The Translator Initiator, Roles & Impacts

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Abstract

This paper attempts to explore the roles and impacts which characterize the so-far underrated and/or sometimes totally absent player in the translation theory, namely, the client or the translation initiator (TI). The study sets itself to defend the integration of this variable into any account of the translation phenomenon wherein it works out to have sizeable impacts on the translator's choices and, consequently, on the acceptability and/or the evaluation of the final product in the target culture. Owing to the considerable magnitude it has and the interdependence to other factors it manifests in the translation situation, the TI factor has been canonized by all codes of ethics or conduct regularizing the translation process and the relations thereof.

Key words: translation Initiator (TI)   translation brief   translation purpose

1.   Introduction:

Unlike the usual communicative events where the participants are normally the message producer (writer/speaker) and the message receiver (listener/reader), translation-mediated communicative events involve two further participants, the client and the translator. The dialogue between participants in the translation process is initiated by the first, the client, or the TI (see Nord, 1997:20) who starts rolling the ball, as it were. Because of this role, being the TI, this factor in the translation process deserves to be spotlighted. Otherwise, we would miss out a very vital player and important dimension that would contribute to our understanding of the factors/variables associated with the translation phenomenon.

Zabalbescoa Terran (1992:35; see also Hewson & Martin, 1991:113) views the role of the client in the translation process as extremely very important, but is missing (or not made relevant enough) in almost every translation theory. Save two theories which are built on the translation purpose, namely, Hewson & Martin's variational approach of (1991), and the skopos theory as developed by Nord (1991 and 1997), this translation factor is either totally ignored or minimized (see for example Munday (2001), particularly the chapters dealing with equivalence or functional theories other than the skopos). Seeking whys, Zabalbescoa Terran (1992:35) offers two reasons, first, translation theory is always lagging behind translation practice, and second, the sheer weight of tradition and convention in addition to the pre-scientific, arbitrary nature of translation studies (Ibid). In his viewpoint, it is only with the advent of communication studies that translation scholars start looking beyond the word or the text into what is really going on in

context, or, to borrow Hatim and Mason's terms (1990:38), into the realization of the magnitude of 'situational factors,' (source, status, client, use made of the translation,…). Moreover, there is another setback for the progress in the way of considering, inter alia, the TI, namely, the traditional equivalence-based dogmatic notion that there is only one equivalent TT for any ST (see Munday, 2001:80). Zabalbescoa Terran (1992:35) holds in this respect that this notion stifles the very essence of translation and translating, i.e. 'variation'. Functionalists, on the other hand, argue that the nature of the TT is basically shaped by its skopos (purpose) or commission first intended and negotiated by the TI in general (see Nord, 1997:ch.3), and adequacy, according to Vermeer (1989/2000, in Munday, 2001:80) comes to override equivalence (see also Nord, 2002:33). This goes in line with Hatim & Mason's argument that "the ST and TT are produced for a reader (client, consumer) whose needs, expectations, etc. are constantly matched against the communicative intent of the producer of the source text"; they later cite the example of the advertisement text whose producer intends it as a commercial to sell his product, indicating that the text should be evaluated in terms of its fulfillment of that very purpose (its persuasive function); if the same text is translated purely for the information it contains (for instance when it is used as an example of the advertising language), the text function and the translator's choices should be adjusted in line with that very function (informative). In a similar vein, Nord (Ibid) holds that:

> …the translation purpose determines the choice of translation method and strategy. This means that – as experience shows – there is not *the* one and only method or strategy for one particular source text, and any decision between two or more available solutions to a translation problem must be guided by some kind of intersubjective criterion or set of criteria…the communicative function or functions for which the target text is needed.

As it is clear, a text to be acceptably functional in the target culture or environment, it should meet the purpose to which it is originally intended by the translation initiator, and for which the translator takes the responsibility to transfer cross-lingually (and cross-culturally). These facets of the translational phenomenon relate to the translation process (steps and stages) rather than to the product (a text being equivalent to another). If we admit that a translation has the potential to take different forms in the target culture depending on the function it is assigned, then it is no longer possible to adhere to prescriptivism; instead descriptivism would carry the day and all we need is to fathom up the potential factors that may or may not intervene in the translation process. This paper banks heavily on two major approaches in translation studies, namely, the variational approach and the skopos-based functional one.

