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Development Stages of House's Model to Translation Quality Assessment

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Article Information	Abstract
  Correspondence: Muhammad Saif al-Din Al-Doski ut415.mohammad.saifalddin@gmail.com	The study aims to show the main development stages of House's model to translation quality assessment (TQA). House's attempts to develop a model for translation through her previous studies are presented in this study. Her works started with her original model in 1977 and updated in 1981, 1997, and 2015. The main goal of House's model is to provide translation quality assessment and translation criticism with "a scientifically-based function" and also to promote TQA as an established field of study and research in translation science. This piece of work is of importance for those who want to see how House's model revised and developed to arrive at the most appropriate criteria for (TQA).

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مراحل تطور أنموذج هاوس لتقييم جودة الترجمة

محمد سيف الدين الدوسكيّ* سالم يحيى فتحي**

المستخلص:

تهدف هذه الدراسة إلى إظهار مراحل تطوير الرئيسية لأنموذج هاوس لتقييم جودة الترجمة. وتعرض محاولات هاوس لتطوير أنموذج للترجمة من خلال دراساتها السابقة في هذا المجال. بدأت هاوس أعمالها في هذا المجال مع نموذجها الأصلي في 1977، وتحديثاته اللاحقة في 1981 و 1997 و 2015. تعد النقطة الرئيسية لنموذجها هو تقديم نقد الترجمة أو تقييم جودة الترجمة على أساس علمي وكذلك لتعزيز تقييم جودة الترجمة كمجال راسخ للدراسة والبحث في مجال علم الترجمة. ويعد هذا العمل مهم بشكل كبير لأولئك الذين يرغبون في رؤية كيف تم تنقيح أنموذج هاوس وتطويره خلال عدة مراحل للوصول إلى المعايير الأنسب لتقييم جودة الترجمة.

الكلمات المفتاحية: أنموذج هاوس ، نُهج الترجمة ، تقييم جودة الترجمة.

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1. Introduction

House's model is considered as one of the main models in the field of translation quality assessment (TQA). This leading model has been developed through different points of time to assess the translation quality of many types of texts. Thus, House makes an attempt to come up with a developed model for (TQA) through her original model in 1977 and the others that were developed in 1981, 1997 and 2015. House's model is basically set up on the pragmatic theories basis. House (2015:23) states that translation

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is "the replacement of a text in the source language by a semantically and pragmatically equivalent one." Thus, House's (1997 & 2015) model lies on this definition. In the work of Halliday, the concepts of register of field, tenor, and mode are represented in this model. They are basically used to detect the relationship between text and context.

These are used to capture the relationship between text and context. Thus, the field dimension is mainly used to cover the topic, the text content or its subject matter while tenor is used to show the participant's nature, the addressers and the addressees, and the relationship between them. Mode basically shows the channel (spoken or written). They can be simple (written to be read) or complex (written to be spoken) as if not written.

As for genre, it was introduced first in 1997 and considered as an important addition to the analytical scheme for assessing the quality of the translation and at the same time, it enables the assessor to refer to any textual exemplar to the class of the text with which it shares a common function or purpose. To have a clearer idea of these dimensions, there is certainly a need to go through the certain modifications that House makes over her model since 1977.

3. Major Approaches to Translation Theory and TQA

The major approaches to the quality of translation can be divided into four major ones. Each one of these approaches is basically connected to a leading scholar who bases his/her model on. This can be shown in the bellow diagram.
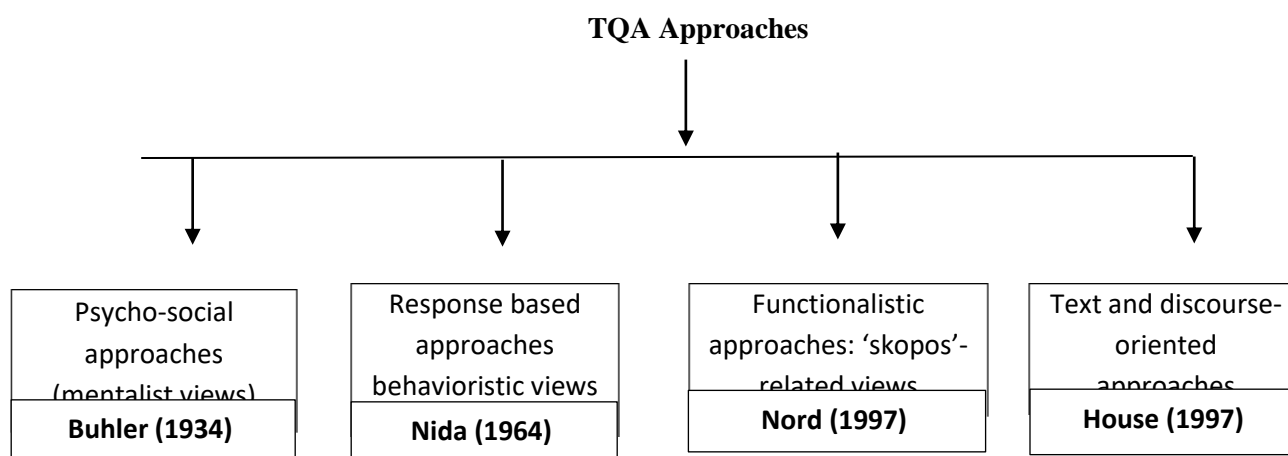
TQA Approaches

