

# Yes to Pragmatic Translation, No to Literal Expression——On C to E Menu Translation Originated from the Banquet in Honor of Her Majesty Elizabeth II

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This paper, according to Skopostheorie and pragmatic function, and translation practice, discusses how to translate Chinese menus into English applicably and universally, holds that such translation should be pragmatic, not literal, so as to meet the need for information to different extents by the English speaking receivers, and that when translation is needed to combine realism with romanticism, the receiver's psychological factors have to be taken into account so as to produce a translation text of well acceptability.

【CateGory Index】 : H315.9



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Through-translation: it is the literal translation of common collocations, names of organizations and components of compounds. It can also be called: calque or loan translation. (Newmark, 1988b:84). All kinds of allusions, especially cultural and historical allusions, bestow a specific density on the original language and need to be explicated in the translation to bring forth the richness of the SL text for the TL audience. Appearing abundantly in literary translations, allusions, as Albakry (2004:3) points out, "are part of the prior cultural knowledge taken for granted by the author writing for a predominantly Moslem Arab [SL] audience. Dependence of the translation on the pragmatic orientation of the text. Pragmatic functions of socio-linguistic factors. Rendering the communicative effect of the original in translation. Pragmatic adaptation of the TT. The notion of the translation pragmatic "super-task". Rendering the formal peculiarities of the ST. Draft, working and official translation. 255. The pragmatic potential of the text is the result of the S's choice of the contents of the message and the way of its verbal expression. In accord with his communicative intention the S chooses for information transmission such language units that have the necessary denotative and connotative meaning, and he organizes them in an utterance, so that the necessary semantic ties are established.