

MINISTRY OF EDUCATION AND TRAINING  
UNIVERSITY OF DANANG

TRẦN THỊ MAI LÊ

AN INVESTIGATION INTO LOSS OF  
MEANING IN THE TRANSLATION PROCESS  
AS MANIFESTED IN THE VIETNAMESE  
VERSION OF *THE WORLD IS FLAT*  
BY THOMAS L. FRIEDMAN

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Supervisor: **TRẦN ĐÌNH NGUYỄN, M.A.**

Examiner 1: **TRƯỜNG BẠCH LÊ, Ph. D.**

Examiner 2: **ĐINH THỊ MINH HIỀN, Ph. D.**

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## CHAPTER 1 INTRODUCTION

### 1.1. RATIONALE

Nowadays, it is not difficult for us to access information originally written in different source languages. What enables us to do that easily? Without a shadow of doubt if we get an answer immediately: “that is translation”. Indeed, translation is a good way to shorten difference between languages and cultures. However, transferring the message from the source language (SL) to the target language (TL) is not easy. It is really a colossal task for a translator. During producing his translation, he (or she) has to cope with many problems. The most frequent but unavoidable one in translating process is loss and gain.

In Translation Studies, Bassnett Mcguire wrote: “Once the principle is accepted that sameness cannot exist between two languages, it becomes possible to approach the question of loss and gain in the translation process.”

Loss is defined by Bassnett Mcguire as a situation in which terms or concepts in the SL text do not find their substitutes in the TL text. Loss has long been a topic in translation studies, but the research which has been done so far was basically carried out in the context of Indo-European languages and across cultures which are mostly western.

There are solid reasons to believe that loss occurs in the process of translation from English into Vietnamese than that from English into other European languages. These include lexical and syntactic features which are widely different between English and Vietnamese and also geographical and cultural distances between Vietnam and other western countries. Loss is a topic in many translation studies before but it still has many aspects to explore,

especially the study of loss occurs in the process of translating works from English into Vietnamese.

For this reason, we choose to do research on the topic **AN INVESTIGATION INTO LOSS OF MEANING IN THE TRANSLATION PROCESS AS MANIFESTED IN THE VIETNAMESE VERSION OF *THE WORLD IS FLAT* BY THOMAS L. FRIEDMAN.**

### 1.2. JUSTIFICATION FOR THE STUDY

The investigation of this nature is unlikely to have been done in Vietnam before; therefore, a research in this area is not a pure repetition of previous research but is expected to shed some light on the theoretical as well as practical issues in translation studies.

### 1.3. SCOPE OF THE STUDY

Loss in translation can be explored in various aspects. However, due to the limitation of time and resources, this study will limit itself to loss caused by linguistic and non-linguistic features.

The investigation will not address issues related phonetics and oral translation.

### 1.4. RESEARCH QUESTIONS

The study tries to answer the following questions:

- Can any generalizations be made of repeated patterns of loss of meaning in the translation of *The World Is Flat* into Vietnamese?
- Can any generalizations be made of the ways in which the translators attempt to compensate for what might be seen as lost?

### 1.5. DEFINITION OF TERMS

The definitions of following terms are given as a tool for exploring the thesis: Loss, Translation Process, Loss Compensation, Associative Meaning.

### 1.6. ORGANIZATION OF THE STUDY

The thesis is composed of five chapters as follows:

Chapter 1 – Introduction  
 Chapter 2 – Literature  
 Chapter 3 – Methodology  
 Chapter 4 – Findings and Discussion  
 Chapter 5 – Conclusions

**CHAPTER 2**  
**LITERATURE REVIEW**  
**AND THEORETICAL BACKGROUND**

**2.1. LITERATURE REVIEW**

Previous studies in translation [e.g Thanh Ngo, 2006], she presents “In translation between closely related languages, the target language (TL)-oriented strategy does not seem to cause much distortion of the textual meaning of the source text. By contrast, in translations between such distant languages as Vietnamese and English, this strategy leads to an enormous loss of original textual meaning”.

Other study in translation [e.g Tuyen, 2010] has shown the contrastive analysis of personal pronouns in English and in Vietnamese in the view of sociolinguistics to find out loss and gain in the process of translating personal pronouns. According to her, sociolinguistic elements (history, culture, psychology) affect loss and gain in the process of translating personal pronouns from English to Vietnamese and vice versa.