2. The Translation Initiator (TI) Defined:

In their variational approach to translation, Hewson & Martin (1991:113) point out that the "translation initiator" is the "driving force behind the act of translation, and whose identity and expressed wishes have a fundamental influence on the translation operations." Similarly, Nord (1991:8; 1997:20), from a skopos theory perspective, holds that the TI plays a crucial role in the process of translation, viewing it as the factor (a person, group, or an institution) that "starts off the translation process and determines its cause by defining the purpose for which the TT is needed". Byrne (2006:13), on the other hand, defines this actor as "the person or the entity that is responsible for the starting of the translation process." Marking a market perspective of this concept, Pym (1998), describes this factor as referring to the "person for whom the translator is working", Schuber (2009:21) as covering "all agents (a customer, an agency mediating the translation job…) who order a document to be translated". To close, Chemorion (2008:46) depicts this player "…the prime mover of the translation process."

In most of the above definitions or descriptions, the TI takes the name of 'the initiator'; the name refers unequivocally to the person, agency, publisher, etc. initiating the translation process or the intercultural text transfer process, after Nord (1991). Nevertheless, actors in the translation situation should never be divorced from their "socio-cultural…background," (see Hewson & Martin, 1991:113); this means that the entity that initiates the translation process is not the person (the client/initiator), but a need representing some socio-cultural aspect urging him/her/it to start this process. This notion could be explicitly or implicitly extracted from Byrne (2006:13) who holds that a translation may be motivated by " a desire to enter new markets where the document serves not only as a way of training customers but an "ambassador" for the company and its products," or Hewson & Martin (1991:113) who argue that "translation does not just 'happen', but results from (1) a need…". If we take language, and therefore its immediate realization in the communicative act, as part of the wider concept of 'socio-culture', we should agree that any breakdown in communication in whatsoever facet of the socio-culture or intercultural setting will instigate some need to fix it (a message to be translated); a need according to Hewson & Martin (1991:113) "quite simply corresponds to a foreseen or actual breakdown in communication". What happens is that the TI [1] responds to that need by initiating the translation process, and simultaneously, he/she is the only one (because they are the first to recognize it) who becomes well informed and knowledgeable about that need, therefore, the one to spell it out to the translator as a translation brief (cf. Nord, 1997:30; see section 3 below).

The TI may be the client, ST author, the TT reader, the publisher, or in some cases, the translator; any of these roles has the potential to act as a trigger for the translation process (see Nord, 1991:6; 1997:30; Zabalbescoa Terran, 1992:42; Chemorion, 2008:18). Chemorion (2008:18) holds that if the TI is also the intended addressee, then such an initiator is referred to as "initiator-cum-addressee"; save the translator being the IT himself/herself, anyone of the other translation process players needs to approach a translator to carry out the translation project that is intended to fulfill a certain purpose in the target language or culture (see Nord 1991:6). But, in

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[1] The present study would stick to the same term "translation initiator" because it has already gained currency.

case the translator is the TI, this means that he/she foresees a communication problem, or because they aim at making some work or concept accessible to speakers of another language who otherwise have no way of discovering that work or gain that sort of knowledge (see Hewson & Martin, 1991:113). Hewson & Martin (Ibid) refer to such a translator as "a craftsman or an artist, one who is not primarily working for a mercenary motivation, but who is preoccupied by the transmission of an aesthetic message". Such a translator-initiated translation would be worked out within the translator's framework rather than within the TI's, i.e. it is not carried out in terms of a predefined set of instructions or a translation brief provided by the TI (see Chemorion, 2008:55). In other words, the translator will be free from the TI's controlling influence and/or restrictions (see Nord, 1991:34; Schuber, 2009:23-4; see section 4 below). Zabalbescoa Terran (1992:41) pictures the TI as either a "… professional restriction", along with other restrictions (namely, textual and contextual), or the one who sets up restrictions for the translator (Ibid); restrictions are materialized in what is termed by skopos theorists as " the translation brief" (see Nord, 1991) and by variationalists as a " translation order," (see Hewson & Martin, 1991:113).

