



13th International Conference on Translation

Globalisation Through Translation:

A Catalyst for Knowledge and Technological Excellence

Editors

**Asiah Jamil, Ph.D.
Noor Ida Ramli, Ph.D.
Noraizah Abdul Aziz**

Organized by:



Institut Terjemahan Negara Malaysia



Patron:



**PERDANA
LEADERSHIP
FOUNDATION
YAYASAN
KEPIMPINAN
PERDANA**

13th International Conference on Translation

Globalisation Through Translation:

A Catalyst for Knowledge and Technological Excellence

13th International Conference on Translation

Globalisation Through Translation:

A Catalyst for Knowledge and Technological Excellence

Editors

Asiah Jamil, Ph.D.

Noor Ida Ramli, Ph.D.

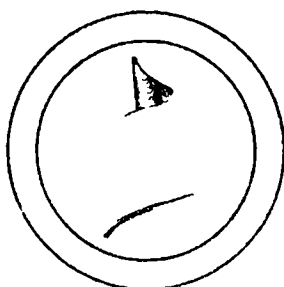
Noraizah Abdul Aziz

PUSTAKA PERDANA



1008687

Malaysian Translators Association
Kuala Lumpur
2011



PERDANA
LEADERSHIP
FOUNDATION
YAYASAN
KEPIMPINAN
PERDANA



Published by:
MALAYSIAN TRANSLATORS ASSOCIATION
171-A, Tingkat 1
Jalan Maharajalela
50150 Kuala Lumpur
Malaysia

Tel: +6 03-2142 4381
Fax: + 03-2142 4381
E-mail: terjemah1@gmail.com
Website: www.ppm-mta.com

Copyrights of the compiled articles © Malaysian Translators Association, Universiti Teknologi MARA, Malaysian National Institute of Translation & Dewan Bahasa dan Pustaka
Copyrights of articles © writer
1st Print 2011

All rights reserved. No part of this book may be reproduced or used in any form or by any means, electronics or mechanical, including photocopying, recording, or by an information storage or retrieval system, whatsoever without prior written permission from Persatuan Penterjemah Malaysia.

Perpustakaan Negara Malaysia

Cataloguing-in-Publication Data

Globalisation through Translation: A Catalyst for Knowledge and Technological Excellence
/ editor: Asiah Jamil, Noor Ida Ramli, Noraizah Abdul Aziz
ISBN 978-983-42179-8-3
1. Translating and interpreting. 1. Asiah Jamil. II. Noor Ida Ramli.
III. Noraizah Abdul Aziz
418.02

Disclaimer:

All full papers submitted for the conference shall be included/published in the proceedings, unless we (the organizers) are informed otherwise by the author s.

Font Type: Times New Roman
Font Size: 10 / 12

Printed by:
BS Print (M) Sdn. Bhd.
No. 10, Jalan Indrahana 1,
Off Jalan Kuchai Lama
58100 Kuala Lumpur.

CONTENTS

Preface	xiii
----------------	-------------

POLICY PAPERS

1. Translation and Technology for Sustainable Growth and Globalisation: Education, Programmes, Courses and Graduates of Higher Learning Institution	1
DATO' PROF. IR. SAHOL HAMID ABU BAKAR (Ph.D) Vice Chancellor, UiTM	
2. Branding Strategies in the Mission to Transform the Malaysian National Institute of Translation	7
MOHD KHAIR NGADIRON Managing Director & Chief Executive Officer Malaysian National Institute of Translation	
3. Publishing 26,000 New Titles a Year	15
PROF EMERITUS ABDULLAH HASSAN, (Ph.D). President, Malaysian Translators Association and Eminent Scholar, Faculty of Language and Communication, UPSI	

PLENARY PAPERS

4. Corpus-Based Tools for the Processing of Malay Texts	25
ZURAIDAH MOHD DON University of Malaya	
GERRY KNOWLES Lingenium Sdn Bhd	

5. **Pearl River Bank vs “Left Bank of Paris”** 30
 PROF. MAO SIHUI (Ph.D)
 MPI-Bell Centre of English, Macao Polytechnic Institute Macau
6. **Translating the Britannica Into the Malay Language: Some Lessons Learnt** 47
 ZAWIYAH BABA
 Principal Research Fellow,
 Institute Alam dan Tamadun Melayu (ATMA),
 Universiti Kebangsaan Malaysia
 ADLI HAFIDZ MOHD YUSOF
 Freelance Translator, Subang Jaya, Selangor, Malaysia

