

Dissertation Summary

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Conventionally Indirect Speech Acts in English–Hungarian Film Script Translation

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1. Identifying the translation problem

The fourth season of the popular American TV series *Ghost Whisperer* opens with the following scene. When one of the characters is seriously injured, his friend calls 911. The following conversation takes place between the operator and the caller.

- (1a) OPERATOR: **Can you tell me** if the victim is conscious?
CALLER: Yes, it rolled all over him, the lawn mower.
OPERATOR: Sir, **can you tell me** if he is breathing?
- (1b) DISZPÉCSER: **Elárulná**, hogy az áldozat magánál van-e?
SEGÉLYKÉRŐ: Átment rajta a fűnyíró.
DISZPÉCSER: Uram, **elmondaná**, hogy lélegzik-e? (GW411 01.50)

The language of American films can be characterized by the frequent occurrence of indirect speech acts. According to Searle, a conventionally indirect speech act is formed if “one illocutionary act is performed indirectly by way of performing another” (Searle 1979/85: 31). In the first example, the primary act of request is realized by the secondary act of question. The translator used similar indirect forms in the target language (*Elárulná...? Elmondaná...?*). In an emergency situation, when the bleeding character is dying, this solution seems to be artificially polite, thus sounds like translationese.

In other instances, translators use the imperative in the target language to translate conventionally indirect source language speech acts. In the crime series *CSI*, the detective instructs the witness to follow him.

- (2a) DETECTIVE: Mr. Barger, **why don't you come**, um, over here with me?
- (2b) NYOMOZÓ: Mr. Barger, kérem, **jöjjön** velem! (CSI104 34.15)

There are two simple questions to be answered with the regard to the two examples above. How can it be accounted for that in some instances translators change the directness of the speech act, in other cases the indirect source language form is retained? In what instances does target language indirectness result in different implicatures or translationese?

Researchers point out that Anglo-Saxon speakers use conventionally indirect speech acts in preference to imperative structures in certain social situations. This trend in requesting behavior has been observed in British English (Trosborg 1995; Sifianou 1999; Fukushima 2003), in Australian English (Blum-Kulka 1989; Blum-Kulka and House 1989), as well as in American English (Holtgraves and Yang 1990; Eslami-Rasekh 1993; Goldschmidt 1998; Byon 2004; Eslami-Rasekh et al. 2010). The question form facilitates for the hearer to reject the directive or commissive speech act. Studies also point to the frequent occurrence of conventionally indirect speech acts in the Hungarian language (Majzer 1999; Szili 2000; 2004). My own research on film scripts also confirms these findings. The comparative study of 100 hours of authentic English and 100 hours of authentic Hungarian film scripts shows that the occurrence of conventionally indirect forms investigated in this study is slightly more frequent in the Hungarian sample than in the English one. 450 occurrences were registered in the English scripts as compared to 493 occurrences in the Hungarian texts (see dissertation p. 7).

2. Research objectives

Based on the above discussion, the following question needs to be addressed: What motivates film translators to change the indirectness in the source language, even if these conventionally indirect forms occur approximately with the same frequency in both languages? In finding the answer, the researcher first needs to look at the constraints of dubbing. At first glance, changing the directness of the source language speech act may be a reduction technique to bring the target language text in synch with the source language text. However, the analysis of a number of examples shows that the use of the direct imperative instead of the conventionally indirect form cannot be explained by the fact that translators try to shorten target language utterances by reducing the number of syllables. The retention of the indirect forms would not cause the lip movement to be out of synch with the speech. It can be concluded therefore that changing the source language indirectness, in other words, the use of imperative structures can be explained by the complex interplay of linguistic and extra linguistic factors beyond the constraints of dubbing.