3. The Translation Brief

In functional theories of translation (see Nord, 1997:27; 2002:34), the commissioner or client who needs a translation usually defines the translation purpose in the translation brief (cf. Munday, 2001:ch.5, especially in terms of skopos theory). The purpose or skopos of the overall translational action is the key principle that determines any translation process (cf. Hewson & Martin, 1991:113-5).

Different terms are used to refer to this concept (translation brief) depending on the translation theory, field of application, or individual tendencies; Vermeer (1989/2000, in Munday, 2001:80) speaks of "commission"; Nord (1997:30) indicates that the German term (Uberstezungsauftrag) literally translates as either a "translation commission or… assignment ", however, she (Ibid) favors to use "translation instructions" in the pedagogical context, and "translation brief" in the professional aspect[2] of translation process (cf. Nord, 2002:34; Künzli, 2007:53; Chemorion, 2008:19). Variationalists like Hewson & Martin (1991:113) prefer to use the term 'order'; and Schuber (2009:22) renders it as "job specification".

In terms of the definitions of translation brief offered by scholars, Vermeer (2004:229) for instance describes "a commission as the instruction, given by oneself or by someone else, to carry out a given action—here: to translate"; Hewson & Martin (1991:113) view order as corresponding "to the instructions given by the TI to ensure that communication takes place"; Nord (1997:30) states that:

> "It (translation brief) implicitly compares the translator with a barrister who has received the basic information and instructions but is then free (as the responsible expert) to carry out those instructions they see fit…it specifies what kind of translation is needed."

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[2] The researcher will adopt the term "translation brief" thanks to being widely used, and to the belief that a pedagogical context must mirror the professional reality of translators (but see Pym, 1998).

Chemorion (2008:19), on the other hand, advocates a TT- oriented definition of translation brief, referring to it as "a set of target text requirements, which is derived from the initiator of the translation before the actual drafting of the translation commences".

In almost all the above definitions, there is a common factor, i.e. 'instructions'. This factor entails some kind of control on the part of the TI, and simultaneously, dependence on the part of the translator. The TI instructs the translator to do so and so in relation to the type of translation needed. According to Nord (1991:10) translating instructions comprise "an (explicit or implicit) definition of the prospective target situation" which she calls the "skopos of the target text"(see Nord, 1991:10).

A number of questions may arise out of the above definitions; what is the significance of the translation brief so that it is said to fashion the skopos of the TT? What are the standard or average components of the translation brief? Is the initiator/client capable of formulating the translation brief? What is the translator's role and to what extent he/she would abide by the TI's instructions? Let's start addressing the first question.

3.1. The Significance of the Translation Brief:

I asked my students to play the role of the translators and I took the role of a client who needs a translation-into-Arabic of a page from a book on "Time Management" authored by Marshall Cook in 1999; after getting their fictitious agreement to accept the job, they started, out of instinct, inquiring primarily on why I need to translate this text. I address their curiosity with an explanation of why the translator needs to know certain information before embarking on the translating process. They did not know that they were talking scientific and that an essential part of what constitutes a translation process is to explicitly know, inter alia, the purpose the TT is intended/expected to fulfill in the target culture.

Since its introduction by functionalist approaches in the 1980s see, the notion of translation brief has grown to be one of the central concepts in translation studies (see Vermeer, 2004:221-32; Munday, 2001:ch. 5; Naudé, 2002:50-1). It orients the translator, providing him/her with guidelines to determine which ST elements can be preserved and which will have to be adapted (see Naudé, 2002:50-1). Back to the Cook's Time Management page which could serve as an example here (see above), students are instructed to keep the ST's format; the format includes side comments branched from the text itself and enclosed in boxes. Unless they are initially briefed about how to deal with this aspect of the text, students will be puzzled over it (keep it, adapt it, or leave altogether?) because they are not familiar with such branched boxes in their target culture, here Arabic (cf. Künzli, 2007:53-4).

Munday (2001:83), citing Nord (1997), indicates that information encoded in the translation brief would help the translator prioritize what information to incorporate in the TT; in a similar vein Vermeer (2004 :221) argues that:

> The aim of any translational action, and the mode in which it is
> to be realized, are negotiated with the client who commissions

the action. A precise specification of aim and mode is essential for the translator.—This is of course analogously true of translation proper: skopos and mode of realization must be adequately defined if the text-translator is to fulfill his task successfully.

