepali)	TL phonology (English)
Siddhartha	/siddh rtha/	/sida:θ/
Swagatam	/swa:gam/	/swa:g t m/

vi. Law Firms and Offices

Texts	SL phonology (Nepali)	TL phonology (English)
Ganesh	/ganes/	/g nes/
Sahamat	/sahamat/	/s h m t/

vii. Clinic - Hospital and Optical Center

Texts	SL phonology (Nepali)	TL phonology (English)
Radha	/r dh /	/ra:Δ /
Siddhartha	/siddh rtha/	/sida:θ/

viii. Tailors and Beauty Parlours

Texts	SL phonology (Nepali)	TL phonology (English)
Shiddhi	/siddhi/	/sidi:/

ix. Public Services

Texts	SL phonology (Nepali)	TL phonology (English)
Kirtipur	/kirtipur/	/ki:tipu(r)/



x. Business Firms and Factories

Texts	SL phonology (Nepali)	TL phonology (English)
Diksha's	/diksh z/	/Δitʃa:z/
Gorkhali	/gorkh li/	/g0:ka:li/
Ganapati	/gauaphti/	/g n p ti/
Saugat	/saug t/	/s uga:t/
Gunanidhi	gun nidhi/	gu:naniΔi/
Radhika	/r dhik /	/ra: Δik /
Tarkari	/tark ri/	/t :ka:ri/

There are altogether thirty phonological gaps. They are found in all ten sectors of translating advertisements and notices. There are seven phonological gaps in terms of 'Business Firms and Factories' which are the highest number of words. A few number of phonological gaps are found in 'Public Services' and 'Tailors' and Beauty Parlours'.

### 3.2.2 Graphological gaps

On the basis of analysis of the data, the researcher found the following graphological gaps from Nepali to English version of advertisements and notices. She further classified these gaps into the following ten sentences.

i. Press and Stationery

SL graphology (Nepali)	TL graphology (English)
machindra	machhindra
ekata	ekta

ii. Bank - Finance and Cooperative Society

SL graphology (Nepali)	TL graphology (English)
baink	bank
bangal des	Bangladesh
m ch puchre	machhapuchhre

c rumati	charumati
sikh	shikha

iii. Educational Institution

SL graphology (Nepali)	TL graphology (English)
kal nidhi	kalanidhi
mah nbidhy laya	Mahabidhyalaya
s nothimi	sanothimi
k thm ndu	Kathmandu

iv. Government and Non-government Offices

SL graphology (Nepali)	TL graphology (English)
gorkh patra	gorkhapatra

v. Hotel - Travel ad Tourism

SL graphology (Nepali)	TL graphology (English)
siddh rtha	siddhartha
sw gatam	swagatam

vi. Law Firms and Offices

SL graphology (Nepali)	TL graphology (English)
indr yani	indrayani
ganes	ganesh

vi. Clinic-Hospital and optical center

SL graphology (Nepali)	TL graphology (English)
r dh	radha
siddh rtha	siddhartha

viii. Tailors and Beahty Parlours

SL graphology (Nepali)	TL graphology (English)
siddi	shiddhi

ix. Business Firms and Factories

SL graphology (Nepali)	TL Phonology (English)
diksh z	diksha's
gorkh l	gorkhali
saug t	saugat
gun nidh	gunanidhi
r dhik	radhika
tark r	tarkari

There are altogether twenty five graphological gaps. They are found in all sectors except in the field of public services'. There are six graphological gaps which are the highest numbers in the field of 'Business Firms and Factories' from Nepali to English version of translated advertisements and notices.

### 3.2.3 Lexical gaps

On the basis of analysis of the data, the researcher found the following lexical gaps from Nepali to English version of the translated advertisements and notices. She further classified the lexical gaps into the following sectors.

i. Press and stationery

SLT: Pur n kit b kh rid-bikri keridra

TLT: second Hand Book Stall

b. SLT: bi.si. pustak pasal

TLT: B.C. Books and stationery

ii. Bank-Finance and Cooperative Society

SL (Nepali)	TL (English)
sansth	society
gharelu	indigenous
m thi sareko cha	upward

iii. Educational Institutions

SL (Nepali)	TL (English)
a. yubalaya	hostel
b. t lim	training
prasikshan	
c pragy	academy
saikshik sansth	
d. siksh laya	school
bidhy laya	
e. pralekhan	education
f. janasakti	development

iv. Govt. and Non-govt. Offices

SL (Nepali)	TL (English)
hul k sew	post office
gosw r	general
kh nep ni	water supply
uttam	development
bibh g	beuro
	department
kh ne samaya	break
y tr numati patra	travel documents
adhikrit istarko karmac ri	officer

v. Hotel - Travel and Tourism

SL (Nepali)	TL (English)
dhumrap n nisedh	No smoking

vi. Law Firms and Offices

SL (Nepali)	TL (English)
pabitra	genious
kendra	firm
k ry s l	clinic

vii. Clinics Hospitals and Optical center

SL (Nepali)	TL (English)
pasal	center
cikits	clinic

viii. Tailors and Beauty Parlours

SL (Nepali)	TL (English)
samjhanuhos	serve
by bas yi	merchant

ix. Public Services

SL (Nepali)	TL (English)
jutt phuk leram tra	No shoes
bagaic m phul	flowers
nil	blue

x. Business Firms and Factories

SL (Nepali)	TL (English)
kendra	trade center
udhog	printers
sadar	central
by basth cha	available

There are altogether thirty four lexical gaps in the field of translating advertisements and notices. There is the use of convergence and divergence in the lexical level. Such as:

SL (Nepali)	TL (English)
siksh laya	School
biddhy laya	
bibhag	beuro
	department

Most of the gaps are found in the sector of govt. and non-govt offices. It is obvious that lexical gaps are found under literal translation strategy.

### 3.2.4 Structural gaps

On the basis of analysis of the data the researcher found the following structural gaps from Nepali to English version of advertisements and notices. She further classified the data into ten sectors. Structural gaps are looked upon in article, voice, preposition, word order, auxiliary, ergative.

i. Press and Stationery

a. Word order: Nepali follows SOV pattern whereas English language follows SVO pattern.

For example :

SLT: yah n sabai prak rk istesanari s magari p incha - SOV

TLT. All types of stationery documents are available here. - SVO

b. Ergative

SLT : sabai prak rk (k )

TLT : all types

ii. Bank - Finance and Co-operative Society

---

iii. Educational Institutions

a. Article and preposition

SLT : yas 'general section' m nap iek pustakaharu textbook section 'm p una sakincha.