In my previous research, I found that there are probably two factors exerting a strong influence on translators' behavior when translating indirect directive and commissive speech acts, one of them being the pragmalinguistic form (surface form, syntactic structure). Translators usually shift to the more direct imperative if the pragmalinguistic form has different communicative function in the source and target languages (Polcz 2008). The other factor is the power of the speaker. Translators generally shift to the imperative if the speaker has more power than the hearer (Polcz 2010). These observations need to be tested on a large sample.

Two pragmalinguistic forms were chosen for the purposes of the present research. One of them is the suggestory form (*Why don't you do X? – Miért nem teszed meg X-et?*), the other one is the query preparatory form (*Can/Could/Will/Would you do X? – Meg tudod/Meg tudnád/Megteszed/Megtenéd X-et?*) (Blum-Kulka et al. 1989). These forms carry the illocutionary acts or communicative functions of instructions, requests, advice, invitations and offers. The suggestory surface form is source language specific (Blum-Kulka 1989: 57; Gottlieb 2001: 250). This means that it carries different illocutionary acts or communicative functions in the source and target languages and therefore it is suited to test the above observations. In my previous research, I proposed that the query preparatory form is not source language specific as it expresses the same communicative functions in both languages (Polcz 2010). Its translation can therefore be compared to the suggestory form to find out whether the shifts in directness can be accounted for by the language-specific nature of the pragmalinguistic form.

The objective of the present research is to describe the solutions provided by Hungarian film translators when translating English directive and commissive speech acts realized by the suggestory and the query preparatory forms. The research is conducted within the paradigm of Descriptive Translation Studies (DTS) (Holmes 1972; Toury 1980; 1995) in an effort to analyze a relatively large sample of linguistic data both quantitatively and qualitatively. The study focuses solely on English–Hungarian dubbing whereas subtitling and voice-over are not addressed here. Taking a pragmatic approach, this research is oriented towards “the study of contextual meaning” (Levinson 1983: 3) in the pragmatic categories of directness and politeness.

Translators have two basic options when translating conventionally indirect speech acts. Either they change the directness of the indirect form or they retain the indirect form, and make some changes within the indirect category. These changes will be referred to as pragmatic shifts. The study describes in detail the shifts both between (indirect→direct/indirect) and within (indirect→indirect) the directness categories taking into account the pragmalinguistic as well as the sociopragmatic aspects (Leech 1983: 11). The pragmalinguistic analysis focuses on the question whether a given surface form is suited to express the same conventionally indirect speech act in the source and the target languages, and what differences can be shown between

source and target language speech acts in the category of indirectness/directness and linguistic politeness (Brown and Levinson 1987). The sociopragmatic analysis addresses the question of how sociopragmatic variables, i.e. power, social distance and imposition (Brown and Levinson 1987; Fukushima 2003) influence translators in their decisions in choosing target language directness. In the second part of the research, the use of the query preparatory and suggestory forms is analyzed in authentic (non-translated) Hungarian film scripts in an effort to find out whether they are suited to express the same speech acts in similar sociopragmatic conditions. These texts will be referred to as control texts, and the linguistic data taken from them as control examples. By describing the typical solutions in translation and analyzing the control texts (control analysis), the present research provides an insight into the pragmatic similarities and differences between speech acts in translated target language and non-translated control texts. By comparing the speech acts in the source language, in the translations and in the non-translated control texts, it can be shown what pragmatic adjustments are made by translators and whether these are justified. The research also sheds light on the reasons for translationese, observed in the translation of conventionally indirect speech acts.

3. Hypotheses

Based on the above observations and my previous research findings, the following hypotheses are put forward concerning the translation of conventionally indirect speech acts carried by the query preparatory and the suggestory pragmalinguistic forms in the English–Hungarian language pair:

1. Pragmatic shifts between directness categories typically take place towards the most direct category (the imperative and other direct forms).
2. Pragmatic shifts between the directness categories typically take place if source and target language pragmalinguistic forms have different communicative functions.
3. Retention of the directness category and pragmatic shifts within the directness category typically take place if source and target language pragmalinguistic forms have different communicative functions.
4. In addition to the pragmalinguistic form, pragmatic shifts towards the most direct category are mostly motivated by the real or presumed power of the speaker over the hearer.
5. The literal translation of the pragmalinguistic form may change the illocutionary force and the communicative function of speech acts, which may lead to translationese.