Psycho-social approaches (mentalist views)	Response based approaches behavioristic views	Functionalistic approaches: 'skopos'-related views	Text and discourse-oriented approaches
Buhler (1934)	**Nida (1964)**	**Nord (1997)**	**House (1997)**

Figure (1) Major Approaches to TQA

These four approaches are clearly discussed and in a detailed manner to show their merits and defects.

3.1 Psycho-social approaches (mentalist views)

Mentalist views, developed by Buhler (1934), can be basically seen in the anecdotal judgment of persons who look for what is 'good' and what is not in translation. Thus, these judgments are dependent on the translator's own feelings and emotions and also personal impressions which are based on the translator's own experience; they are subjective and intuitive evaluations. The main work of all mentalists is to say whether the TT loses the spirit or the tone of the ST ignoring the relationship between the original and the translation and also the expectations of the TT-Reader. Hence, most approaches of the

mentalist rest the evaluation of translation on the thought that the translation quality lies basically on the subjective decision of the translator that is mainly based on his own experiences.

3.2 Response based approaches: behavioristic views

The behavioristic views are mainly influenced by the works of Nida (1964) who proposed different types of texts that would help evaluators create more objective statements on the quality of the work they assess. Thus, Nida (1964) tried to develop a more scientific way to evaluate the translation. Behaviorists' developed tests are based on the notion that a good translation is the one that leads to response equivalence. Thus, this can basically be traced to Nida's well-known principles: dynamic equivalence. Nida (1964) defines dynamic equivalence as "the manner in which the receptors of translation respond to the source text." Despite all of these tests and attempts that were undertaken, yet none has succeeded to capture something intricate and complex of the overall quality of what is suitable translation. This is due to the fact that the ST is generally disregarded in any test done. Consequently, the relationship between the ST and the TT regarding the textual operations is completely ignored.

3.3 Functionalistic, 'skopos'-related views

Functionalists turn the translation studies view toward the extralinguistic setting of translation in the 1980s. Thus, they consider the function or the purpose of translation as the most important factor where the ST is seen as an offer of information and the translator is regarded as a co-author. However, House (2015: 11) considers this perception as not "useful for translation quality assessment" as it never makes it "appropriately explicit". In other words, how the text is realized linguistically in the global skopos and how we can determine if the text fulfills its function, hence all of these concepts remain unclear. Similar to mentalist views, skopos views make subjective judgment about the translation of the text and it is left to the translator to manage the translation task as he is licensed to manipulate what he basically sees fit to his translation.

3.4 Text and discourse-oriented approaches

These approaches are mainly based on the descriptive TS views, postmodernist, and deconstructionist. They are also linguistically-oriented approaches to TQA as well. House (2015) lays out her new revised model on this approach which basically studies the following sub-approaches:

3.4.1 Descriptive translation studies

The equivalence in descriptive approaches is seen as of less importance. The translation of a text is basically evaluated according to its forms and functions inside the system of the target culture (TC) in these approaches. Their main focus is put on the ST and TT which is presented in the context of the receiving culture. Descriptive TS, unlike mentalist and skopos views, describes translation equivalence not as a relationship between ST and TT, but rather as a 'functional relational notion'. Thus, like mentalist and skopos views, descriptive TS views put certain emphasis on the "appropriateness of a translation in the target culture, the relative insignificance of the original text and the disregard for setting off translations from other forms of text (re)production." (House, 2015: 13).