Imagine a TI contacts a translator to translate a textbook on translation studies; the book is used in SL culture for pedagogical purposes and is concluded by a review chapter containing a number of questions to answer by the trainee. The TI, on the other hand, states in his translation brief that the cardinal purpose of TT should be to inform the readers about theories of translation. Consequently the translator has the choice to prioritize information related to the theoretical part and may omit the last chapter.

Furthermore, translation brief could be taken as a benchmark against which the adequacy of the TT can be evaluated (see Chemorion, 2008:57). Chemorion (2008:241) argues that "the expected quality of the translation is implied in the translation brief, which the translator and initiator of the translation agree upon. In his skopos theory-based approach to translate the Bible into Sabaot [3], he worked out the criteria for testing the translation from the translation brief set before drafting the first version of the Sabaot Bible (Ibid:57); the derived criteria are: "criterion of function", the "criterion of culture", the "criterion of language", and "the criterion of manuscript quality"[4] (Ibid:247).

Another significant dimension of the translation brief is that it allows the TI to practically participate in the translation process; by setting guidelines for the translator to work accordingly, the initiator really has a voice and decision in this process. This more evidently emerges when the initiator role is taken by a community (like the religious community). If some institution initiating the translation of a Holy Book like the Bible or the Quran into whatsoever language, it would be unquestionable that the respective community would take part and brief the translator(s) with certain guidelines/instructions that work to guarantee a viable translation that takes into account all the potential socio-cultural variables (cf. Chemorion, 2008:101-4). To that effect, Schuber (2009:24) holds that a "set of strong influences is contained in the initiator's job specifications and resources" which have the potential to control the content, the linguistic form, the appearance and the work process of the TT.

3.2. Components of the Translation Brief:

Nord (1997:60) states that translation brief should contain:

1. the (intended) text function (s),
2. the target text addressee(s),
3. the (prospective) time and place of text reception,
4. the medium over which the text will be transmitted, and
5. the motive for the production and reception of the text.

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[3] Sabaot is a Nilotic language spoken in Kenya

[4] Due to space limitation, the reader is referred to (Chemorion, 2008:ch.7)

One could see that the language used is technical; however, the translation brief components entail questions that can be set in less technical language by the translator for the initiator (such as "What do you want to achieve out of this text? Whom you are going to address by it? What are the time and place in which you are going to use the text, in which the text is feasible? What language(s) do you want your text to be translated to (one or more)? Why do you want to translate this text?"). These questions could be formulated in varieties of ways to obtain whatever information required to best produce a functional translation of the ST, and therefore, satisfying the client's needs (cf. Sandrini, 2007:4; Chemorion, 2008:57).

Others stretch the translation brief to cover issues such as the text font and the quality of the expected translation (see Chemorion, 2008:19), the layout, style, or generally, the physical presentation of the TT (see Künzli, 2007:50). Translation brief or the TI's instructions, for example in the localization[5] context, may be extended to characterize the relation between the translator and the translation end-users (and sometimes ethical issues such as the right (not) to rectify what is wrong in the ST); in this respect, Lako (2011:764) points out that:

> …the process of translating is no longer dependent on the translator(s) alone…The beneficiary of the translated information "dictates" what significant and what contexts should be used in the process of conveying the message into meaningful bits, even if misspelt or grammatically incorrect…The translator should no longer have a prescriptive role in translating, in terms of correctness at word level, but should use terms used by searchers (Google, Yahoo, and the like).

It could be inferred from the above quotation that TT setting dictates the kind of information needed in the translation brief and the terms of services and reference that must be negotiated between the translator and the TI prior to any real embarking on the translation project. Translating for the web, for instance, considerably differs from other types of translation situations or contexts and demands different theorization with regard to the translation brief (components) formulated. Items could be included and others excluded or postponed to a later stage; Sandrini (2007:4) argues that:

> " Included in the briefing should be the client and with Her/his organization, the management and/or marketing staff, not necessarily the IT experts who are responsible for the practical implementation of the website and can be included at a later stage."