TLT : The books that are not available in this section can be found in the text book section.

- b. Word order :
- SLT : jhol haru yah n r khnuhos - SOV
- TLT : Luggages should be kept here-SVO
- iv. Govt. and Non- govt. offices
- a. Auxiliary
- SLT : Ph r m siph ris garnuparne cha.
- TLT : The form must be certified
- b. Preposition
- SLT : jak mitidekhi yatr anumatiatra c rdina pachi b dine cha.
- TLT : From today the travel documents will be distributed after four days.
- v. Hotel Travel and Tourism
- a. Word order:
- SLT : kripay n tap iko jutt yah n phuk lnuhos - SOV
- TLT : Please put off your shoes here. - SVO
- vi. Law Firms and Offices
- a. World Order
- SLT : dhumrap n nisedh - SOV
- TLT: No smoking - SVO
- vii. Clinics- Hospitals and Optical Centre
- 
- viii. Tailors and Beauty Parlours
- a. Voice
- SLT : satin, sutinko l gi hamil i samjhiyos - Passive
- TLT : we serve best shirting and suiting - Active

b. Ergative

SLT : h mil\_i samjhiyos

TLT : we serve

ix. Public services

a. Word order

SLT ; g di bhitra dhumrap n garna sakhta man hi cha - SOV

TLT : No smoking - SVO

x. Business firms and factories

a. Word order

SLT : yah n ric d k d p incha - SOV

TLT : Recharge cards are available here - SOV

b. Ergative

SLT : yah n photokopiko by basth cha

TLT : Photocopy is available here

Structural gaps are only found in sentence level. There are only thirty notices in which structural gaps are found. Being a very few structures, the researcher found a few structural gaps. Hardly two structural gaps are used in one sectors. There are not any structural gaps in the sector of 'Clinics-Hospitals and Optical Center and Bank Finance and Co-operative society. Although there are only twelve structural gaps in terms of article, preposition, word order ergative, auxiliary and voice system.

### **3.2.5 Summary of the Linguistic Gaps**

On the basis of analysis of the data, the researcher found one hundred and one linguistic gaps under ten sectors. These gaps are analyzed into four levels, viz. phonological level, grapho logical level, lexical level and structural level. To be more clear, let's observe the following table.



**Table 12****Total Number of the Linguistic Gaps**

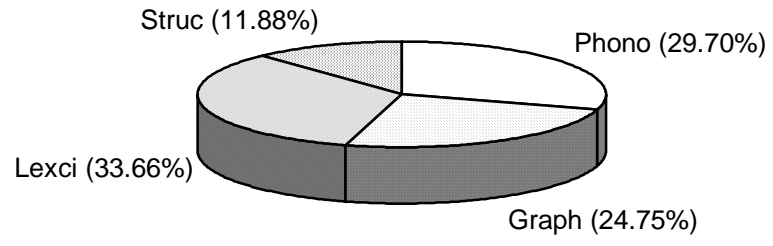
S.N	Name of the sectors	No. of the phonological gaps	No. of the graphological gaps	No. of the lexical gaps	No of the structural gaps
1	Press and stationery	2	2	2	2
2	Bank-Finance and Cooperative society	6	5	3	-
3	Educational Instiution	5	4	6	2
4	Government and Non-government Offices	2	1	8	2
5	Hotel-Travel and Tourism	2	2	1	1
6	Law firms and offices	2	2	3	1
7	Clinics-Hospitals and Optical center	2	2	2	-
8	Tailors and Beauty Parlours	1	1	2	1
9	public services	1	-	3	1
10	Business firms and factors	7	6	4	2
	Total	30 (29.70%)	25 (24.75%)	34 (33.66%)	12 (11.88%)

This above given table shows that there are altogether 103 linguistic gaps in translated advertisements and notices. Out of them, thirty (29.70%) linguistic gaps are found in phonological level, they are also found in all the sectors. Similarly, twenty five (24.75%) gaps are found in graphological level. Graphological did not find in the sector of 'public services'. There are altogether thirty four (33.66%) gaps in translated lexical level which is the highest frequency. Fourteen (14.42%) gaps are found in sentence level.

This table also shows that there is the highest frequency of lexical gaps and the lowest frequency of structural gaps.

This whole idea can be presented graphically in the following pie-chart.

**Figure No. 12**



## CHAPTER - FOUR

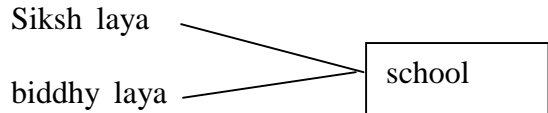
### FINDINGS AND RECOMMENDATIONS

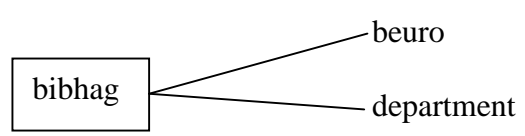
#### 4.1 Findings

On the basis of the analysis of data, the findings can be summarized as follows:

- i. Translation strategies are the techniques used in the translation from SL to TL and vice versa. There are many translation strategies. But only four are used in translating advertisements and notices from Nepali to English. They are transliteration, literal translation, paraphrasing and free translation. The former three are used in translating advertisements of signboard where as latter one is used for translating notices.
- ii. The strategies, such as, transliteration and literal translation are used in all sectors, viz Press and Stationery, Bank Finance and Co-operative Society, Educational Institution, Government and Non-government Offices, Hotel-Travel and Tourism, Clinics-Hospitals and Optical Centre, Tailors and Beauty Parlors, Public Services, law Firms and Offices, and Business Firms and Factories.
- iii. Transliteration is the most and paraphrasing is the least frequently used strategies from Nepali to English version of translated advertisements. But free translation is all in all in translating notices.
- iv. Literal is the most widely used strategy whereas not a single text has been translated through paraphrasing in the field of Bank Finance and Cooperative Society.
- v. Literal translation is the most frequently used strategy whereas any text has not been translated freely in the field of Law Firm and Offices. Similarly,

transliteration is used frequently but paraphrasing is not used in the field of Tailors and Beauty Parlour.