3.4.2 The approaches of philosophical and socio-cultural, socio-political

The scholars of such approaches, for example, Venuti (1995), see to study translation critically from the philosophical and socio-political view. They basically examine translation to "reveal the unequal power relations, injustices and different kinds of manipulations in the textual material."(Ibid)

The supporters of this approach focus on how to make the translator more visible. They also place their emphasis on what texts should be translated and why and how an ST is basically "skewed and twisted in favor of powerful ideologies, reflecting certain group and individual interests."(Ibid)

The translation is seen as a socio-political act from the post-colonialism view. It, thus, investigates how interventions in the translation process can have a contribution to a more ethical practice when it comes to producing and reading a translation. On the other hand, deconstructionists spotlight fundamental concepts within translation such as meaning and other basic concepts of language like texts and communication. Derrida (1985) is the leading figure of deconstructionism who coins the term difference which is basically supposed to refer to that meaning that is always "unstable, processual, deferred lacking any stable linguistic identity." (House, 2015: 13) The model deconstructionists provide is based on the "manipulation of the meaning of the source text." (Madkour, 2016: 103) Thus, the only unclear and blurred answer in these approaches is the answer to the questions of when a text is the translation and when it belongs to a different textual operation.

3.4.3 Linguistically oriented approaches

The early linguistically-oriented approaches that are used in the translation evaluation include the works of Nida (1964), Catford (1965), and others. Moreover, as in the most recent years, the works of Reiss (2000), House (1977, 1997 and 2015), Nord (1997), Hatim and Mason (1997), Baker (1998 and 2010), Munday and Hatim (2008) , and others have made a huge contribution to the TS scope to include speech act theory, discourse analysis, pragmalinguistics and sociopragmatics. These approaches contribute to TQA as they put into consideration the interconnectedness of context and text, and provide criteria and procedures for implementing an objective model for assessing the translation quality. In this token, House bases her model in its three versions (1977, 1997, and 2015) on functional linguistics theories. Her model basically focuses on Halliday's systematic-functional theory, Prague ideas, and theories of speech acts, pragmatics, and discourse analysis. Furthermore, it provides three different levels for the analysis and comparison of the ST and TT including register and genre.

4. House's Model to Translation Quality Assessment(TQA)

House attempts to develop a model for translation through her previous studies. Her works started with her original model in 1977, and updated in 1981, 1997 and 2015. The main goal of House's model is to provide translation quality assessment and translation criticism with a scientifically based function and also to promote TQA as an established field of study and research in translation science.

4.1 The original model of House's (1977) TQA model

House's model, original, was conceived as material for her doctorate thesis in the early 1970s. Later that time, it was published as a book in 1977. Thus, its second edition was published in 1981. Her

model was mainly based on the theories of language use, analysis of the linguistic - discourse along the situational particularities of ST and TT. The model is basically an eclectic one that is based on a pragmatic theory, and functional linguistics. According to House, this model is set up on the "analysis of the linguistic - situational peculiarities of a given ST and its translated text, a comparison of the two texts, and the resultant judgment of their relative match or mismatch (House, 1981: 1)." Thus, this model basically devotes more space to the functional equivalence notion which is also considered to be the core concept of TQA and also the yardstick for a suitable translation. Hence, the notion of equivalence which House (1981: 25) means is that one which preserves the "meaning" across two different lingua-cultures and the concept of preserving "meaning" is considered the basic notion in the model which is featured with three aspects.

The first of which is the semantic aspect which basically consists of the relationship of reference or denotation where one tries to examine the relationship between words and things. The second aspect is concerned with pragmatic which basically belongs to discourse. The third aspect is a textual one where many relations of co-textual reference occur as "theme-rheme sequences, occurrences of pro-forms, substitutions, co-references, ellipses and anaphora". It is worth mentioning that House (1981), just like Reiss, believes in the importance of studying the text function. She stresses that "the function of a text which should be kept equivalent if translation is to be adequate, can be determined by "opening up" the linguistic materials in terms of (….) set of extra linguistics, situational constrains (House, 1981: 49)." Hence, House sees the text function as "the application or use which the text has in the particular context of a situation" moreover to establish the function of any text, we need to come up with the profile of a text (House, 2015: 26). This profile as House (2015) believes, is basically the result of "a detailed and systematic linguistics-pragmatic analysis of the text in its context of situation" which House (ibid) explains as the "immediate environment of a text." Thus, the situation of context is connected to the "context of culture" notion which refers to the "larger cultural background" that plays a role in the interpretation of the meaning. Hence, this situation can basically be divided into manageable parts or situation dimensions, where House (1997) eclectically adapts and also modifies the scheme of Crystal Davy's (1969) and comes up with the two types of language user dimensions and language use.