4. Theoretical background

To study the translation of speech acts realized by the pragmalinguistic forms in focus, an integrated theoretical framework was set up which assists in revealing and analyzing the pragmatic shifts in translation. The theoretical framework is based on House's (1997) functional–pragmatic translation assessment model. As House created the model for the comparison of full source and target language texts, it had to be adapted for the analysis of subtextual language items, such as speech acts. Based on House's model, a set of criteria was put forward which assists in revealing the nature of translation equivalence between speech acts. Using the adapted model, source and target language speech acts can be compared in the three

categories of register, i.e. field, tenor and mode of discourse. The model also makes it possible to screen non-equivalent translations.

To carry out the research, a taxonomy is needed to assist in defining the types of speech acts, i.e. speech act quality (Krékits 2006: 28–29) expressed by the pramalinguistic surface forms. As the speech act theory and the discourse act taxonomy proved to be unsuitable for the analysis of the sample, an adapted taxonomy was proposed combining the strengths and eliminating the weaknesses of the two systems. The taxonomy is based on the action/benefit dimension (speaker/hearer actions vs. speaker/hearer benefit) (Tsui 1994), perlocutionary effect (Austin 1962), retrospective reclassification (Tsui 1994) and other complementary conditions as defined on the basis of the literature. The strength of the taxonomy is that it significantly reduces the categories of the speech act theory comprising similar or the same communicative functions from 41 to 9. On the basis of the taxonomy, it was determined that directive and commissive utterances expressed by the pragmalinguistic forms in question correspond to the following communicative intentions or speech act qualities: instruction, request, advice, invitation and offer.

To map out the indirect/direct pragmatic shifts in the tenor of discourse, a benchmark system was set up. Based on the scale used in the CCSARP project (Blum-Kulka et al. 1989: 18), a directness scale was created in the English–Hungarian language pair. The following five directness categories were defined starting from the most direct and progressing to the most indirect forms: direct forms (D1) (*Do X.*), conventionally indirect statements (D2) (*You will do X.*), conventionally indirect query preparatory question forms (D3) (*Can you do X?*), conventionally indirect suggestory question forms (D4) (*Why don't you do X?*), non-conventionally indirect hints (D5).

Further modulations having an impact on directness and linguistic politeness were defined within the various directness categories, such as contextual factors, real/hypothetic and explicit/implicit forms. The source and target language forms were grouped within the conventionally indirect question forms based on the contextual factors of willingness, ability, possibility, permission, reason and opinion. Using a directive speech act, it seems to be more polite and reserved to question the hearer's ability than his willingness (*Can you do X?* vs. *Will you do X?*).

In addition to the contextual factors, a distinction was made between real (present/future tenses) and hypothetical (past tense) forms. The use of various tenses enables the speaker to modulate the time deixis, thus generating certain pragmatic effects. The conditional, for example, expressed in English by the past tense, distances the action in time from the deictic centre of the speaker. Distance makes the illocutionary force less intense and the utterance more polite. (Koike 1989: 201). Hypothetical forms function as syntactic downgraders (Blum-Kulka 1989: 282; Trosborg 1995: 210). The conditional has a similar effect in the Hungarian language as well (Szili 2006: 82).

As further modulation, a distinction was made between implicit and explicit forms. An explicit utterance contains a lexical item which makes it clear that the directive or commissive speech act is not to be interpreted as a yes/no question (*Would you be **willing** to do X?*). An implicit utterance does not contain a lexical item which makes the communicative function more explicit. In some instances, therefore, the directive or commissive speech act may be understood as a yes/no question.

