

Detailed Proposal

I have chosen to translate selected chapters of the book “Pourquoi Un Chien Intelligent Fait-Il Des Choses Stupides?” (Dehasse, 2016). The subject matter is canine behaviour; the chapters I have chosen to translate focus on dogs as conscious, emotional beings and on how this can affect their actions.

I am translating the book for publication this year in the United Kingdom, for those who have an interest in canine behaviour, and for prospective or current dog owners who would like to understand their own dog’s behaviours from a more psychological aspect. The source text author has an abundance of experience in the field and writes in a personable way, avoiding an overly scientific approach, which makes the information accessible and easily understandable for non-specialists. Non-specialists are also the primary target audience for the target text and the translation will aim to reflect the source text style and register, providing specialist information in a comprehensible way, whilst considering that the target audience may know little or nothing on the subject matter. Due to the specialist nature of the book, I may need to talk to the author for clarification on some points.

The register of the book throughout is rather informal but still remains professional. The conversational tone and anecdotal references in the book create an affinity with the reader to make them feel at ease and not out of their depth. In translating, I will endeavour to retain the relaxed approach that the book adopts in order to ensure that prospective readers experience the equivalent effect of the source text.

Alongside the relaxed register, the author uses idioms and humour in the book. One example of this is the chapter title: “Quand les chiens sont d’une humeur de chien”

(Dehasse, 2016, p129¹). As the translation will aim to retain the style of the source text, it is important to retain the humour and this play-on-words presents a challenge as there is no equivalent expression in English that works in the same way as it does in French. I will need to tackle this problem creatively, and it may be that there will be some loss in the translation, however I will attempt to compensate for this, perhaps by using an alternative suitable linguistic device in place of the idiom if necessary.

Another of the anticipated challenges in the text is the book title. Dehasse (2016, p9²) notes that his idea for the title of this book came from another book entitled “Why Smart People Do Stupid Things”. My initial thought was to mirror this and translate as “Why Smart Dogs Do Stupid Things”, however the word “smart” has more of an American association and I therefore would prefer an alternative for my translation, given that the translation is targeted towards a UK audience. The title is also presented as a question rather than a statement, which is something I would like to retain in my translation as it is an effective rhetorical device in enticing prospective readers. In choosing a final translation for the title of the book, I will need to consider the effect it has on the target audience.

Overall, I will take a functionalist approach when translating, therefore it will be essential to consider the above points, amongst others, in order to ensure that the target text fulfils its function in the target culture; this function is predominantly to inform the non-specialist reader using an easily understandable format. I will adopt a more informative approach, “producing in the target language an *instrument* for a new communicative interaction between the source-culture sender and a target-culture audience, using... the

¹ Page number refers to published book; page number in submitted source text – p51

² Page number in submitted source text – p2

source text as a model” (Nord, 1997, p47). A functionalist approach will ensure that the text can be received accordingly in the target culture.

I have explored the area of animal behaviour in order to gain a broader understanding of the subject matter and to assist with an accurate and informed translation. I have found various resources which will be of use, the most prominent of which is the National Dog Behaviour Conference, which would be incredibly helpful to attend in order to gain a broader understanding of canine behaviours. The event includes an abundance of specialist speakers and would therefore give me a significant and invaluable insight into this specialist field.

Another resource I have found to be potentially very useful for my project is the Dictionary of Animal Behaviour (McFarland, 2006) which explains some of the field-specific terminology in more depth; this is likely to be a helpful resource during the translation process.

One text which I considered to be a useful model text for the style of my source text is “Why Smart People Do Stupid Things” (Stass, 2018), as mentioned above. This book also maintains a relaxed tone, informal register and anecdotes are given throughout. As I would be referring to this text for style rather than content, I would need to bear in mind that the book is aimed towards a US rather than UK audience.

For content purposes, I have discovered a model text which will be helpful in both understanding the field in more depth, understanding what a UK audience expect from a book on this subject matter and also in identifying terminology specific to the field in order that I am able to use the correct terminology for my translation. “The Secret Language of Dogs: Unlocking the Canine Mind for a Happier Pet” (Stilwell, 2019) discusses canine

behaviours and cognitive functions. Particularly useful are Chapter 2 and Chapter 3 on 'The Thinking Dog' and 'The Emotional Dog', as these subject areas are similar to my chosen source text chapters.

Below is a timescale for my project. In addition to this, I will continually be reading theoretical resources and researching the subject matter alongside the translation process.

<u>Task:</u>	<u>To be completed:</u>
<ul style="list-style-type: none"> Preliminary research into canine behaviour 	14/02/2020
<ul style="list-style-type: none"> Full draft of translation with notes for annotations Send sections to supervisor for discussion at next meeting 	27/03/2020
<ul style="list-style-type: none"> Meet with supervisor to discuss sections of translation I have found most challenging 	To be agreed
<ul style="list-style-type: none"> Draft of preface and annotations Send sections to supervisor for discussion at next meeting 	08/05/2020
<ul style="list-style-type: none"> Meet with supervisor to discuss preface and annotations 	To be agreed
<ul style="list-style-type: none"> Finalise preface and annotations 	29/05/2020

<ul style="list-style-type: none"> • Meet with supervisor for final discussion 	To be agreed
<ul style="list-style-type: none"> • Revision and editing of full project 	15/06/2020
<ul style="list-style-type: none"> • Proofread full project • Final check of formatting and bibliography 	29/06/2020
<ul style="list-style-type: none"> • Binding and delivery 	08/07/2020

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