4.2 Refining the original model of (1981)

The original model modification is basically the result of the requirements to distinguish between two types of translation, the overt and covert translation. Thus, House (1981) mainly builds her modification on these two types of translation which were originally coined from Schlelermatcher's (1813) famous distinction between two types of translation "verfremdende (alienating) einbixgernde (integrating)" where the distinction between these two types "is part of a coherent theory of translation quality assessment. (House, 2015: 81)"

The receptors of translation in the overt translation are "quite 'overtly' not being addressed. Thus, overt translation is that type of translation that is overtly a translation, not a 'second original' (House, 2015 p. 65-6). " Hence, the translator's work is quite visible in overt translation; he/she allows the TT-R to observe the ST and judge it from outside. Angelelli and Jacobson (2009: 2) see this translation type as a novel way "of providing the target world a glimpse into source world, or of eavesdropping on another culture of a discourse community." Furthermore, for assessing the quality of this type of translation,

Lauscher (2000: 154) explains that if we want to assess the quality of overt translations "we would have to determine who constitute the actual source text audience- e.g. the general public, the literary establishment, men, women, etc. - and what function that audience ascribes to the source text."

On the other hand, a covert translation, TT focused, is basically a translation which "enjoys the status of an original source text in the target culture (House, 2015: 56)." Thus, the translation is covert in that it is most marked pragmatically as a "translation text of a source text but conceivably has been created in its own right (House, 2015: 66)." Consequently, the function of the covert translation is basically to reproduce the function and the frame in the discourse world of the original in the TT. Thus, covert translation is considered to be a psych - linguistically less complex and more deceptive than overt translation. Hence, covert translation is unlike overt translation where the translator's work is less visible if not absent. The translator tries to be disloyal to the ST and to put out of sight behind the transformation in covert translation. Angelelli and Jacobson (2009) point out that the purpose of covert translation is one that "meets the expectations and rules of the target discourse community".

Moreover, in covert translation, we check the differences at the socio-cultural levels through the application of what House (1981) calls 'cultural filtering'. This is where she assumes that will basically lead to deliberate mismatches between the ST and TT in several unjustified situational parameters. Thus, House (2015) advises the translator to use "the non-risk taking strategy" in covert translation "when in doubt, leave it out". House (2015: 68) introduces the cultural filter concept in 1977 as "a means of capturing socio-cultural differences in expectation norms and stylistic conventions between the source and target linguistic-cultural communities." In a nutshell, "it is not important to know the kinds of source texts we are handling; but, it is essential to know what kind of translation a given source text calls for (Rodrigues, 1996: 224)."

4.3 House revised model to TQA (1997)

As in the original first version model, House (2015: 23) defines translation in this revised model as "the replacement of a text in the source language by a semantically and pragmatically equivalent text in the target text." Thus, House (2015) tries to produce a text that is semantically and pragmatically equivalent.

The revised model also defines the textual function just like in the original model which includes an ideational and interpersonal function component as "the application (or use) of the text in a particular context of the situation (House, 2015: 63)." Thus, it means the "text must be referred to particular situation enveloping it, and for this, a way must be found for breaking down the broad notion of 'context of situation' into manageable parts, i.e. particular features of the context of situation or situation dimensions (ibid)." That means when we are going to deal with a text with these dimensions, this will yield a specific profile that determines the text function which can basically be taken as the individual lexical norm against which the translation is assessed. Lauscher (2000: 153) argues on the concept of function and context that is viewed by House and Reiss pointing out that "in terms of translation quality assessment, House like Reiss tries to link context, text and word – level level through the concept of text function." However, "unlike Reiss, House specifies text function as a semantic-pragmatic category which

can be identified by such linguistic properties of texts as theme-rheme structure, linguistic means of expressing coherence, etc. (ibid)"

Later that, the evaluator or the assessor determines how much the translated text is adequate then he/she assesses its quality by basically studying the degree of how much the ST and the TT function and profile match. This analysis is based on two dimensions; dimensional mismatches and non-dimensional mismatches. Thus, based on this broad notion, House (1997) adopts the classic Hallidayan register concepts of field, tenor, and mode. The field dimension basically refers to the topic, the content of the text, or its subject matter. On the other hand, tenor refers to the participant's nature, the addressors and the addressees, and the relationship between them in terms of social power and social distance, as well as the emotional charge degree.