However, the most significant component of the translation brief that, ideally, cannot lend itself to this principle (inclusion and exclusion) is the purpose of the TT (cf. Chemorion, 2008:50). Let's stop at this point and pose the following question: Do clients, commissioners, or generally, TIs know such technicalities? The immediate answer is that, by and large, it is the translator's business rather than the client's, …

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[5] It refers to the process of modifying a website for a specific locale according to the goals outlined by the client (see Sandrini, 2005:3). A locale, on the other hand' is defined as "a group of people who share a language, a writing system and other properties which may require a separate version of a product. This could be a region, a country, or just a language community", (Ibid: 1).

and that the majority of TIs are not familiar with such a technical language; in fact, Nord (1991:34) states that the TI may not provide sufficiently explicit translation brief, coming out instead with something like "Could you please translate this text until Wednesday!". It is the right time and place to open the next sub-section, addressing the question set earlier (see section 3 above), namely, "Is the initiator/client capable of formulating the translation brief?".

3.3. Who is to Formulate the Translation Brief?:

It goes unquestionable that anyone needs something would explain that need in one or the other form of translatable language; TIs may (not) be capable of formulating their translation brief as technically as required; this banks on how well educated they are about the translation and the role(s) they have therein. However, if the TI is non-expert unable to fully speak his/her mind, he/she could opt for the minimalist version of their need for a translation as to simply say "I need to have this text translated from x to y". This is just a scenario, among potentially many others, in the scene of the translation profession.

According to Hewson & Martine (1991:157) "The TI may be influenced by *all* the different motivations which can be behind a desire to…re-establish communication (translate)". The TI represents a conflict of interests and the translation brief he or she gives to the translator somewhat reflects their state of affairs (Ibid: 158). For instance, being motivated by a vague notion of what translation is (see Nord 1997:30) or by an economic factor that views it as "a costly extra which is better done cheaply and badly" (Hewson & Martin, 1991: 157), the client may prefer to give the translation to anyone knows a bit of the target language, consequently, would not display that due interest in briefing his service provider! Furthermore, the TI may not be aware of all the tool-kit that needs to be taken into account in view of the expressed need for the translation (see Nord 1997:30).

A corollary to the above reasons is that the translation scene may bring in a professional translator who should, in order to carry out the job, negotiate with the TI, converting the latter's non-technical translation brief, however minimalist it is, into some practicable definition of the TT skopos (see Nord 1991:9; Chemorion, 2008:50). Thanks to being the one well informed about the two cultures and professionally aware about the technicalities and complexities of the translating process, the translator would take on the brief formulation task (see Nord, 1991:10), and reveal what kind of purposes the client has in mind (Ibid:34). This can be achieved by the translator either banking on his previous experiences in similar situations, or finding any clues that might be indicating the intended purpose, or seeking more information about the intended purpose(s) out of the TI himself (cf. Hewson & Martin, 1991: 157-8; Nord, 1991:34; 1997:30; Chemorion, 2008:64). To that effect, Chemorion (2008:64; cf. Hewson & Martin, 1991:115).) holds that:

> In such situations, it is necessary for the translator to carry out a translation-oriented research aimed at analyzing the prospective target text situation and its implications for the intended translation. A proper study of the situation of the addressees (target group/audience) of the prospective target text is very essential in the process of formulating a translation brief.

4. The TI's Impact(s) on the Translation Process:

After Zabalbescoa Terran (1992:41), the TI is categorized as a professional restriction; he further argues that this translation player could be, strictly speaking, "the source of a number of restrictions" (Ibid). Moreover this factor may be viewed as either a help or an obstacle for the translator or the translation process (Ibid).

The term restriction must not be understood in a purely negative sense; it might be referring to the boundaries within which the translator works or the contextualization of the translation; lip-movement and timing in film dubbing, and the search engines in website translating website (see Lako, 2009:761) are examples of restrictions that the translator must cater to, however, they are part of the translating process (see Zabalbescoa Terran, 1992:41).

Schuber (2009:23-4), on the other hand, states that "a translator works in communication and co-operation with other agents; the activities of these agents have an effect on what the translator does". He (Ibid) further argues that "the other agents' activities thus control the translator's work and thereby have an impact on the workpiece".