Especially, Dang Thi Que Chi [2008] discussed loss and gain in translation. She listed the samples of loss and gain in five American short stories. Her research took the readers, the learners to one of the most specific problems of translation in English – Vietnamese translation.

In “Lost in Translation”, Nguyen Thuong Hung presents the absence of any factors in stylistics of a language in comparison with the other language is a problem which seems inevitable in translation. That results in the loss in the process of translating because we can not express the meaning between any two languages adequately.

**2.2. THEORETICAL BACKGROUND**

**2.2.1. Theoretical Concepts**

**2.2.1.1. Contrastive analysis and theories of translation**

- a. *What is contrastive analysis?*
- b. *What is translation?*
- c. *Approaches to translation*
- d. *Types of translation*

**2.2.1.2. Loss and gain and other related topics**

- a. *Loss and gain in translation*

*Loss* is defined by Bassnett Mcguire as a situation in which terms or concepts in the SL text do not find their substitutes in the TL text and *gain* can exist for the translator can at times enrich or clarify the ST as a direct result of the translation process. Moreover what is often seen as “lost” from the ST may be replaced in the target language text. The problem of loss in translation were mentioned by Eugene Nida, who indicates the difficulties encountered by the translator when facing with terms or concepts in the SL that do not exist in the TL. So far, *Loss and Gain* have long been a topic in translation studies, but the researches which have been done were basically carried out in the context of Indo-European languages and across cultures which are mostly in the western parts. However, it is possible that *loss and gain* also occur in the process of translation from English into Vietnamese with a higher density than that from English into other European languages. In term of lexical feature, due to the fact that the feature is widely different between English and

Vietnamese and there are also geographical and cultural distances between Vietnam and other western countries, investigating in *Loss and Gain* in translation is of great importance.

*b. Equivalence in translation theory*

*c. Decoding and recoding*

*d. Untranslatability*

### **2.2.1.3. Meaning and types of meaning**

## **2.2.2. Empirical Study Related to Translation**

### **2.2.2.1. Problems and Needs in Translation**

#### **2.2.2.2. Linguistic differences and how they are solved**

#### **2.2.2.3. Cultural differences and how they are solved**

### **2.2.3. Loss of Meaning in Translation**

It is not that the sameness between two languages always exists because “*meaning is a property of a language. A source language has a source language meaning, and a target language has a target language meaning*” [16, p35]. Therefore Vietnamese has Vietnamese meaning and English also has English meaning. Because of this feature, the appearance of loss or gain of meaning in translation can be avoided.

There are some main reasons why an exact equivalence is difficult to achieve. Firstly, it is impossible for a text to have constant interpretations even for the same person on two occasions [21, p.14]. According to these translation scholars: before one could objectively assess textual effects, one would need to have recourse to a fairly detailed and exact theory of psychological effect, a theory capable, among other things, of giving an account of the aesthetic sensations that are often paramount in response to a text [21, p.14]

Secondly, “*translation is a process of subjective interpretation of translators from the source language text*”. Thus, producing an

objective effect on the target text readers, which is the same as that on the source text readers is an unrealistic expectation.

Thirdly, it may not be possible for translators to determine how audience responded to the resource text when it is first produced. Therefore, a simplified translation may well have greater impact on its readers than the original had on the readers in the source culture. When something is translated into another language, and sometimes translated back into the original language, and because of differences of the languages, some of original meaning is lost or gained.

Clearly, loss and gain in meaning is a quite vast category because it relates to many factors from lexical to structure. When both make a change in content, it leads to loss or gain in meaning.

During the translation, meaning can be lost or gained because of linguistic features or non-linguistic features or others.

### **2.2.4. Linguistic Features in Translation**

Language itself is very complex, but difficulties increase exponentially in translation, since it has to cope with two languages. The degree of translatability basically depends on the structural differences between SL and TL [38, p.274]. If equivalence should be achieved, obligatory shifts have to be made in order to allow for language constraints [10, p.228]

Certain lexical items or grammatical structures may only exist in one language but not in the other. Certain words have no TL equivalent, since the concept that they contain is unknown in the TL culture. Also grammatical structures may exist in the SL, but not in the TL. Basically, a translation must be adapted to the TL and its cultural norms to use equivalent pragmatic means which ensure that the target text creates the same response in TL receptors like the source text did in SL receptors [25, p.77]. Perfection would assume a maximum of equivalence on all levels, but such a

maximum can never be achieved due to the complexity of language, its dependence on constantly changing cultural norm, and because of the human factor in form of translators and receptors. These factors inevitably lead to modifications of the SL text including loss or gain of linguistic features.