A directness code was attached to each source and target language surface form. Code-based correspondences make it possible to analyze a great deal of data in a database manager computer application. By fitting the source and target language forms into this system, it is possible to gain a detailed insight into the behavior and the typical solutions of translators. The directness scale is used to show pragmatic shifts between and within the directness categories.

A number of empirical studies prove that there is a connection between directness/indirectness in language use and the sociopragmatic variables (power, social distance, imposition) even within the confines of one language (e.g. House and Kasper 1981; Blum-Kulka et al. 1985; Blum-Kulka and House 1989; Trosborg 1995; Fukushima 2003; Szili 2004). Based on the findings of pragmatic research, I propose that extralinguistic factors have an impact on directness not only within the confines of one language, but also when two languages come into contact, thus they influence translators' behavior.

The treatment of sociopragmatic variables is far from being unified in the literature, and there are overlaps between the various concepts. The applied models and methods are helpful in studying linguistic behavior in some simple situations set up by researchers. However, they are hardly suitable for describing dynamically changing interpersonal relationships in the context of films. Based on the theoretical background of previous research, the contents of sociopragmatic variables were redefined and the overlaps between them were eliminated. Thus a model was created suitable for the analysis of the linguistic data concerning the dynamically changing horizontal and vertical interpersonal relationships within the context of the film narrative. In the dimension of power, those cases were analyzed in which the speaker had either real or presumed power over the hearer. Social distance was divided into strong and weak/zero affect. Within the category of affect, a distinction was made between large and small social distance. Situations with high imposition were separated from situations with low imposition. The application of the model reveals how sociopragmatic variables influence translators' behavior.

5. Data and methods

5.1. Data

Linguistic data was obtained from the source and the target language corpora. The source language corpus comprises the scripts of 711 episodes of 20 American TV series in computer-processable digital format (see sources) amounting to 497 hours of film material. Bearing in mind the principle of representativity, a wide range of different genres were included in the corpus, such as comedies, crime series, hospital series, family drama, teenage and fantasy series. 200-200 pieces of data were obtained from each surface form amounting to 1000 pieces of linguistic data altogether.

The target language corpus pertains to the translated film scripts. As the scripts are not available in digital format, translators' solutions can only be studied by watching the relevant parts in the series. The analysis of the work of 20 different translators eliminates the danger of generalizing unique translation solutions. Following Baker (1995: 7), the source and the target language corpora can be referred to as parallel corpus. Although the target language corpus does not meet the criteria of the corpus linguistic definition according to which a corpus is a collection of texts available in digital format (*ibid.*: 2), Baker points out that in Translation Studies a corpus does not necessarily need to be computer-processable (*ibid.*: 3).

The study is complemented with a corpus comprising the texts of authentic (non-translated) Hungarian scripts. This corpus includes 100 hours of film script from two popular Hungarian series (see sources) yielding 493 pieces of data from the pragmalinguistic forms in focus. Furthermore, another 236 pieces of data provide an insight into the discourse behavior of those conventionally indirect surface forms which are brought into equivalence with the source language surface forms. As the scripts are not available in digital format, linguistic data was obtained by watching the relevant parts of the series. The analysis of the authentic Hungarian corpus is designed to show whether authentic (non-translated) speech acts can fulfill the same functions as translated ones. Following Baker, the authentic Hungarian corpus can be referred to

as comparable corpus (1995: 10). Being smaller in size, the authentic Hungarian corpus is unsuited to be compared to the parallel corpus so statistically significant results cannot be gained. Nevertheless, it is suited to compare translators' solutions to the authentic Hungarian examples. The results of the comparison can be statistically confirmed or rejected in later studies after the authentic corpus has been enlarged.