- vi. Free translation is frequently used and paraphrasing is rarely used in the field of public services.
- vii. Transliteration is mostly used which covers one hundred and forty two (47.33%), literal covers one hundred and nine (36.33%) paraphrasing covers nineteen (6.33%) advertisements. On the contrary, free translation is widely used in translating notices which covers thirty (10%) out of three hundred advertisement and notices.
- viii. Among the five linguistic gaps, advertisements and notices cover only four types of gaps, viz. phonological, graphological, lexical and structural gap. Phonological, graphological and lexical gaps are found in word level whereas structural gaps are found in sentence level.
- ix. Phonological gaps are used in all ten sectors. But graphological gaps are found in nine sectors. It does not exist in public services.
- x. The use of convergence and divergence is found in lexical gaps . such as:
  - a. 

Siksh laya      school  
biddhy laya
  - b. 

beuro  
bibhag      department
- xi. Phonological and graphological gaps are found in transliteration strategy but lexical gaps in literal translation.
- xii. There are altogether one hundred and one linguistic gaps. Among them, there are thirty (29.70%) phonological, twenty five (24.75%) graphological, thirty four (33.66%) Lexical and twelve (11.88%) are structural gaps available in the data collected.

## 4.2 Recommendations

On the basis of the findings from the analysis and interpretation of the data, some recommendations have been made. They are as follows.

- i. The translator should be completely bi-lingual and bi-cultural. In translating advertisements and notices s/he should have sound knowledge of translation process. If possible, mixed translation strategy should be avoided. For example 'yes s dh ran kaksham' should be used in place of 'yes general section m'.
- ii. The same TL words (English) but their SL (Nepali) equivalents giving differently create an ambiguity to the readers. The translator should minimize that sorts of ambiguity. For example. No smoking., the TL term is used differently in SL terms, i.e.
  - a. dhumrap n nisedh
  - b. g dibhitra dumrap n garna saktaman hi cha.
- iii. If there is higher degree of gaps, there will be lower degree of understanding and vice versa. So, the translator should minimize the gaps if possible in translating the texts. The use of convergence and divergence of lexical gaps should be minimized.
- iv. The translator should be accurate clear and forceful to expression in TL. For this purpose thesaurus can be a great help. Translator need to look up a thesaurus for a more suitable or 'better words.
- v. Translator should consult the standard bilingual dictionary. S/he should be completely bilingual. The lay man should not translate the text. Focus should be given to the bi-lingual translator if possible.

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## APPENDICES

### Appendix I

#### Strategies in Translation

**1. Press and Stationery : 20**

i. Transliteration

1. SLT : nesnal k p sarvis end istesanari  
TLI : National Copy Servis and Stationery
2. SLT : hir buks intarpraizez  
TLT: Hira Books Enterprises
3. SLT : machindra istesanari end buks  
TLT : Machhindra Stationery and Books
4. SLT : sagun buks end istesanars  
TLT Sagun Books and Stationers
5. SLT : kunjjan istesanari  
TLT : Kunjan Stationery
6. SLT : kamal istesaneri end buk sentar  
TLT Kamala Stationery and Book Center
7. SLT : k ntipur buks end istesanari  
TLT : Kantipur Books and Stationery
8. SLT : ekat ejukesanal py les  
TLT : Ekta Educational Palace
9. SLT : al printin pres  
TLT All Printing Press
10. SLT : e-bi-si printin pres  
TLT : A.B.C. Printing Press



11. SLT : him laya pres  
TLT: Himalaya Press
12. SLT : prak s jyoti printars  
TLT : Prakash Jyoti Printers
13. SLT : nju nep l pres  
TLT: New Nepal Press
14. SLT : lakshmi afset pres  
TLT : Laxmi Affset Press
- ii. Literal Translation
  1. SLT: bhrikuti prak san pra. li.  
TLT: Bhrikuti Publication (P) Ltd.
  2. SLT. pustak bikri bhand r  
TLT : Book Sales Depot
  3. SLT: Pur n kit b kharid bikri kendra  
TL : Second Hand Book Stall
  4. SLT : nabaun nep l saikshik ebam pustak bhel 2063  
TLT : 9th Nepal Education and Book Fair 2005.
  5. SLT : bi. si. pustak pasal  
TLT : B.C.Books and Stationers
- iii. Free Transtation
  1. SLT : yah n sabai prak rk istesanari s magari p inchan.  
TLT : All types of stationery documents are available here
  2. **Bank Finance and Co-operative Society - 35**
    - i. Transliteration
      1. SLT : nep l inbhestment baink li.

- TLT : Nepal Investment Bank LTD.
2. SLT : him layan bank limited  
TLT : Himalayan Bank Limited.
3. SLT : nepal bangal des bank li.  
TLI :Nepal Bangladesh Bank LTD.
4. SLT : machhapuchre bank limited  
TLT : Machhapuchhre Bank Limited.
5. SLT: siddhartha bank limited  
TLT: Siddhartha Bank Limited
6. SLT: ratriya banijya bank  
TLT: Ratriya Banijya Bank
7. SLT: nepal industrial and kamarsiyal bank limited  
TLT : Nepal Industrial and Commercial Bank Limited
8. SLT: nepal bank limited  
TLT: Nepal Bank Limited.
9. SLT: nepal kredit end kamars bank li.  
TLT: Nepal Credit and Commerce Bank LTD.
10. SLT: nepal seyar market end phinns li.  
ITL: Nepal Share Markets and Finance LTD.
11. SLT: gudwil phinns kampani li.  
TLT ; Good Will Finance Company Limited.
12. SLT: sagarmatha merchant bankin end phinns li.  
TLT: Sagarmatha Merchant Banking and Finance LTD.
13. SLT: nepal life end general insorens kampani limited.  
TLT: Nepal Life and General Insurance Company Limited