Being the first to receive the ST, and even if he/she does not understand the language in which it is written, the TI must know something about the text, at least who authors it, what topic it tackles, for what it could be used, therefore, translated? That is why it is necessary that the TI feeds the translator with the most important component of the translation brief (see section 2 above), i.e. the purpose of the text (see Zabalbescoa Terran, 1992:39; Nord, 1997:30), therefore, orienting the translator and the translator's choices in terms of the function that could be assigned to the text in question (see Chemorion, 2008:19).

If the client fails to fulfill his/her proper role, unfortunately as it most often happens, the translator will be forced into the very tricky situation of making these decisions his or herself without knowing for sure what the client wanted when the translation was initially ordered (Zabalbescoa Terran, 1992:38).

The TI is sometimes better acquainted with the subject matter and its terminology than the translator who should benefit from the TI's knowledge if he or she is willing to communicate it effectively (Zabalbescoa Terran, 1992:41). Sometimes the TI knows exactly what kind of translation needs to be produced and then should spell out the realistic requirements as clearly as possible (Ibid). Once those requirements unequivocally spelt out, the role of the translator (and, later on, the translation reviewer/critic) will be considerably simplified when it comes to selecting (or, for the reviewer/critic, judging) between the TT forms available (see Hewson & Martin, 1991:171).

The TI's familiarity with the language and culture of the ST and TT may impacts the translator's work; this aspect will decide the TI's access to the ST and his comprehension (and consequently his potential criticism of the) of the TT (see Hewson & Martin, 1991:114; Zabalbescoa Terran, 1992:41; Schuber, 2009:23-4).

Which role(s) the TI plays could determine the degree of familiarity he has with the ST language and culture, his comprehension of the ST (and later of the TT), the impact(s) he may have on the TT and the way it is translated (and criticized), and whose responsibility (the TI's or the translator's or joint responsibility (cf. Nord, 2002:32)) of the final product (see Hewson & Martin, 1991:114; Zabalbescoa Terran, 1992:41).

TI can be the author of the original, the reader of the original, the translator, the reader of the translation, or none of these (maybe the ST author's agent or the publisher (see Byrne, 2006:13)). One implication, inter alia, is that when TI is the translator himself, he/she would be, at least professionally speaking, set free from the TI's role restrictions and the responsibility of the product; furthermore, the translator in this role would decide on which text to translate (depending either on some external need or purely subjective criteria), and, naturally, on the function of the prospective text.

Furthermore, if the TI is the author (but not the translator) himself, the translator will assumingly work under more restrictive conditions because the former is well clued-up about his text in addition to have the right to choose who to translate his text (cf. Zabalbescoa Terran, 1992:42). Yet, the author may (not) have access to the TT language and/or culture; in fact each potential role and TI's, translator's, and reader's identity would generate impacts on the relationships between the translation participants, the translation choices, the identity of TT, and, consequently, whose responsibility thereof (for more details on this point, see Hewson & Martin, 1991:162-5).

How much the client or TI values the significance of a top quality translation is a basic variable. This factor is organically linked to another, i.e. the money factor. Sometimes, the economic factor which, from the TI's angle, may determine whom to choose for the translation task and what form the final product takes; sometimes for the TI it is like the cheaper the better. Moreover, the money factor may bring down the spirits in which the translator does his job; less payment by the TI (for time-consuming and bulky translation) may drive the translator to produce low quality translation because, simply, it is not worth the efforts. TIs may seize the opportunity in bad economic conditions of the translation industry (less demand, more offer, with a great number of mediators/translators) and play their cards right, i.e. the result is the translator getting the modest flat fee (see Zabalbescoa Terran, 1992:39: Munday, 2001:153). Moreover translators are paid according to either the number of words, the languages involved or their directions and type of translation (for example, interpreters are usually paid higher than written-text translators), the degree of technical knowledge required, unit of time (by hour or the like), or sometimes the urgency of the translation (higher payment for less time or special treatment). These are real market facets and conditions of the translation industry that we must acknowledge and that can make TI manipulate certain socio-cultural conditions, mostly for his own benefit, to influence the translator's course of action and the way the TT produced. Byrne (2006:13) highlights another negative impact that a translation agency may exercise on the translator's course of action, namely, the information passed by the agency or the translation vendor might be "watered down, misinterpreted, or not passed on" by them at all.