Mode, on the other hand, refers to both channels: "spoken or written" which can be simple, e.g. written to be read or complex written to be spoken as if not written and also the degree to which real participation is allowed for both the writer and the reader. Thus, this participation can be simple (monologue) with no addressee participation built into text, or complex with various addressee-involving linguistic mechanisms characterizing the text. All in all, the relationship between text and context is basically captured by field, tenor, and mode. The concept of genre is newly integrated into the analytical scheme to the register categories of field, tenor, and mode. The genre basically connects texts with the macro-context of the linguistic and the cultural community in which the text is embedded. Register dimensions, on the other hand, capture the connection between texts and their micro-context. The following figure represents the House's (1997) version.
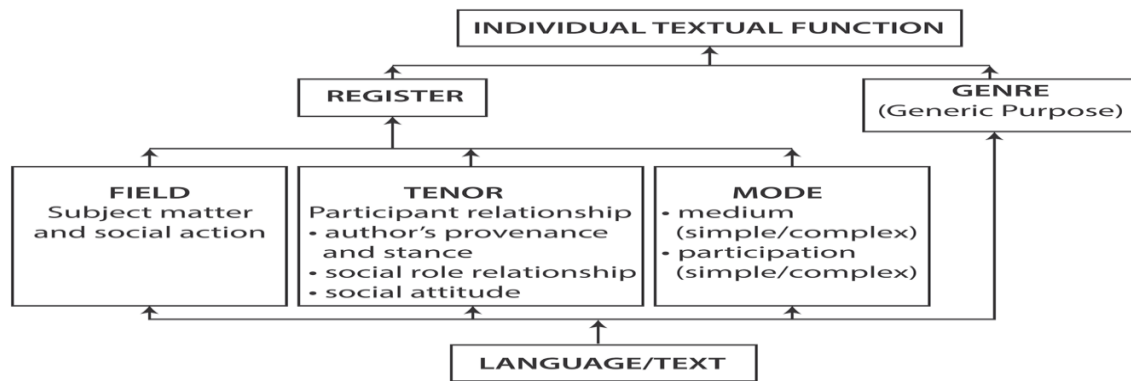
Fig. (2) "House's (1997) scheme for analyzing and comparing original and translation texts"

House (1997) retains some concepts of the original and introduces some others as well in the revised version of this model. Thus, she keeps the central notion of comparing the ST with the TT in terms of analytic apparatus suggested for pragma-linguistic analysis. (House, 2015: 69) states that "the revised categories at the three levels of analysis: language/text, register and genre are related exponentially, and at the same time each level contributes to the characterization of a functional profile for the individual source or target text."

4.4 A newly integrative model to TQA (2015)

In this final model of House, we observe how she brilliantly and craftily sketches her newly revised model to TQA where the different strands and perspectives of the previous models are discussed and taken into account. What is new in this flexible model is what House (2015) thrashes out in her book "Translation Quality Assessment: Past and present" that there are other different studies that incorporate in the analysis of the ST and TT. Such studies have their strong relevance in the holistic evaluation of the two texts namely: the contrastive pragmatic, globalization of discourse, corpus studies, and cognitive translation-related research.

Each of these abovementioned fields plays significant role in modifying and updating this newly revised model. For instance, Contrastive pragmatic with its focus on two different lingua - cultures, and their similar or different conventions, norms and values are relevant for substantiating the culture filter in covert translation in the model of TQA. Thus, it is also worthy "for informing translators about where and how adaptations to the target culture's norms are to be made in covert translation, and for legitimizing translational shifts on the basis of the findings of contrastive pragmatic research." (House, 2015: 124)

Talking about the globalization of discourse, House (2015) insists on the importance for the evaluator to be updated and to look-out for changes in communicative norms and styles as individuals from different lingua - cultures are increasingly integrated with each other which results in "making the boundaries of different cultural norms difficult to determine." (House, 2015: 125)

As for the relevance of corpus studies for TQA, it is basically to lift evaluation of an individual text as an example onto a more general level. For House, this would affect the notion of genre. Thus, corpus work provides "the assessor with the information about whether and how far characteristics of a single translation are in line with the norms and convention of the genre in the target culture." (House, 2015: 126)