14. SLT: pipals ph in ns limited.  
TLT : People's Finance Limited
15. SLT: pasupati sebhins end kredit koparetibh li.  
TLT: Pashupati Savings and Credit Co-operative LTD.
- ii. Literal Translation
  1. SLT: gorkh bik s bank (nep l) limited  
TLT: Gurkha Development Bank (Nepal) Ltd.
  2. SLT: krisi bik s bank, bainkin k ry laya putalisadak.  
TLT ; Agricultural Development Bank, Banking Office, Putalisadak.
  3. SLT: samjan bahumukh sahak ri sansth li.  
TLT : Sanjana Bahumukhi Co-operative Society LTD.
  4. SLT: c rumati bahuuddhesiya sahak ri sansth li.  
Charumati Multipurpose Co-operative Society LTD.
  5. SLT: nilkamal bacat tath rin sahak ri sansth limited.  
TLT: Nilkamal Saving and Credit Co-operative Society LTD.
  6. SLT: nawa k bhreli bacat tath rin sahak ri sanstha limited  
TLT: Nawa Kavreli Saving and Credit Co-operative Society LTD.
  7. SLT: bandhu bahuuddhesiya sahak ri sansth li.  
TLT: Bandh Multipurpose Co-operative Society LTD.
  8. SLT: nep l sahak ri sansth limited bainkin k ry laya  
TLT: Nepal Co-operative Society LTD, Banking Office.
  9. SLT : d p sikh bahuuddhesiya sahak r sansth li.  
TLT: Deep Shikha Multipurpose Co-operative Society LTD
  10. SLT: jay kisan hit bahuuddhesiya sansth li.  
TLT: Jaya Kishan Hit Multipurpose Society LTD.

11. SLT: gharelu silpakl bahuuddhesiya sahak ri sansth li.  
TLT: Indegenous Handcraft Co-operative Society Ltd.
  12. SLT: sr l ligul ns bahuuddhesiya sahak ri sansth li.  
TLT: Shree Laligurans Multipurpose Co-operative Society LTD.
  13. SLT : saikshik bik s sahak ri sansth limited  
TLT: Educational Development Co-operative Society LTD.
  14. SLT: nep l layans bacat tath rin sahak ri li.  
TLT: Nepal Lions Saving and Credit Co-operative LTD.
  15. SLT: om siva bahumukh sahakar sansth li.  
TLT: Om Shiva Multiple Co-operative Society LTD.
  16. SLT: jay manak man bahumukhi sahak ri sansth li.  
TLI: Jaya Manakamana Multiple Co-operative Society LTD.
  17. SLT: n is bahuuddhesiya sahak r sansth li.  
TLT : Nice Multipurpose Co-operative Society LTD.
  18. SLT: nawa k ntipur (ba-u.) sahak ri sansth li.  
TLT: Nawa Kantipur (M.P.) Co-operative Society LTD.
- iii. Free Translation
1. SLT: nagad satah m th sareko cha.  
TLT: Cash Counter Upward.
  2. SLT: nagadi satahi j ne b to.  
TLT: Way to cash counter.
- 3. Educational Institutions : 40**
- i. Transliteration
    1. SLT: nesnal t ipin end kampjutar insticy t  
TLT: National Typing and Computer Institute.

2. SLT: c rya inlis ly nwez insticy t  
TLT: Acharya English Language Institute.
  3. SLT: namun machindra ky mpas  
TLT: Namuna Machhindra campus.
  4. STT: kar kulam risors sentar  
TLI : Curriculum Resource Center
  5. SLT: nabha jyoti kampjutar end ly nwez insticy t  
TLT: Nava Jyoti Computer and Language Institute
  6. SLT : s lven y ekedemi  
TLT: Salvenia Academy
  8. SLT: neptun bodin h i iskul  
TLT: Neptune Boarding High School
  9. SLT: kal nidhi indir sangit mahanbidhy laya nepal  
TLT: Kalandhi tndira Sangeet Mahanbidhyalaya Nepal
  10. SLT: saraswati ekedemi  
TLT: Saraswati Academy
- ii. Literal Translation
1. SLT: bh s prasikshan sansth  
LTL: Language Training Institute
  2. SLT: mahendra yub laya  
TLT. Mahendra Hostel
  3. SLT: gandharb myugik prasikshan kendra  
TLT: Gandharv Music Training center.
  4. SLT: hotel t lim kendra  
TLT: Hotel Training Centre

5. SLT: p rathakram bik s kendra  
TLT: Curriculum Development Centre
6. SLT: tribhubhan biswabidhy laya kendriya K rya laya  
TLT: Tribhuvan Unviersity Central Office
7. SLT: padhmakany bahumukh ky mpas  
TLT: Padhmakanya Multiple Campus
8. SLT: nizi tath b siya bidhy laya sangathan nep l  
TLT: Private and Boarding School's Organization Nepal
9. SLT: dip wal pustak laya  
TLT: Dipawali Library
10. SLT: kendriya pustak laya  
TLT: Central Library
11. SLT: pragy pustak laya  
TLT: Central Library
12. SLT: Kendriya k nun pustakalaya  
TLT: Central Law Library
13. SLT: s nothimi pr bidhik siksh laya  
TLT: Sanothimi Technical School
14. SLT: anaupac rik siksh kendra  
TLT: Non Formal Education Center
15. SLT: uccha m dhy mik siksha parisad  
TLT: Higher Secondary Education Board.
16. SLT: es. o. es. b l gr m.  
TLT: SOS Children Village
17. SLT: niz tath b siya bidhy laya

- TLT: Private and Boarding School
18. SLT: k thm ndu sis sy h r kendra  
TLT: Kathmandu Baby Care Center
19. SLT: saikshik pustak laya tath pralekhan kendra  
TLT: Education Library and Education Center
20. SLT: gautam h i iskul  
TLT; Gautam High School
21. SLT. p ng m dhy mik bidhy laya  
TLT: Panga Secondary School
- iii. Paraphrasing
1. SLT: k thm ndu pr bidhik siksh laya  
TLT: Kathmandu Institute of Technical Science
2. SLT: by bah rik bigy n tath anusandh n kendra  
TLT: Research Center for Applied Science and Technology
3. SLT: pariksh niyantran k ry laya  
TLT: Office of the Controller of Examination
4. SLT: by basayik tath pr bidhik t lim parisad  
TLT: Council for Technical Education and Vocational Training
5. SLT: saikshik janasakti bik s kendra  
TLT: National Center for Education Development
- iv. Free Translation
1. SLT: kendr ya pustak laya j ne b to  
TLT: Way to central library
2. SLT: yas 'general section' m n ap iek pustakharu 'text book section' m pauna sakincha

TLT: The books that are not available in this section can be found in the text book section.

3. SLT: pustak layam hall garna man hi cha.

TLT: No talking

4. SLT: jhoharu yah n rakhnuhos.

TLT: Luggages should be kept here.