In a similar vein, Fawcett (1995:189 in Munday, 2001:153; see also Nord, 2002:32) speaks of a complex network in the translation industry (particularly highlighting publishers who are sometimes the TIs) as "amounting to a "power play" with the final product considerably shaped by editors and copy-editors". He (1995:154) further argues that this would result in domesticating the TT, i.e. the translation should "read well" (Ibid).

How well the TI understands the difficulties encountered or involved in translating a text, generally speaking? More specifically, how well he/she conceives the problems posed by the text to be translated (Zabalbescoa Terran, 1992:39)? The TIs' valuing of the translator's work, the translation process, and the difficulties and/or challenges translators face would be definitely reflected on the way they interact with each other, the assumptions they have, or their negotiations over the A-to-Z of the translation project. The translation brief must give indications about the level of knowledge the TI has over the translation or the translating process. To that effect, Hewson & Martin (1991:172) argues that:

> A second point we should consider is the probable ignorance of the TI regarding the problems which all translators face. The TI may make totally and realistic demands on the TO (translation operator), requiring the same using, the same using the same. Translating a pun, for example, using the same elements as in the ST is often virtually impossible, and when the translator is given no latitude this can lead to an unsatisfactory TT from every point of view.

If the TI states in his translation brief that the translator should be as literal as possible, this would result in translating an idiomatic expression like 'It rains cats and dogs' formally, the exact words of the ST, into تمطر قططا وكلابا which does not make sense in a Muslim socio-cultural setting or context owing to the fact that it embeds some ideological stance which is quite opposite to the Muslims'. If the TI becomes unrealistic, chaining the translator by literality of TT, the final product would be functionally inacceptable translation (cf. Chemorion, 2008:19).

Prior to the translating process, translators may be provided by their clients or TIs with a style guide to follow and/or a list of words or expressions to be avoided in their translation (see (Zabalbescoa Terran, 1992:40; Schuber, 2009:23-4). These two factors can be seen as restricting factors chaining the translator's creativity, but they could be also viewed as helpful ones given the fact that they may serve as an advantageous guideline orienting the translator's choices straightforwardly. This drags us to the case of censorship (see Martin de Leon, 2008:14).

Zabalbescoa Terran (1992:40) holds that censorship, whether subtle or blatant, is likely to be ascribed to a repressed context or the TI. He (Ibid) further argues that there are more subtle examples of the TI interference in deciding that certain elements should be altered or left out (; in subtitled or dubbed movies, for instance, many socio-culturally sensitive and/or tabooed expressions are censored or adapted; tabooed or immoral expressions such as 'ball shit' (هراء), fuck (تبا), have an affair (اقام علاقة), and the like are, most often than not, mitigated or altered together to meet the target

readership's system of values and ethics; furthermore, names of the movie characters may be changed to fit the target locale and taste (English names like Kate may be adapted into فاطمة or, as the case nowadays in dubbing Indian films in Hindi into some Kuwaiti dialect; a 'हाय = hi' would be 'حياهم الله'. Well informed about the socio-cultural setting of the target text, the TI (if they are initiating a translation conforming their cultural identity) may provoke such changes in the TT or chooses not to restrict the translator, making him/her free to decide on what is suitable for the target culture or locale (see also examples cited by Hewson & Martin (1991:156)). Nord (1997:68, see also Chemorion, 2008:58), on the other hand, indicates that a choice on the version of translation as well as the style to be used can be made pragmatically on the basis of the expected function of the translation.

Additionally, the TI may define part of his purposes in a way that is not coherent with the needs and purposes of the envisaged recipients of the text (see Martin de Leon, 2008:14). The translator in this case has to negotiate the purposes of the translation with the client. For example, a translation that is worked out under censorship restrictions can be maneuvered or manipulated to pass the censor's screening for the purpose of undermining the power supporting the censorship (Ibid). It is a matter of 'the end justifies the means', (see Nord, 2002:35), a metaphor for a basic principle in functionalism that could be paraphrased as "the translation purpose justifies the translation procedures". Thus, there would be no restriction to the range of possible ends, the source text could be manipulated as clients (or translators) see fit (Ibid; cf. Schuber, 2009:23-4).