Cognitive research, as the last point here, in TS has integrated with House's model in that Paradis' neuro-linguistic theory gives significant support for the "hypothesized differences in processual complexity between the two types of translation and the notion of culture filter on which this model build." (ibid)

The model of House (2015) is mainly based on text - context, and the results of the comparison and the analysis between ST and the TT that feeds into the category of genre seem to preclude consideration of the translator's knowledge, experience, workplace conditions, and so on. The above-mentioned concepts in the model are not the only updated concepts; House (2015) decides to modify the workings of the "dimensions of field, tenor, and mode" as well. Indeed, this is the result of extensive work House (2015) makes in the Hamburg project covert translation where the findings along the categories of "field, tenor, and mode" were often overlapping. However, House (2015: 126) justifies this in the followings;

The changes that House (2015) explained can be displayed in a diagrammatic manner as in the following:

Fig. (3) "**A revised scheme for analyzing and comparing original and translation texts**"
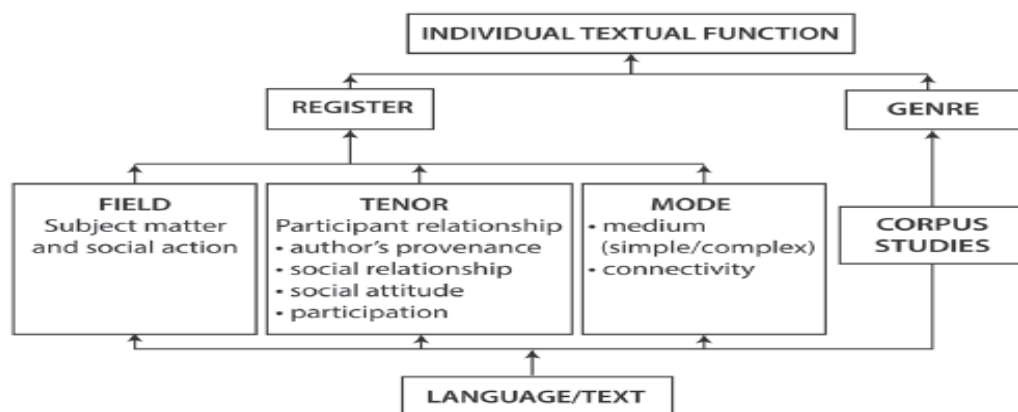
This newly comparative model "focuses on the lexical, syntactic and textual means used to construct register" (Munday, 2016: 146). And it is in this scheme it can be observed that the newly revised model shows new positioning of the category of 'participation' inside tenor and the addition of the box indicating the importance of the role of the corpus studies for the category of genre. The model now investigates different verb types under the category of field, and it restricts the analysis of textual aspects to the mode in order to decrease overlapping. Moreover, it is also in the mode category where House (2015) adds a category called 'connectivity' which "subsumes phenomena of textual coherence and cohesion" (House, 2015: 142).

Furthermore, the cultural filter has been also supported by the Paradis neuro-linguistic theory which in its turn also supports the House (2015) model's reliance on pragmatic and functional analysis. The modification involves also the internal workings of "the dimensions of filed tenor and mode". Within the field dimension, for instance, the analysis now stresses on the lexis the granularity of lexis, lexical fields and Hallidayan process (material, mental, relational). Within the tenor dimension, the analysis focuses on the lexical and syntactic choices along with the subcategories of stance, social role relationship, social attitude and anticipation. And along the mode dimension, the analysis concentrates as before on the medium (spokenness versus writenness), Theme - rheme and connectivity (coherence and cohesion).

Corpus studies and their addition to the model are of primary importance as they affect largely the notion of the genre and give it an empirical substance. This model can basically be well summarized through the words of House (2015: 142).

5. Conclusion

In recent years, a great deal of interest in translation quality assessment (TQA) has been shown. Theoretically, several models have been put forward by theorists of translation (Reiss, 1971, 2000; Newmark, 1988; House, 1977,1997,2015; Nord 1997; Dickins et. al., 2002; Gideon Toury,2012). House's model is basically one of the most developed the model for TQA. This model has been developed through different periods. It takes account of both ST and TT. This is done to reveal the level of 'error' as it is the

only model that compares, side - by - side, the ST and TT. Furthermore, this study has shown how House's model to translation quality assessment was developed through different points of time.

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