### **2.2.5. Non-linguistic Features (Cultural Features) in Translation**

Culture is an extremely complex concept and an enormous subject. It embraces almost everything in the world, whether material or spiritual. But however complex, culture can roughly be divided into three categories: material culture, which refers to all the products of manufacture, institutional culture which refers to various systems and the theories that support them, such as social systems, religious systems, ritual systems, educational systems, kinship systems and language; and mental culture, which refers to people's mentality and behaviours, their thought patterns, beliefs, conceptions of value, aesthetic tastes.

Language, which possesses all the features of culture, belongs to institutional culture. Like all other aspects of culture, language is not inherited but acquired and shared by a whole society; like all other aspects of institutional culture, language is conventional and governed by rules which are acknowledged and observed by all members of society. Language mirrors other parts of culture, supports them, spreads them and helps to develop others. This special feature of language distinguishes it from all other facets of culture and makes it crucially important for the transfer of culture.

Translation is a kind of activity which inevitably involves at least two languages and two cultural traditions." [51, p.200]. Translators are permanently faced with the problem of how to treat the cultural aspects implicit in a ST and of finding the most

appropriate technique of successfully conveying these aspects in the target language. These problems may vary in scope depending on the cultural and linguistic gap between the two (or more) languages concerned [36, p.130].

### **2.2.6. Strategic Methods of Compensation in Translation**

*2.2.6.1. Translating by a more Specific Word*

*2.2.6.2. Translating by a more General Word*

*2.2.6.3. Translating by Cultural Substitution*

*2.2.6.4. Translating by using a loan word plus explanation*

*2.2.6.5. Translating by using a paraphrase*

*2.2.6.6. Translating by Omission (deletion)*

*2.2.6.7. Annotation*

*2.2.6.8. Contextual Amplification*

*2.2.6.9. Adaptation*

## **CHAPTER 3**

### **METHODS AND PROCEDURE**

#### **3.1. RESEARCH SUBJECT**

#### **3.2. AIMS AND OBJECTIVES**

##### **3.2.1. Aims**

This study will conduct an investigation to find out how loss of meaning occurs in the process of translation as manifested in the translation of *The World Is Flat*.

##### **3.2.2 Objectives**

To achieve the above-stated aim, the following objectives are identified:

- Study loss in the process of translation and other related concepts such as equivalence and untranslatability.

- Make an investigation into the Vietnamese version of "*The World Is Flat*" with a focus on loss and what procedures taken by translators to compensate for loss.

- Decide if any generalizations can be made of loss in translation from English into Vietnamese and on translation procedures translators resort to compensate.

- To put forward some suggestions in relations to language teaching and translation.

### 3.3. RESEARCH DESIGN

On the purpose of making an investigation, the study is carried out through qualitative approach. In addition, to achieve the set goal, descriptive and analytical methods are chosen. The research design is planned to carry out such important things as:

- Providing a literature review and the theoretical background of loss in meaning for the study.

- Describing and analyzing the collected data for finding out the linguistic and non linguistic features of loss in meaning through descriptive and analytical methods.

### 3.4. RESEARCH METHODS

This research paper is carried out through quantitative and qualitative methods including statistical, descriptive and contrastive approaches.

### 3.5. RESEARCH PROCEDURES

- Library research.

- Decision on a research tool of framework to be against the data.

- Data collection, classification and analysis.

- Discussion of the findings in relations to the aim and objectives defined.

- Putting forward some recommendations based on the findings and suggesting some further researches.

### 3.6. DATA COLLECTION

### 3.7. RELIABILITY AND VALIDITY

## CHAPTER 4

### FINDINGS AND DISCUSSIONS

#### 4.1. SOME CASES OF LOSS OF MEANING IN THE TRANSLATION PROCESS IN GENERAL

##### 4.1.1. Loss of Syntactic Features

##### 4.1.2. Loss of Lexical Features

##### 4.1.3. Loss of Cultural Features

#### 4.2. TYPES OF LOSS OF MEANING OCCURRED IN VIETNAMESE VERSION OF “THE WORLD IS FLAT”

##### 4.2.1. Linguistic Features

##### 4.2.1.1. Syntactic Features

##### a. Passive Voice

It is often felt that an active sentence has a different meaning from its passive equivalent, although in conceptual content they seem to be the same. Certainly these have different communicative values in that they suggest different contexts.