5. SLT: kripay n s nta rahanuhos

TLT: Silence Please

**4. Govt. and Non-govt. offices: 50**

- i. Transliteration

1. SLT: nep l tred y niyan phederesan

TLT: Nepal Trade Union Federation

2. SLT: nep l isk uts.

TLT: Nepal Scouts

3. SLT: nep l helpl in gurup

TLT: Nepal Helpline Group

4. SLT: nesanal tredin limited

TLT: National Trading Limited

5. SLT: remitens setalment sarvisez nep l pr -li.

Remittance Settlement Services Nepal (P) LTD.

6. SLT: nepal atomob il rikandisan esosiesan

TLT: Nepal Automobile Recondition Association.

7. SLT: s lt tredin karporesan

TLT: Salt Trading Corporation

8. DLT: nesnal tredin karporesan



- SLT: National Trading Corporation
- ii. Literal Translation
1. SLT: nep 1 bayusew nigam  
TLT: Nepal Airline Corporation
  2. SLT: nep 1 - bh rat sahayog  
TLT: Nepal - India Co-operation
  3. SLT: gosw r hul k sew  
TLT: General Post Office
  4. SLT: samjukta r stra sanghiya b lkos  
TLT: United Nation's Children's Fund
  5. SLT: by basth pon bibh g  
TLT: Management Department
  6. SLT: antar striya sram sangathan  
TLT: International Labour Organization
  7. SLT: g unhit k ryakram  
TLT: Village Welfare Programme
  8. SLT: sanc r samuh nep 1  
TLT: Media Group Nepal
  9. SLT: nep 1 telikam, nay n sew nirdesan laya, lalitpur  
TLT: Nepal Telecom, New Services Directorate, Lalitpur
  10. SLT: nep 1 kh nep ni sansth n  
TLT: Nepal Water Supply Corporation
  11. SLT: kshitiz nep 1  
TLT: Horizon Nepal
  12. SLT: r striya praz t ntrik mahil sangathan

- TLT: National Democratic Women's Organization.
13. SLT: samjukta r stra bhawan  
TLT: United Nations House
14. SLT: n g rjun janasakti prabardhan kendra  
TLT: Nagarjun Human Resoruce Promotion Center
15. SLT: k thm ndu mah nnagarp lik 32 no. w rd k ry laya, dillibazar  
TLT: Kathmandu metropolitan city office ward no. 32, Dillibazar
16. SLT: kendriya teligr ph k ry laya  
TLT: Central Telegraph Office
17. SLT: arun upaty k sanskritik samuh  
TLT: Arun Valley Cultural Group
18. SLT: kritik mahil utth n sam z  
TLT: ritiks women Development society
19. SLT: gorkh patra Sansth n  
TLT: Gorkhapatra Corpotation
20. SLT: P tan audhogik kshetra  
TLT: Patan Industrial State
21. SLT: sahayog sam j nep l  
TLT: Helping Society Nepal.
22. SLT: motidebhi ismriti kendra Kendriya K ry laya  
TLT: Motidevi Memorial Centrel Central Office.
23. SLT: kendriya b gab ni kendra  
TLT: central Horticulture Center
24. SLT: nep l pradusan tath b t baran nirm n kendra  
TLT: Nepal pollution and Environment management center.

25. SLT: gy s y t y t by bas yi sangh  
TLT: Gas Vehicle Ower's Association
26. SLT: nep l kal tath sanskriti Kendra  
TLT: Nepal Art and Culture Center
27. SLT: Sarbocca adalat  
TLT: The supreme Court
- iii. Paraphrasing
1. SLT: nep l sw sthya pr bidhik sangh  
TLT : paramedical Association of Nepal
2. SLT: sinc i bibhag  
TLT: Department of Irrigation
3. SLT: isth niya bik s mantralaya  
TLT: Ministry of Local Development
4. SLT : lalitpur bahir sangh  
TLT: Lalipur Association of the Deaf
5. SLT: Jult Utpanna prakop niyantran bibh g  
TLT: Development of water Industed Disaster Prevention
6. SLT: Dakshin esiy l kshetriya sahayog sangathan  
TLT: South Asian Associatin for Regional corporation
7. SLT: kendriya tathy nk bihb g  
TLT : Central Beuro of Statistics
8. SLT: akhtiy r durupayog anusandh n yog  
TLT: Commission for the Investigation of the Abuse of Authority

- iv. Free Transtation
1. SLT: subha-bijay dasam tath dip waliko subha upalakshm , sukha, santi  
ebam sambridhiko h rdik mangalamaya subha k man byakta gardachaun  
TLT: Best wishes for vey happy and prosperous Vijaya Dashami and Dipawali
  2. SLT: semin r hal jane bato  
TLT: Way to seminar hall
  3. SLT: kh j kh ne samaya 2 dekhi 3 baje samma  
TLT: Tiffin break 2.00 pm-3.00 pm.
  4. SLT: kripay n hall nagarnuhos  
TLT: Please low your voice
  5. SLT: ekjamsan peparharu mantr layam pes garne samaya bihana 10.00 baje  
dekhi dinako 3.00 baje samma ekjamsan pepar collect garne - bujhauneko 3.00  
din pachi dinako 1.30 dekhi dinako 3.00 baje samma  
TLT: Exemption papers should be submitted between 10.00 am to 1.00 pm  
collection for the exemption papers will be on third day of the submission of  
the documents collection time: 1.30 pm to 3.00 pm.
  6. jak mitidekhi yatra anumati patra sambandhi k gaj bujheko mitile c rdin  
pach dinako 2.30 baje pachi bitaran garine behor sucit garincha  
TLT: Effective from today the travel documents will be distributed after four  
days at 2.30 hours of the submission of the documents. June, 24, 2005.
  7. SLT: nep l sark rko r jpatrankit adhikrit w , nep l telikam to adhikrit istark  
karmac r b ta siph ris garnu parne cha.  
TLT: The form must be certified by the gazetted officer of the government of  
Nepal or from officer of the Nepal Telecom.
5. **Hotel Travel ad Tourism : 20**

- i. Transliteration
  1. SLT; py r d iz gest h us  
TLT: Paradise Guest House
  2. SLT: hotel hidan py r d iz  
TLT; Hotel Hidden Paradise
  3. SLT : nep l gest h us  
TLT: Nepal Guest House
  4. SLT: sw gatam gest h use  
TLT: Swagatam Guest House
  5. SLT: siddh rtha lumbini gest h us  
TLT: Sidhartha lumbini Guest House
  6. SLT : pispul resturent  
TLT: Peaceful Restaurant
  7. SLT: mitra kican istor  
TLT: Mitra Kitchen Store
  8. SLT: bangali fud hat  
TLT; Bangali Food Hut
  9. SLT: naulo opan mama  
TLT: Naulo Open Mo-Mo
  10. SLT: supriy turs end tr bhels ( Pra.) li.  
TLT: Supriya Tours and Travels Pvt. LTD
  11. SLT: ke. es. trabhels end turs (pra) li.  
TLT: K.S. Travels and Tours Pvt. LTD.
  12. SLT: naus d trabhals end turs (Pra) Li.  
TLT: Nausad Travels and Tours (P) LTD.