WORKING PAPERS

Translation Technology

7. **The World Wide Web and Translators** 57
 TENGKU SEPORA TENGKU MAHADI, HELIA VAEZIAN &
 MAHMOUD AKBARI
 School of Languages, Literacies and Translation, Universiti Sains
 Malaysia,
 Pulau Pinang, Malaysia
8. **Translator’s Workbench for Computer Science Domain: An Introduction** 64
 SITI KHAOTIJAH MOHAMMAD & TAN EWE HOE
 School of Computer Sciences
 WAN ROSE ELIZA ABDUL RAHMAN
 School of Humanities
 Universiti Sains Malaysia
9. **Translators vs Translation Software an Investigation of the Existence of Translation Software in Indonesia. Friend or Threat?** 71
 IIS KURNIA NURHAYATI (S.S., M.HUM)
 Communication Science Study Program me
 Institut Manajemen Telkom
 Bandung, Indonesia

Translation and Media

10. **An Analysis of Translation Methods Used in Subtitles:
Top Chef** 81
 NUR AZIEMAH MAT SALLEH, ZARINA SURIYA RAMLAN, ASIAH
 JAMIL & NORIZAH ARDI (Ph.D)
 Academy of Language Studies
 Universiti Teknologi MARA
 Malaysia

11. **The Images of Women in Translation in Hong Kong Chinese
Newspapers in the Early Twentieth Century: A Case Study of the
Chinese Translation of the Brotherhood of the Seven Kings in
Yousuowei Bao (1905-1906)** 94
 BO LI
 Department of Translation, Hong Kong Lingnan University

 TUEN MUN, Hong Kong
 People's Republic of China

12. **The Chinese Translation of English Movie Titles** 106
 ANG LAY HOON (Ph.D.) & LOW FONG LING
 Universiti Putra Malaysia
 Malaysia

Interpreting and Internationalization

13. **Interpreting Education: Postgraduate or Undergraduate
Level?** 118
 EMAN MOHAMMED BARAKAT
 English Department
 University of Science & Technology, Sana'a,
 Yemen

14. **Consecutive Interpreting Steps in a Seminar** 127
 RINA HERLINA & PURWATI
 Prodi Bahasa Inggeris
 Universitas Galuh
 Indonesia

5. **Pearl River Bank vs “Left Bank of Paris”** 30
 PROF. MAO SIHUI (Ph.D)
 MPI-Bell Centre of English, Macao Polytechnic Institute Macau
6. **Translating the Britannica Into the Malay Language:
 Some Lessons Learnt** 47
 ZAWIYAH BABA
 Principal Research Fellow,
 Institute Alam dan Tamadun Melayu (ATMA),
 Universiti Kebangsaan Malaysia
 ADLI HAFIDZ MOHD YUSOF
 Freelance Translator, Subang Jaya, Selangor, Malaysia

WORKING PAPERS

Translation Technology

7. **The World Wide Web and Translators** 57
 TENGKU SEPORA TENGKU MAHADI, HELIA VAEZIAN &
 MAHMOUD AKBARI
 School of Languages, Literacies and Translation, Universiti Sains
 Malaysia,
 Pulau Pinang, Malaysia
8. **Translator’s Workbench for Computer Science Domain: An
 Introduction** 64
 SITI KHAOTIJAH MOHAMMAD & TAN EWE HOE
 School of Computer Sciences
 WAN ROSE ELIZA ABDUL RAHMAN
 School of Humanities
 Universiti Sains Malaysia
9. **Translators vs Translation Software an Investigation of
 the Existence of Translation Software in Indonesia. Friend
 or Threat?** 71
 IIS KURNIA NURHAYATI (S.S., M.HUM)
 Communication Science Study Program me
 Institut Manajemen Telkom
 Bandung, Indonesia

Translation and Media

10. **An Analysis of Translation Methods Used in Subtitles:**
Top Chef **81**
 NUR AZIEMAH MAT SALLEH, ZARINA SURIYA RAMLAN, ASIAH
 JAMIL & NORIZAH ARDI (Ph.D)
 Academy of Language Studies
 Universiti Teknologi MARA
 Malaysia