Using active form in source language instead of passive ones can unchange the main message. However, it will make the translated sentences loses their thematic meaning.

This case is illustrated by the following table with some examples quoted from English and Vietnamese version.

**Table 4.1: Examples of Passive Voice**

No.	English Language (Passive Sentences)	Vietnamese Equivalents (Active Sentences)
1	[55A, p.19]...to be a good place to recruit developers who <b>had been overlooked</b> by all the Western companies vying for talent in Bangalore...	[54A, p.19]...là một chỗ tốt để tuyển các nhà phát triển phần mềm những người mà tất cả các công ti phương Tây ganh đua vì tài năng ở Bangalore <b>đã không để ý tới</b> ...

2	[55A, p.45]...I <b>was intrigued</b> by this story...	[54A, p.45]...câu chuyện này <b>làm tôi tò mò</b> ...
3	[55G, p.220]...Don't <b>be fooled</b> by the calm...	[54G, p.254]... Đừng để sự yên lặng <b>lừa phỉnh</b> ...
4	[55G, p.219]...no dramatic changes or sacrifices <b>are required</b> now...	[54G, p.255]...bây giờ không <b>cần đến</b> những thay đổi đột ngột hay hi sinh nào...
5	[55G, p.226]...I <b>was told</b> relatively early by my teachers...	[54G, p.263]...Các thầy giáo tôi <b>bảo</b> tôi từ tương đối sớm,...
6	[55G, p.226]...Now they <b>have been followed</b> by design and engineering work...	[54G, p.263]...Bây giờ <b>tiếp sau</b> là công việc thiết kế và kỹ thuật...
7	[55I, p.263]...Luckily, the local cops <b>can be bribed</b> ,...	[54I, p.316]...Thật may mắn vì <b>có thể đút lót</b> cho cảnh sát địa phương,...
8	[55J, p.283]...it <b>should be included</b> among the services his team provided...	[54J, p.343]... anh <b>nên ghép thêm</b> nó vào các dịch vụ mà hãng của anh cung cấp,...
9	[55K, p.329]...But the good jobs <b>are not being produced</b> at home...	[54K, p.398]...Nhưng ở trong nước <b>không có</b> những công việc tốt,...

#### b. Modal Perfect Structure

Due to grammatical differences between two languages, the structure of modal perfect of English does not exist in Vietnamese. This makes some difficulties for translating from English to Vietnamese. This also may require the translators to choose the suitable translation ways. And structural adjustment in translation is

inevitably needed. In the Vietnamese version of “*The World Is Flat*”, the translators use lexical device for most modal perfect as equivalences instead of equivalent structures. So, loss of meaning in translation cannot avoid.

Let us offer a few examples

**Table 4.2: Examples of Modal Perfect Structure**

No.	English Language	Vietnamese Equivalents
1	[55B, p.57]...Netscape <b>may have been</b> only a shooting star in commercial terms...	(54B, p.64).... Nhưng tuy Netscape <b>có thể đã</b> chỉ là một ngôi sao băng về phương diện thương mại,...
2	[55B, p.146]...make a decision about how much damage <b>might have been done</b> ...	(54B, p.172).... và quyết định về bao nhiêu thiệt hại <b>đã</b> xảy ra...
3	[55F, p.214]...Yale gets a large -scale testing facility that <b>would have been</b> prohibitively expensive...	[54F, p.248]...Yale nhận được phương tiện trắc nghiệm quy mô lớn <b>vô cùng</b> đắt đỏ...
4	[55H, p.252]... who <b>could have benefited</b> a lot from more trade and globalization-will end up with crumbs.”...	[54H, p.297]... những người <b>có thể</b> được lợi rất nhiều từ nhiều thương mại hơn và toàn cầu hoá- sẽ kết thúc với những miếng vụn.”...
5	[55H, p.257]...You <b>should have thought</b> more of yourself when you were in high school, when you had an opportunity.”	[54H, p.305]...Bọn mày <b>phải</b> nghĩ nhiều hơn về chính mình khi còn ở trung học, khi chúng mày có một cơ hội.”...