13. SLT: prins eyar trabhals and turs (Pra) li.  
TLT: Prince Air Travels and Tours (P) LTD
  14. SLT: parphekt kuriyar end k rgo sarbhis (p) li.  
TLT: Perfect Curier and Cargo Service (P) Ltd.
  15. SLT: kailas him laya trek pra.li.  
TLT> Kailas Himalaya Trek Pvt. LTD.
- ii. Literal Translation
    1. SLT: camen griha  
TLT: Canteen
    2. SLT: b hira  
TLT: Exit
    3. SLT: dhumrap n nisedh  
TLT: No smoking
  - iii. Paraphrasing
    1. SLT: nep l kuriyar sew sangh  
TLT: Courier Service Associaton of Nepal
  - iv. Free Translation
    1. SLT: kripay n tap inko jutt yah n phukalnuhos.  
TLT: Please put off your shoes here.
- 6. Law firms and offices : 15**
- i. Transliteration
    1. SLT: indr yan la fam  
TLT: Indrayani Law Firm
    2. SLT: subhak man la fam  
TLT: Shubhakamana Law Firm

- ii. Literal Translation
  - 1. SLT: k thm ndu k nn n par marsa  
TLT: Kathmandu Legal Consultancy
  - 2. SLT: gr h k sew kendra  
TLT: consumer Service Center
  - 3. SLT: pratibh kan ni sew  
TLT: Genions Legal Service
  - 4. SLT: sankalpa k nuni sewa  
TLT: Sankalpa Legal Service
  - 5. SLT: siri ganes kan n sew k ry laya  
TLT: Shree Ganesh Legal Service Office
  - 6. SLT: nep l k nuni sew kendra  
TLT: Nepal Legal Service Center
  - 7. SLT: ny y k path la kendra  
TLT: Judicial Path Law Firm
  - 8. SLT: Kan n k rys l  
TLT: Law Clinic
  - 9. SLT: pabitr k n ni sew  
TLT: Pabitra Legal Service
  - 10. SLT: sahamat k n n sew  
TLT: Sahamat Law Firm
  - 11. SLT: sulabh kan n sew  
SLT: Sulav Legal Service
- iii. Paraphrasing
  - 1. SLT: k n n r jya samrakshan kendra

TLT: Central for the Protection of Rule of Law

2. SLT: mah ny yibaktako k ry laya

TLT: The Office of the Attorney General

**7. Clinic - Hospital and Optical Centre**

i. Transliteration

1. SLT: lakshmi medikal

TLT: Laxmi Medical

2. SLT: sagarm th herbal klinik

TLT: Sagarmatha Herbal Clinic

3. SLT: siddh rtha poli klinik

TLT: Siddhartha Poly Clinic

4. SLT nawa durg poli klinik

TLT: Nawa Durga Poly Clinic

5. SLT: srijan dental klinik

TLT: Srijana Dental Clinic

6. SLT: r dh krisn medical hal

TLT: Radha Krishna Medikal Hall

7. SLT: him layan homio klinik

TLT: Himalayan Homoeo Clinic

8. SLT: orintal tritment kamtrenin sentar

TLT: Oriental Treatment Cumtraining Center

9. SLT: sahayogi medikal hal

TLT: Sahyogi Medical Hall

10. SLT: teku dental klinik

TLT: Teku Dental Clinic



11. SLT: welkam ph rm  
TLT: Well Come Pharma
12. SLT: r jband ri dental klinik  
TLT: Rajbhandari Dental Clinic
13. SLT: b gh bhairab medikal hal  
TLT: Bagh Bhairab Medical Hall
14. SLT: soltimod ph rm  
TLT: Soltimode Pharma
15. SLT: es. em ph rm  
TLT: S.M. Pharma
16. SLT: nj tamr k r aptikal  
TLT: New Tamrakar Optical
17. SLT: frends aptikals  
TLT: Friends Opticals
18. SLT: mun optikal sentar  
TLt: Moon Optical Centre
19. SLT: sabin casm ghar  
TLT: Sabina Chasma Ghar
20. SLT: parbat aptikals  
TLT : Parbat Opticals
- ii. Literal Translation
  1. SLT: nemkul casm griha  
TLT: Nemkul Optical House
  2. SLT: siri ganes casm pasal  
TLT: Shree Ganesh Optical Centre

3. SLT: 1 yans dental sew sentar  
TLT: Lions Dental Service Center
4. SLT: him layan danta sew tath anusandh nendra (pra) li.  
TLT: Himalayan Dental Service and Research Centre (P) LTD.
5. SLT: bir aspatt l  
TLT: Bir Hospital
6. SLT: p tan aspatt l  
TLT: Patan Hospital
7. SLT: nep l medikal esosiesan  
TLT: Nepal Medical Association
8. SLT: madhumeha cikitsa kendra  
TLT: Diabeties Clinic
- iii. Paraphrasing
  1. SLT: nep l cikitsak sangh kendriya kary laya  
TLT: Central Office of Nepal Medical Association
- iv. Free Translation
  1. SLT: dhumrap n nisedh  
TLT: No smoking
- 8. Tailors and Beauty Parlours : 25**
  - i. Transliteration
    1. SLT: siddhi s i bj ti p rlar  
TLT: Siddhi Beauty Parlour
    2. SLT: sagun bj ti p rlar  
TLT: Sagun Beauty Parlour
    3. SLT: sr n z bj ti p rlar