The notion of censorship brings us to another variable that may influence the TI's priorities and restrictions, namely, the translation market or translation marketing; it is the driving force for the translation to be needed/ordered and a priority that must be kept in mind at all stages of the translating process (Zabalbescoa Terran, 1992:40); any TI must study the market needs before embarking on any translation project; it is a question of "Would I make profits out of marketing this translation product?" It lies in the very policy of any publishing house to set this question prior to initiating any translation project. The economic incentive (cf. Hewson & Martin, 1991:156) may partly explain why certain feminized STs are masculinized when translated into a language of male-dominated societies or cultures like ours; every ideologically feminized 'she' is translated into 'هو'. Surely, the translator is sometimes not that free to make such critical transformations in the TT and he either takes the TI's permission or is instructed by the latter to do so (p.172).

The socio-cultural identity of TI may render the translating process highly sensitive; translating for a TI representing any religious authority (Muslim, Christian, or the like) would require the translator to be highly careful in making his translation choices; errors or mistakes in this regard may bring him to the religious court, being accused of heresy, blasphemy, or the like (see Zabalbescoa Terran, 1992:42; Munday, 2001:2-22). A positive angle of this point is that the same TI could be of help for the translator given that he/she is better informed about the language of that community, its needs, and expectations. Such a position may reduce the range of acceptable renderings of the text (cf. Hewson & Martin, 1991:172).

Today technology has produced brand new clients who dramatically change the translation process in general and the translator's work in particular; it is the era of

globalization which renders the global environment multilingual; every company that turns global with their business needs to comply with the new locales, using their clients' language when addressing them with offers (Lako, 762). Translating for the web makes the translation process (p. 763):

1. continuous, the source text is adapted to meet with the searches of the web searchers, and the target text has to be rewritten periodically to reflect both the changes in the source text and in the source language context (especially source language searches in the source language), and
2. interactive, the translator influences through the text the readers, and the readers influence the translator through their searches.

TIs represented by companies seeking to go global by setting localized websites to reach their far away clients have impacted the translation process dramatically. They change the way translators interact with the text and the target readers of the translation.

Websites must be always updated, and this fact would minimize the role played by the time factor; moreover, the text to be translated is unlimited in length, on-going in principle. Number two implies that the translator deals with multiple clients/translation initiators; he has to cater to the search keywords they use and to adjust/update the website accordingly (he maybe addresses their misspelled keywords (Ibid).

5. Conclusions:

Out of the survey of the TI's roles in, and impacts on the translation process, it is quite unquestionable that this player could be helpful and restricting factor for the translation process in general depending on the socio-cultural (including subjective) variables governing the translation scene.

Only certain translation approaches (most notably the variational and skopos-based functional ones) could be said to have stressed the magnitude of this translation process variable, and this is even undoubtedly visible in the indexes of reference books consulted for the purposes of the present study.

The TI-involved approaches to translation process advocate a view of translation process as a cooperative negotiation-based activity, for which to be successful there must be solid grounds of understanding between the TI and his/her translator as to what constitutes the TT intended purpose as well as other negotiable facets of the translating process. Thus translation cannot be reduced to merely a linguistic activity.

The study may serve as a call for TIs/clients of whatever identity to be aware and educated enough as to help their translator do their job successfully, bringing out high-standard quality translations.

Since it enlists the TI's instructions for his/her translator, the translator brief negotiated between the TI and the translator could be used, if well and precisely phrased, as a powerful assessment tool from which criteria could be elicited to evaluate the final product. It renders the whole translation as well as assessment process more regularized and systematic; assessors should weigh the translation or the translator in terms of the extent to which the translation or the translator meets the realistic requirements set by the TI.

In Academics, much more consideration should be given by teachers to this factor, raising the students' awareness about its implications for and impacts on the translation process; the teacher (usually the TI) should try to authentically mirror the reality or the professional setting of the translation process, right from the moment the need arises up to the handing over the translation to the client. The translator students should be situated and oriented/guided by the teacher to professionally implement the translation tasks in all its complexities.

Translators should be educated to be as systematic as possible and to make their choices not on internal or personal criteria but in accordance with the parameters set in the translation brief.

Ethical dilemmas and loyalty conflicts between the different parties involved in the translation process may arise owing to the fact that the TI has viable right to decide on the purpose and the function of TT; a purpose which may (not) go in line with other translation process players': source-text author, commissioner, translation agency, target-text reader, translator, and reviser.

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