6	[55M, p.366]...Some people <b>must have had</b> a conversation just like that,...	[54M, p.442]... Một vài người nào đó <b>hẳn đã</b> có cuộc đối thoại hết như vậy,...
7	[55M, p.387]...that <b>would have been</b> totally beyond their reach and have been so for generations. . .	[54M, p.466]...mà <b>lẽ ra</b> là hoàn toàn ngoài tầm với của các cháu, và đã thế với hàng thế hệ..
8	[55B, p.119]...it is easy to see how this insular company, obsessed with lowering prices, <b>could have gone</b> over the edge in some of its practices...	[54B, p.139]...và dễ hiểu làm sao công ti cách li, bị ám ảnh về giá rẻ này <b>có thể đã</b> đi quá ở một số tập quán của nó...
9	[55M, p.366]...maybe it was just a bureaucrat, <b>must have said</b> to himself or herself...	[54M, p.442]...có thể chỉ là một quan chức, <b>chắc hẳn đã</b> tự nhủ với bản thân...
10	[55M, p.374]...she <b>could not have imagined</b> how it would end...	[54M, p.449]...cô ấy <b>có thể đã không</b> tưởng tượng ra nó sẽ kết thúc ra sao...

#### 4.2.1.2. Lexical Features

##### a. Loss of Conceptual Meaning

Some words or word phrases found in the Vietnamese version seem to be changed and expressed in another way. Clearly, in these cases, the translators do not use their original meaning. The new meanings may have a high level of smoothness and elegance. Anyway, it means that they lose their original meaning. This is deeply shown in the following table.

Table 4.3: Examples of Loss of Conceptual Meaning

No.	English Language	Vietnamese Equivalents
1	[55B, p.100] “... <b>lost their shirts and pants and underwear</b> ...”	[54B, p.115] “... <b>mất cả chì lẫn chài</b> ...”
2	[55H, p.255]....”Younger people, especially, want to work for companies with a mission that goes beyond <b>the</b>	[54H, p.302]...“Những người trẻ hơn, đặc biệt muốn làm việc cho các công ti với một sứ mạng vượt quá <b>lợi nhuận</b> .”...
3	[55H, p.257]....”You've got to stop beating up your <b>women</b> because you can't find a job,...	[54H, p.304]...“Bọn mày phải thôi đánh <b>vợ</b> bởi vì bọn mày không thể tìm được một việc làm,...
4	[55I, p.268]... The rich and the well connected just buy or <b>hustle their way around</b> onerous regulations...	[54I, p.321]...Những người giàu và có quan hệ tốt chỉ cần bỏ tiền mua hoặc <b>chạy chọt lách qua</b> các quy định nặng nề...
5	[55J, p.289]... said Caplan, whose own company's stock price took a <b>big</b> dip in that market storm,...	[54J, p.352]... Caplan nói, giá cổ phiếu của công ti riêng của ông cũng sụt giá <b>thê thảm</b> trong cơn bão thị trường đó,...
6	[55K, p.309]....”They <b>come from homes</b> below the poverty line,...	[54K, p.367]....“Họ <b>sống</b> dưới mức nghèo khổ,...

7	[55L, p.354]...told him to get it to the <b>right</b> person...	[54L, p.426]... bảo ông chuyển cho người có <b>trách nhiệm</b> ...
8	[55L, p.354]....., you can <b>lose it for good</b> ....	[53L, p.427]... bạn có thể <b>mất nó vĩnh viễn</b> ...
9	[55M, p.374]...there is a <b>fine</b> line between precaution and paranoia,...	[54M, p.450]...có một đường <b>mảnh</b> giữa phòng ngừa và bệnh hoang tưởng....

*b. Loss of Associative Meaning*

During translation process, there are many words and phrases still remain their original meaning, however, they lose their one of associative meaning. This case also leads the phenomenon of loss in meaning. In this thesis, we just only concentrated on finding and analysing four kinds of meaning among them, they are the connotative meaning, the collocative meaning, the thematic meaning and the reflected meaning. These kinds of meanings will be illustrated in the tables below

Loss of Connotative Meaning:

**Table 4.4: Examples of Loss of Connotative Meaning**

No.	English Language	Vietnamese Equivalent
1	[55G, p.219] ...one that posed a real long-term danger to America's <b>economic health</b> ...	[54G, p.254]... một cơn bão đặt ra một nguy cơ dài hạn thực sự đối với <b>sức khỏe kinh tế</b> của nước Mỹ...
2	[55I, p.149]...there is "good <b>fat</b> " and "bad"...	[54I, p.293]...có " <b>mỡ tốt</b> " và " <b>mỡ xấu</b> "...