- TLT:Shree Naz Beauty Parlour
4. SLT: kalank bj ti p rlar  
TLT: Kalanki Beauty parlour
  5. SLT: priy bj ti p rlar  
TLT: Priya Beauty Parlour
  6. SLT: anis phesan link  
TLT: Anisha Fashion Link
  7. SLT: ist r bj ti p rlar  
TLT: Star Beauty Parlour
  8. SLT: drim bj ti p rlar end trenin sentar  
TLT: Dream Beauty Parlour and Training Centre
  9. SLT: osan bj ti p rlar  
TLT: Ocean Beauty Parlour
  10. SLT: anjus bj ti p rlar  
TLT: Anjusha Beauty Parlour
  11. SLT: puza bj ti p rlar  
TLT: Puja Beauty Parlour
  12. SLT: d yamand bj ti p rlar  
TLT: Diamond Beauty Parlour
  13. SLT: phyansi heyar dresar  
TLT: Fanci Hair Dresser
  14. SLT: ranjan lediz telars  
TLT: Ranjana Ladies tailors
  15. SLT: munl it lediz telars  
TLT: Moon Light Ladies Tailors

16. SLT: y nik telars  
TLT: Unique Tailors
17. SLT: panca lakshmi lediz telars  
TLT: Pancha Laxmi Ladies Tailors
18. SLT: s lim r telars  
TLT: Shalimar Tailors
19. SLT: anupam satin, sutin telarin  
TLT. Anupam Shirting Suiting Tailoring
20. SLT: best model satin sutin sentar  
TLT: Best Modal Shiriting, Suiting Centre
- 2.1 SLT: posak telars  
TLT: Poshak Tailors
22. SLT: sum telars  
TLT: Sumi Tailors
- II. Literal Translation
1. SLT: raj sri lediz telars tath sil i kat i prasikshan kendra  
TLT: Raj Shree Ladies Tailors and sewing cutting and training centre
2. SLT: nep l kapad tath sil i by bas yi sangh  
TLT: Nepal Cloth Merchant and Tailoring Association
- III. Free Translation
1. SLT: satin sutinko l gi h milai samjiyos  
TLT: We serve best shirting and suiting.
- 9. Public Services: 15**
- i. Transliteration
1. SLT: rotari klab

- TLT: Rotary Club
2. SLT: 1 yans kalab  
TLT: Lions Club
3. SLT: kirtipur swimin klab  
TLT: Kirtipur Swimming Club
- ii. Literal Translation
1. SLT: sahayog sam j nep l  
TLT: Helping Society Nepal
2. SLT: s rbajanik teliphon sew  
TLT: public Telephone
3. SLT: bhairab pariw r klab  
TLT: Bhairab Family Club
4. SLT: nil hir sam j  
TLT: Blue Diamond Society
5. SLT: bis l baz r  
TLT: Super Market
- iii. Free Translation
1. SLT: g di bhitra dhumrap n garna sakhta man h cha.  
TLT: No Smoking
2. SLT: bagaic m ph l tipna sakhta man h cha  
TLT: No plucking the flowers
3. SLT: jutt phuk leram tra  
TLT: No Shoes
4. SLT: prabes nisedh  
TLT: No Entrance

5. SLT: prabes  
TLT: IN
6. SLT: sodhapucha  
TLT: Help - Desk
7. SLT: p rkin nisedh  
TLT: No Entrance

**10. Business Firms and factories: 50**

- i. Transliteration
  1. SLT: bis l baz r  
TLT: Bishal Bazar
  2. SLT: sri redimed istor  
TLT: Shree Ready Made Store
  3. SLT: manak man agraw l  
TLT: Manakamana Agrawal
  4. SLT: diksh z febrik h us  
TLT: Diksha's Fabric House
  5. SLT: jems orn mentas imporiyam  
TLT: GEMS Ornaments Emporium
  6. SLT: nj gry nd ud sentar  
TLT: New Grand Wood Centre
  7. SLT: prajol atop ts istor  
TLT: Prajol Autoparts Store
  8. SLT: guptt opan mama  
TLT: Gupta Mo. Mo.
  9. SLT: gorkh li tayar sentar

- TLT: Gorkhali Tyre Centre
10. SLT: elektronik sarbhis sentar  
TLT: Electronic Service Centre
11. SLT: r j florin end farnisin sentar  
TLT: Raj Flooring and Furnishing Centre
12. SLT: dip ilektrikal saplayars  
TLT: Deep Electrical supplies
13. SLT: candra photokopi sentar  
TLT: Chandra Photocopy Centre
14. SLT: ganapati phl wars sentar  
TLT: Ganapati Flowers Centre
15. SLT: phres ud. pharnicars  
TLT: Fresh Wood Furnitures
16. SLT: ispid tredars  
TLT: Speed Traders
17. SLT: ef. ke. ilektrik woks  
TLT: F.K Electric Works
18. SLT: sakya biznes sistam (p) li.  
TLT: Shakya Business System pvt. LTD.
19. SLT: bhy li ato pats  
TLT: Valley Auto Parts
20. SLT: sri kalanki m i tent h us tredars  
TLT: Shree Kalanki Mai Tent House Traders
21. SLT: al saugh t ovarsiz pra. li  
TLT: All Saughat overseas pvt. LTD.

22. SLT: saurya tredars  
TLT: Saurya Traders
23. SLT: suresh t  
TLT: Suresh Art
24. SLT: ilektro kompleks  
TLT: Electro Complex
25. SLT: gautam t  
TLT: Gautam Art
26. SLT: sanjay sri intarpr izez  
TLT: Sanjay Shree Interprises
27. SLT: sew ky tarin sarbhis  
TLT: Sewa Catering Service
28. SLT: gun nidhi ato tredars  
TLT: Gunanidhi Auto Traders
29. SLT: brodars ky tarin klab  
TLT: Brothers Catering club
30. SLT: sis sapin sentar  
TLT: Ashish Shopping Centre
31. SLT: r dhik intarpr izez  
TL: Radhika Interprises
32. SLT: debhi t ipin insticy t  
TLT: Devi Typing Institute
33. SLT: srestha pal iud sentar  
TLT: Shrestha Plywood Centre
34. SLT: sanjaya s sentar