11. **The Images of Women in Translation in Hong Kong Chinese
 Newspapers in the Early Twentieth Century: A Case Study of the
 Chinese Translation of the Brotherhood of the Seven Kings in
 Yousuowei Bao (1905-1906)** **94**
 BO LI
 Department of Translation, Hong Kong Lingnan University

 TUEN MUN, Hong Kong
 People's Republic of China

12. **The Chinese Translation of English Movie Titles** **106**
 ANG LAY HOON (Ph.D.) & LOW FONG LING
 Universiti Putra Malaysia
 Malaysia

Interpreting and Internationalization

13. **Interpreting Education: Postgraduate or Undergraduate
 Level?** **118**
 EMAN MOHAMMED BARAKAT
 English Department
 University of Science & Technology, Sana'a,
 Yemen

14. **Consecutive Interpreting Steps in a Seminar** **127**
 RINA HERLINA & PURWATI
 Prodi Bahasa Inggeris
 Universitas Galuh
 Indonesia

Sociolinguistics and Translation

15. **Voice Changing: Translating Strategy to Generate the Naturalness in Indonesian Texts** 135
 SUDARSONO (Ph.D)
 Department of English Language Education, FKIP,
 Tanjungpura University,
 Indonesia
 Department of Malay Linguistics, Academy of Malay Studies,
 University of Malaya
16. **Semantic Relations in the Holy Quran: Synonymy and Translation** 146
 SAMIA MUHSEN AL-JABRI (Ph.D)
 Umm Al-Qura University, Makkah, Saudi Arabia
17. **The Translation Strategy of Common Expressions From English to Indonesian** 158
 DRA. HJ. MASNIDAR TANJUNG, M.PD
 English Study Programme
 Universitas Muhammadiyah Prof. DR. Hamka Jakarta
 Indonesia

Translation of Specific Text and Official Documents

18. **Lexico-Grammatical Divergence in Malay Translation Texts: A Corpus Based Study** 167
 IMRAN HO-ABDULLAH (Ph.D), NORSIMAH MAT AWAL
 & INTAN SAFINAZ
 School of Language Studies & Linguistics
 Universiti Kebangsaan Malaysia
 Malaysia
19. **The Role of Using Islamic English in Solving the Difficulties in Translating Noble Quran and Unification of Muslims** 173
 MOHAMMAD AKRAM ALZU'BI (Ph.D)
 Ajloun College/Basic Sciences- English Department
 Al_Balqa Applied University
 Jordan- Amman- Alsalt
20. **A Corpus-Based Study on Comparable Malay Corpora: The Case for 'Untuk'** 184
 INTAN SAFINAZ ZAINUDIN, IMRAN HO-ABDULLAH (Ph.D) &
 NORSIMAH MAT AWAL

School of Language Studies and Linguistics,
Universiti Kebangsaan Malaysia
Malaysia

- 21. Systemic Strategies to Modify the English Translation
Version of Javanese Folklores** **190**
DJATMIKA
 English Department, Sebelas Maret University of Solo, Indonesia
- 22. Translation and Absorption of Foreign Language
in the Automotive Field Into the Indonesian** **202**
NANI DARHENI
 Balai Bahasa Bandung, Kemendiknas
 Indonesia
- 23. The Analysis of “It” Pronoun Translation** **220**
JUANDA
 Universitas Komputer Indonesia
 Bandung, Indonesia
- 24. Intersemiotic Translation of Expressions of Emotion
on Social Network Entries** **230**
NIA KURNIASIH (Ph.D)
 Socio-technology Department
 Faculty of Arts and Design
 Institut Teknologi Bandung
 Bandung, Indonesia
- 25. Damai Dalam Sentuhan in Arabic and English** **243**
ARIF KARKHI ABUKHUDAIRI, (Ph.D)
 Faculty of Arabic Language And Islamic Civilization,
 Sultan Sharif Ali Islamic University
 Brunei Darussalam

Translation of Literature

- 26. Translation of Literature and the Maintenance of Style** **251**
NORMALA OTHMAN
 International Islamic University Malaysia
- 27. Shakespeare Sonnets’ Translation in China** **263**
ZHANG CHENGZHI & GOH SANG SEONG
 Malay Language, Translation and Interpreting Section,
 School of Humanities,
 Universiti Sains Malaysia.