3	[55I, p.263]...Deng tossed over decades of Communist ideology with one sentence: " <b>Black cat, white cat</b> , all that matters is that it catches <b>mice</b> ."....	[54I, p.314]...Đặng vứt bỏ ý thức hệ Cộng sản hàng thập kỉ với duy nhất một câu: " <b>Mèo đen, mèo trắng</b> , mèo nào cũng được miễn là bắt được <b>chuột</b> ."
4	[55J, p.283]...he and his associates <b>dug inside</b> themselves to locate the company's real core competency...	[54J, p.343]... anh và các liên danh <b>đào sâu vào bên trong</b> bản thân mình để tìm ra năng lực cốt lõi thực sự của công ti..
5	[55J, p.286]... Aramex's stock price never really <b>took off</b> ...	[54J, p.347]... cổ phiếu của Aramex đã chưa bao giờ thực sự <b>cất cánh được</b> ...
6	[55K, p.334]...But many Arabs and Muslims were celebrating the idea of putting a fist in <b>America's face</b> ...	[54K, p.403]... Nhưng nhiều người Ả-rập và Hồi giáo vui mừng với ý nghĩ đã đâm vào <b> mặt Mĩ</b> một cú...
7	[55L, p.363]...since this threat is <b>the mother</b> of all unflatterers,....	[54L, p.436]...Vì mỗi đe dọa này là <b>mẹ đẻ</b> của tất cả các lực làm gò gè,....
8	[55M, p.370]...he is <b>the godfather</b> of ticketless air travel....	[54M, p.446]...ông là <b>cha đẻ</b> của đi máy bay không vé

Loss of Collocative Meaning:

**Table 4.5: Examples of Loss of Collocative Meaning**

No.	English Language	Vietnamese Equivalents
1	[55B, p.59]...Internet fever...	[54B, p.67]...con sốt Internet...
2	[55B, p.113]...tough	[54B, p.129]...khách hàng khó
3	[55D, p.183] ...little people...	[54D, p.213]...những kẻ nhỏ...
4	[55D, p.183] ...act big...	[54D, p.213]... hành động lớn...

Loss of reflected meaning:

We can consider the examples below for the loss in meaning caused by loss of reflected meaning.

[55B, p.50]...Bin Laden and his comrades...

[54B, p.55]...Bin Laden và các đồng chí của hắn...

All of us know that Bin Laden was a dangerous terrorist and no one has a good look and behaviour with him, so when the translators use *các đồng chí* as an equivalent for *comrades*, they lost their reflected meaning. The word *đồng chí* reflects a positive meaning but the word *comrades* in this case does not.

We can see other example

[55I, p.265]... Beware of dog...

[54I, p.315]...Đề phòng chó dữ...

The word *Dog* reflects in general way. It does not refer to any particular kind of dogs with their characters – gentle or dangerous. But in Vietnamese version, it was transferred as *chó dữ*. Clearly, with this equivalent, the word *Dog* is lost its reflected meaning in this case.

*c. Loss of Thematic Meaning:*

Thematic meaning is what is communicated by the way in which a speaker or writer organizes the message, in terms of ordering, focus, and emphasis.

During our study, we found that transferring passive form into active form is a bright representative showing clearly this kind of loss in meaning.

For example,

- 1) [55A, p.19]... all of which has to be paid for now by their brokerage departments alone...
- 2) [54A, p.19]... tất cả bây giờ do riêng các phòng môi giới chứng khoán chi trả...

It is often felt, for example, that an active sentence such as 1) has a different meaning from its passive equivalent 2), although in conceptual content they seem to be the same. Certainly, active sentences and passive equivalents have different communicative value.

#### 4.2.2. Non - Linguistic Features (Cultural Features)

In this part of the thesis, we just focus on some certain aspects of culture that cause loss of meaning during the translation of this work. We will have a general analysis instead of an analysis for each particular category.