- TLT: Sanjaya Shoe Centre
- ii. Literal translation
1. SLT: ilektronik p ts  
TLT: Electronic Trade Centre
2. SLT: bhintun s nco ghar  
TLT: Bhintuna Key House
3. SLT: ganes d n udhog  
TLT: Ganesh Feed Industries
4. SLT. bhaktapur bastukal udhog  
TLT: Bhaktapur Craft Printers
5. SLT: nep l pl stik utp dak sangh  
TLT: Nepal Plastic Manufacturing Association.
6. SLT: sadar cidiy kh n  
TLT: Central Zoo
7. SLT: suddha maha tath m hur p lan sam griharu  
TLT: Pure Honey Bee keeping Equipments
8. SLT: dugdha bik s sansth n  
TLT: Dairy Development Corporation
9. SLT: jalkrid isthal  
TLT: Swimming Pool.
- iii. Paraphrasing
1. SLT: hastakal utp dak sangh  
TLT: Association for Craft Producer
2. SLT: hastakal kendriya bibh g  
TLT: Departement of Handi Craft

- iv. Free Translation
1. SLT: yah n rich rz k d p incha  
TLT: Recharge cards available here.
  2. SLT: DVD yah n p incha  
TLT: DVD available here
  3. SLT: yah n ciso-ciso dahi p incha  
TLT: Cold curd available here.
  4. SLT: yah n photokopiko by basth cha.  
TLT: Photocopy is available here.
  5. SLT: yah n ciy kh na p incha  
TLT: Tea is available here

**Appendix II**  
**Linguistic Gaps**

**1. Phonological Gaps**

Texts	SL phonology (Nepali)	TL Phonology (English)
Macchindra	/machindra/	/m tʃindr /
Ekta	/ekat /	/ekt /
Bangladesh	/bangal des/	/b ɒ l des/
Bank	/baink/	/b ɒ k/
Machapucchre	/m ch puchre/	/ma:tʃaputʃre/
Charumati	/c rumati/	/tʃ ʌ rum ti/
Bandha	/bandha/	/b ɒ nd/
Shikha	/sikh /	/sik /
Kalanidhi	/kal nidhi/	/k laniΔi/
Macchindra	/machindra/	/m tʃindr /
Sanothimi	/s nothimi/	/sanotimi/
Kathmandu	/k thm nd /	k ɒ tma:ndu:/
Mahanbiddyalaya	/m h nbidhy laya/	/m hanbidj ɒ j /
Gorkhapatra	/gorkh patra	/g ɒ kap tr /
Lalitpur	/lalitpur/	/l ɒ litpur/
Siddhartha	/siddh rtha/	/sida:θ/
Swagatam	/sw gatam/	/swa:g t m/
Ganesh	/ganes/	/g nes/
Sahamat	/sahamat/	/s h m t/
Radha	/r dh /	/ra:Δ /
Siddhartha	/siddh rtha/	/sida:θ/
Shiddhi	/siddhi/	/sidi:/
Kirtipur	/kirtipur/	/kitipu(r)/
Diksha's	/diksh z/	/Δitʃa:z/
Gorkhali	/gorkh li/	/g ɒ ka:li/
Ganapati	/ganapati/	/g n p ti/
Saugat	/saug t/	/s uga:t/

Gunanidhi	gun nidhi/	gu:naniΔi/
Radhika	/r dhik /	/ra: Δik /
Tarkari	/tark ri/	/t :ka:ri/

## 2. Graphological Gaps

SL Graphology (Nepali)	TL Graphology (English)
machindra	machindra
ekata	ekta
baink	bank
bangalades	bangladesh
m ch puchre	machhapuchhre
c rumati	charumati
sikh	shikha
kal nidhi	kalanidhi
mah nbidhy laya	Mahabiddhyalaya
s nothim	sanothimi
k thm ndu	Kathmandu
gorkh patra	gorkhapatra
siddh rtha	siddhartha
sw gatam	swagatam
indr yan	indrayani
ganes	ganesh
r dh	Radha
siddh rtha	Siddhartha
siddhi	shiddi
dikshaz	diksha's
gorkh l	gorkhali
saug t	saugat
gun nidhi	gunanidhi
r dhik	radhika
tark r	tarkari

### 3. Lexical Gaps

SLT: pur n kit b - kharid-bikri kendra

TLT: Second Hand Book Stall

SLT: bi-si. pustak pasal

TLT: B.C. Books and Stationery

SL (Nepali)	TL (English)
sansth	society
gharelu	Indegenous
m thi sareko cha	Upward
yub laya	hostel
t lim	training
prasikshan	
siksh laya	School
bidhy laya	
bibh g	beuro
	department
pralekhan	education
janasakti	development
hul k sew	post office
gosw r	general
kh nepani	water supply
uttam	development
kh ne samaya	break
yatra anumati patra	travel documents
adhikrit istarko karmach r	officer
dhumrap n nisedh	No smoking
pabitra	genious
kendra	firm
pasal	center
samjhanuhos	serve
by bas	merchant

jutt phuk lera m tra	No shoes
bagaic m phul	flowers
nil	blue
kendra	trade center
udhog	printers
sadar	central
by basth cha	available
k ryas l	clinic
cikitsendra	

#### 4. Structural Gaps

##### i. Word order

SLT: yah n sabai prak rk istesanari s m agri p incha -SOV

TLT: All types of stationery documents are available here. - SVO

SLT: jhol haru yah n r khnuhos - SOV

TLT: Luggages should be kep here. - SVO

SLT: kripay n tap niko jutt yah n phuk lnuhos - SOV

TLT: Please put off your shoes here - SVO

SLT: dhumrap n nisedh - SOV

TLT. No smoking - SVO

SLT: g di bhitra dhumrap n garna sakhta man hi cha - SOV

TLT: No smoking - SVO

SLT: yah n ric d k d p incha - SOV

TLT: Recharge cards are available here - SVO

##### b. Ergative

SLT: sabai prak rk\_....

TLT: All types .....

SLT: ... h mil\_i samjhiyos

TLT: We serve .....

SLT: yah n photokopiko by basth cha

TLT: Photocopy is available here.

c. Article

SLT: yas 'general section' m nap iek pustak haru 'text book section' m p una sakincha

TLT: The books that are not available in this section can be found in the text book section.

d. Prepositon:

SLT: yas general section m nap iek pustakharu 'text book section' ma p una sakincha

TLT: The books that are not avialable in this section can be found in the text book section.

SLT: jak mitidekhi yatra anumatiatra c rdina pachi badine cha.

TLT: From today the travel documents will be distributed after four days.

e. Auxiliary

SLT: ph r m siph ris garnuparne cha.

TLT: The forms must be certified.

f. Voice:

SLT: satin, sutinko l gi h mil i samjhiyos. - Passive

TLT: we serve best shirting and suiting. - Active