- 28. Translating Metaphors** 269
 SARA R.FARD & IMRAN HO-ABDULLAH
 School of Language Studies and Linguistics,
 Faculty of Social Science and Humanities
 Universiti Kebangsaan Malaysia
- 29. The Obstacles of Translating Poetry** 278
 SUZANNE A WAZZAN (Ph.D)
 Umm Al-Qura University,
 Azizia, Makkah
 Saudi Arabia
- 30. Multimedia Poetry Translation and Application
 of Translation Teaching** 289
 YIN-CHIA, JOYCE, WANG & PO-TING, GRACE, FANG
 Department of Applied English
 I-Shou University, Kaoshuig City, Taiwan
- 31. An Analysis of Equivalence Used in a Translated Literary Text** 298
 NUR AZIEMAH MAT SALLEH, ZARINA SURIYA RAMLAN,
 NORIZAH ARDI (Ph.D), & NOR RASIMAH ABDUL RASHID
 Academy of Language Studies, Universiti Teknologi MARA, Shah Alam,
 Malaysia
- 32. On Cross-Cultural Conceptualizations of Culinary Metaphors
 in English and Persian** 310
 ZAHRA KHAJEH & IMRAN HO-ABDULLAH
 School of Language Studies and Linguistics
 Faculty of Social Sciences & Humanities
 Universiti Kebangsaan Malaysia
- Translation and Tourism/Culinary/Hospitality*
- 33. Translation in Multilingual Classrooms: Theoretical Aspects
 & Practical Activities** 327
 KÄRCHNER-OBER (Ph.D)
 Faculty of Modern Languages And Communication
 Department of Foreign Languages
 Universiti Putra Malaysia, Serdang
 Malaysia

Translation and Education

- 34. The Utilisation of Translation Strategy in a Test Taking Situation** **342**
 ASIAH JAMIL, SAIDATUL AKMAR ZAINAL ABIDIN & NOREHA TAIB
 Akademi Pengajian Bahasa
 UiTM, Shah Alam
- 35. Analyzing the Principles of Consecutive Interpretation** **357**
 SHIRIN NASSEHZADEH TABRIZI & SHEIDA BEHROUZI
 B.A. Student of Islamic Azad University, Tabriz Branch, Iran
- 36. The Students' Attitude Towards Peer Reviews in a Translation Class** **363**
 HANNA SUTEJA (M. Hum)
 Universitas Pelita Harapan
 Indonesia
- 37. Translation Process and Semantic Problems** **373**
 ZAINAL ABIDIN NANING
 Pendidikan Bahasa Inggris, FKIP Universitas Sriwijaya
 Jalan Raya Palembang - Prabumulih Km 32, Palembang, Indonesia
- 38. Motivating ESL Students Using the Translation Method** **381**
 SUCHITHRA NAIR
 Akademi Pengajian Bahasa,
 Universiti Teknologi Mara, Shah Alam
 Malaysia
- 39. Translation in ODL: Challenges of the National Open University of Nigeria** **395**
 EYISI JOY, OTUNUYI ABDUL KABEER TIHAMYU & ERIC OMAZU
 School of Arts And Social Sciences, National Open University of Nigeria
 14/16 Ahmadu Bello Way, Victoria Island, Lagos
 Nigeria
- 40. Training Translators** **412**
 KULWINDR KAUR a/p GURDIAL SINGH
 English Language Department
 Faculty of Languages and Linguistics
 University of Malaya

Training and Career in Translation

- 41. Globalisation and Translation: Should the Translator Be Hopeful?** 428
ALI EBRAHIMI
Academic Member of Islamic Azad University
Qom Branch, Iran

The Future and Sustainability of Translation

- 42. Are Translation Services Providers Taking Over From Translators in the Professionalization of Translation? A Cautionary Tale From Canada** 434
MARIELLE GODBOUT
School of Translation and Interpretation
University of Ottawa, Canada

Translators' Voice

- 43. The Words and Meanings In Mottos: An Array of Translation Methods vs Specific Intended Meaning** 445
UMMINAJAH SALLEH & AZHAR ABDUL WAHAB
Universiti Teknologi MARA
Shah Alam
- 44. The Sleeping Dictionary: Malay and Indonesian Subtitling of a Costume Drama** 456
W. STEVEN DODD
Red Dragon Language Services
- 45. The Effect of Translation Strategies on Quality of Translation Among Iranian EFL Learners** 469
ZOHRE GOLKARI
Islamic Azad University
Gachsaran Branch
Iran