The different customs and traditions in the daily activities and communications in Vietnam and Western countries reflect the different cultural mentality. Loss is occurring. For example, when translating the phrase “*bread-and-butter function*” [55A, p.17] from source language, the translators used “*chức năng kiếm cơm*” [54A, p.17] as an equivalence.

Another example is the expressions in greeting, in western countries, the words or phrases they use to greet others that depend on the period of time in a day. For example, the translators transferred the phrases “*Good morning, girls*” [55A, p.24] and “*Good morning, ma'am*” [55A, p.24] into “*Chào các em*” and “*Chào cô ạ*” [54A, p.26] in Vietnamese. In this case, the target readers will not the period of time of this situation if they do not the source text.

Some cultural terms and idiomatic expressions related to food, clothes or the terminology related to a specific field which have no equivalents in the TL culture that is also a case of loss in meaning.

#### 4.3. STRATEGIC METHODS OF COMPENSATION OCCURRED IN VIETNAMESE VERSION OF “*THE WORLD IS FLAT*”

And during our research, we found that the translators essentially used some kinds of compensations for their translation.

##### 4.3.1. The Cultural Substitutions

Sometimes in some cases, accepting the loss of meaning in translation may be one of translators’ ways to choose to make their versions better and better. Translating exactly word by word in source text will make unnaturalness to target readers. To avoid it over issues of culture, translators should keep in mind that sometimes an effort to translate correctly is not as valuable as a suitable substitution. Below are some more cultural substitutions when translating English idioms and fixed expressions into Vietnamese. Things unfamiliar with the Vietnamese culture have been altered with ones that are close to Vietnamese people’s daily life. Moreover, things that may seem improper or unpleasant due to Vietnamese cultural norms are also replaced so as to avoid causing any aversion to readers.

Let us offer some examples:

**Table 4.6: Cultural Substitutions**

No.	English Language	Vietnamese Equivalents
1	[55B, p.100] “...lost their shirts and pants and underwear ...”	[54B, p.115] “...mất cả chì lẫn chài...”
2	[55D, p.190] melt away into the air	[54D, p.222] cho tan thành mây khói

3	[55N, p.369] muscle guys	[54N, p.445] các gã vai u thịt bắp
4	[55L, p.349] flexing muscles	[54L, p.422] điều võ dương oai
5	[55B, p.119] getting ripped off	[54B, p.136] với giá cắt cổ
6	[55B, p.136] with lightning quickness	[54B, p.156] nhanh như chớp
7	[55B, p.114] backwater	[54B, p.114] một chỗ ao tù nước đọng
8	[55J, p.263] the place to hang out	[54J, p.315] khu vực để tiêu khiển giết thời gian
9	[55B, p.354] on top of things	[54B, p.426] tình hình nước sôi lửa bỏng

##### 4.3.2. Using a loan word plus explanation

This is not a new method. It has been discussed in many books on lexicology and translation. What the thesis wants to emphasize is the translation - loan, special kind of borrowings. Translation-loans do not only resolve problems of cultural untranslatability but also help increase one language’s vocabulary.

These strange concepts can somehow be called translation-loans in their most creative way. They are not really translations of any specific foreign concepts, but they clearly indicate the cultural borrowing.

For examples:

**Table 4.7: Compensation by Using a loan word plus explanation**

No	English Language	Vietnamese Equivalents
1	[55A, p.8] Indians	[54A, p.3] “Indian-dân da đỏ” [những người Ấn Độ]
2	[55A, p.10] call centers	[534A, p.3] call center [trung tâm phục vụ khách hàng qua điện thoại]
3	[55A, p.11] outsourcing	[54A, p.5] outsourcing [thuê làm ngoài]
4	[55A, p.12] geeks	[54A, p.7] các geek [các tay cạ phách về]
5	[55A, p.14] CPA	[54A, p.11] CPA [kiểm toán viên (công) có chứng chỉ]
6	[55A, p.16] CAT	[54A, p.15] CAT (Computer Assisted Tomography)
7	[55A, p.20] "outbound", "inbound"	[54A, p.21] “outbound-từ bên ngoài”, “inbound-về”
8	[55A, p.36] Red Sox Nation	[54A, p.39] Red Sox Nation [câu lạc bộ người hâm mộ hội bóng chày Red Sox- Tất Đỏ]
9	[55B, p.51] headhunter	[54B, p.57] headhunter [người kiếm người tài]
10	[55B, p.51] mosaic	[54B, p.71] mosaic [miếng ghép]
11	[55B, p.71] open-sourcing, insourcing, offshoring, supply-chaining, in-forming	[54B, p.81] open-sourcing [tìm nguồn mở], offshoring [làm ở hải ngoại], supply-chaining [xâu chuỗi cung], insourcing [thuê làm trong], in-forming [cấp-tin]