5.2. Method

Wordsmith Tools computer application was used to find the pragmalinguistic surface forms in focus in the source language corpus. The first ten occurrences were taken into account for all five forms. Random sampling also ensures the representativity of the data. The translation of the source language items was then found in the target language corpus. The source language utterances and the target language translations were analyzed in the categories of field, tenor and mode of discourse based on the criteria set up in the pragmatic equivalence model as described in section 4.

The field of discourse was analyzed in terms of propositional content, illocutionary point and speech act quality. The illocutionary point (directive, commissive) and the speech act quality (instruction, request, advice, invitation, offer) were determined on the basis of the context. Changing the illocutionary point of the speech act leads to non-equivalence in translation therefore these pieces of data were excluded from the sample. In the category of tenor of discourse, the directness/indirectness of source and target language utterances was compared. In the category of mode of discourse, the analysis focused on the coherence of translated utterances to find out whether target language utterances fit into the illocutionary sequence and images as coherently as source language utterances.

The impact of sociopragmatic variables on linguistic behavior was analyzed using the criteria set up in the adapted sociopragmatic model (see section 4.). Based on the context, the relationship between the interactants was characterized in the dimensions of power and social distance, and the imposition of the act was determined.

The data obtained from the corpora was used to set up two databases. The translation database contains source and target language utterances and their relevant features in terms of speech act quality, directness codes, sociopragmatic variables and signs of translationese. The control database contains authentic target language utterances and their relevant features. The databases can be analyzed using a database manager application to describe the indirect/direct pragmatic shifts.

The adapted model and taxonomies ensure the validity of the analysis. The coding of the data was done twice with a six-month time lag. To clear up the occasional differences in coding, the assistance of linguists was requested. This ensures the reliability of the analysis (Károly 2007: 253–254). Z-tests were performed to arrive at statistically significant results.

6. Results and discussion

The present research revealed the following six types of pragmatic shifts and their various combinations:

1. Pragmatic shifts between directness categories: *Mr. Barger, why don't you come over here, um with me? – Mr. Barger, kérem, jöjjön velem!* (CS1104 34.15; indirect→direct).
2. Pragmatic shifts between contextual factors: *Can you get me Secretaries Hutchinson and Berryhill? – Fehívna Hutchinsont és Berryhillt?* (WW207 18.39; ability→willingness).

3. Pragmatic shifts between real and hypothetical forms: *Can you play that back, Pete, r from the announcement, please?* – *Vissza tudná játszani a bejelentkezéstől?* (CSIM101 32.21; real→hypothetic).
4. Pragmatic shifts between explicit and implicit forms: *Dixon, will you escort Agent Hicks to McCullough, please?* – *Dixon, lekísérné Hicks ügynököt McCullough-hoz?* (A118 22. 53; explicit→implicit).
5. Pragmatic shifts between positive and negative forms: *Look, my car is like completely out of gas, so would you give me a ride?* – *Kifogyott a benzin a kocsimból, nem tudnál hazavinni?* (OC222 10.44; positive→negative).
6. Pragmatic shifts between various orientations: *Can you get any more specific?* – *De legyünk még ennél is pontosabbak!* (BN112 31.46; hearer oriented→inclusive)

The first group concerns pragmatic shifts between the directness categories, while the others mostly concern pragmatic shifts within the directness categories. In the following, the findings concerning the shifts between and within the directness categories will be discussed.

6.1. Pragmatic shifts between the directness categories

In the first hypothesis, it was proposed that pragmatic shifts between directness categories take place towards the most direct category. This means that translators tend to replace conventionally indirect question forms with the most direct forms (imperative and its functional equivalents), if they choose to change the directness category. Looking at the translation of the query preparatory form, it was found that pragmatic shifts towards the most direct category amounted to 18,87% (800/151 occurrences), while pragmatic shifts towards the indirect categories amounted only to 1,37% (800/11 occurrences). With regard to the suggestory form, it was found that pragmatic shifts towards the most direct categories amounted to 56,00% (200/112 occurrences), while pragmatic shifts towards the indirect categories amounted to 13,50% (200/27 occurrences). A z-test was performed to compare the percentage values. Both tests showed a high z-value, which confirms the first hypothesis at any significance level (query preparatory form: $z = 12,12$; $p < 0,01$; suggestory form: $z = 9,97$; $p < 0,01$). It is therefore safe to state that pragmatic shifts towards the direct category are significantly more frequent than pragmatic shifts towards indirect categories.

