

Manipulating Translation For Commercial Purposes

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Abstract

The problem that has faced translators over the years is that of the conflict between being faithful to the source text and communicating with the target reader. This problem has always been dealt with by employing different types of strategies when translators give more importance to one text over the other.

The purpose of this study is to investigate how translators employ managing strategies when they are commissioned to engage in translating a popular book entitled, Princess in Love, by Anna Pasternak for a daily newspaper whose main aim is mainly to provide an excitement and to attract readers' attention to the text. In this situation, the translators usually operate within commercial constraints imposed by newspaper owners. Intrinsic and extrinsic managing strategies employed by the translators will be discussed through translated texts in order to show the motivation behind using such types of strategies in translation.