12	[55B, p.159] body shop	[54B, p.184] body shop [một hãng tuyển người chuyên nhập khẩu tài năng Ấn Độ cho các công ti ở Mỹ]
13	[55B, p.222] the baby boom generation	[54B, p.257] thế hệ baby boom [con sót đẻ con sau Thế chiến II]

#### 4.3.3 Adaptation

In some studies, adaptation is also called free translation. According to Wikipedia, an adaptation is a translation procedure whereby the translator replaces a social, or cultural, reality in the source text with a corresponding reality in the target text; this new reality would be more usual to the audience of the target text.

For example,

**Table 4.8: Compensation by Adaptation**

No.	English Language	Vietnamese Equivalents
1	Landlord	đại gia
2	tipped me off	mách nước
3	big dip	sụt giá thê thảm
4	early retirement	nghỉ hưu non
5	right person	người có trách nhiệm
6	A man after my own heart	Một người hợp với ý tôi

## CHAPTER 5

### CONCLUSIONS AND IMPLICATIONS

#### 5.1. SUMMARY OF THE FINDING

This thesis has explored, described and analyzed the cases of loss in meaning occurred during translation in English -Vietnamese translation of *The World Is Flat*. They are the unavoidable

phenomena in the process of translation because of many reasons: the ability to use language, the translation method choice of translator and the difference of language. The most prominent reason may be the last- the difference in language. It is this difference that affects the translator's equivalences. And loss in meaning will appear.

Therefore, loss in meaning cannot be considered the mistakes but the phenomena in the process of translation each translator should be aware of in order to make his/ her product better. Clearly whatever kind of loss in meaning is, they seem to be necessary because they can make the target version smoother and the readers can find it more comprehensible and acceptable. This reveals wider implications for the teaching and learning English in general and English - Vietnamese translation in particular.

In summary, we hope that the findings and discussion in this thesis can play an important part in helping the learners realize one of the most common phenomena- loss in meaning - in English - Vietnamese translation.

## **5.2. IMPLICATIONS FOR LANGUAGE TEACHING AND LEARNING**

In order to help the Vietnamese learners of English overcome the challenges in translation; we would like to make a suggestion for language teaching and learning. When teaching how to translate English into Vietnamese, the teachers should attract the learners' attention to loss in meaning, help them discover these cases to have a wider vision to translation. Translation, obviously, is not a word- for word transference process, but it is a bridge of language and a communicative activity requiring its users a careful and thoughtful vision. After studying the findings of thesis, we also recognize that communicative translation seems to be the most effective method. Therefore, before translating a text, the students as well as the

beginners should pay more attention to the message of the source text, and then apply each case of loss in meaning in order to make the translation better.

In conclusion, how to reaching to the communicative translation, in our opinion, is a question the translators, especially the beginning ones and the students should keep in their mind.

## **5.3. SOME LIMITATIONS OF THE STUDY**

Besides, due to the limitation of time and knowledge of the writer in the translational perspective, and the shortage of material sources, this study has only limited itself to manifesting loss of meaning in linguistic feature – lexical and syntactic and non-linguistic features and the data is collected from only one famous English book – *The World Is Flat* and its Vietnamese version. Some of the conclusions drawn from the findings are rather subjective and the issues mentioned are still somewhat general. Therefore, to some extent, chapter four of the thesis has not accomplished a satisfactory depth as it should. However, with the samples clearly classified into distinguished parts and fully analyzed, the author believes that this chapter contains some useful findings and this we hope will add additional value and make contribution to the teaching and learning of translation.

## **5.4. SOME SUGGESTIONS FOR FURTHER RESEARCH**

Whatever effort has been made in conducting the research, there is a number of problems relating to this field that needs to be solved. From the practical point of view, we suggest further research should be focused on loss of meaning in pragmatic features, and other kinds of associative meanings and other syntactic features: modal verbs, relative clauses, plural forms.