The results show that translators when changing the directness category prefer the most direct and syntactically simplest forms which are presumably easier to interpret as compared to the syntactically more complex indirect forms, which, on occasion, could be more difficult to interpret. This means that pragmatic shifts between directness categories are unidirectional. In other words, indirect categories are replaced with the most direct category in the course of translation. As this hypothesis was confirmed only for the translation of indirect forms (indirect→direct), complementary research was done to find out whether the most direct category can be replaced with indirect categories (direct→indirect). To carry out the research, a database was set up comprising 504 randomly chosen source language speech acts from the most direct category. Results show that the use indirect forms in translation amounted only to 4,7% (24 occurrences). In other words, translators chose to retain the direct forms significantly more often than shifting to the indirect categories. It is therefore safe to state that pragmatic shifts from the most direct category to the indirect categories are not typical in translation. This confirms the unidirectionality hypothesis according to which pragmatic shifts take place from the indirect categories towards the most direct category. These findings are in line with Kallia's results (2009) who investigated five languages and found that indirect forms are more frequently replaced with direct forms than the other way round, even if these shifts are not always justified

by the conventions of language use. These findings can be related to the universals of translation (Baker 1993), more specifically to the principle of explicitation and simplicity. Direct forms are more explicit, syntactically simpler and presumably more transparent than indirect forms.

In the second hypothesis, it was proposed that pragmatic shifts between the directness categories typically take place if source and target language pragmalinguistic forms have different communicative functions. There are 155 source language utterances in the sample realized by pragmalinguistic surface forms which, according to the results of the control tests, are unsuited to express equivalent speech act qualities in the target language. Translators changed the directness category of 76,13% of these utterances (118 occurrences), while the directness category was retained in 23,87% of utterances (37 occurrences). A z-test was performed to compare the two percentage values. Results show a high z-value, which confirms the second hypothesis at any significance level ($z = 10,79$; $p < 0,01$). It is therefore safe to state that shifting to the most direct category is significantly more frequent than retaining the directness category if the pragmalinguistic forms have different communicative functions in the two languages.

Control tests show that the suggestory form is unsuited to express target language instructions, requests, invitations and offers exempt from other shades of meaning. The query preparatory form is unsuited to express target language advice. In these instances, translators tend to shift to the much more direct imperative, otherwise a speech act different from the original speaker's intention would be produced which may lead to translationese or to an utterance which is more difficult to interpret.

In the fourth hypothesis, it was proposed that out of the three sociopragmatic variables it was the power of the speaker that motivated the most pragmatic shifts to the most direct category. The sociopragmatic analysis focused on those pragmalinguistic forms that express instructions and requests in the language sample. Shifts to the most direct forms in the case of the query preparatory form were observed if the speaker had real or presumed power over the hearer and the social distance between the interactants was small characterized by weak or zero affect (30,00% [power] > 24,76% [small social distance + weak/zero affect]). In the case of the suggestory form, however, it is small social distance with strong affect that has a somewhat larger impact (73,91% [small social distance + strong affect] > 70,83% [power]) Imposition turned out to be irrelevant with regard to the hypothesis, as it represented lower values in the case of both forms. The result of the z-test shows that the fourth hypothesis needs to be rejected for both pragmalinguistic forms at significance levels lower than the usual 5% (query preparatory form: $z = 1,315$; $p > 0,05$; suggestory form: $z = 0,29$; $p > 0,05$). This means that on the basis of the sample, it cannot be confirmed that out of the three sociopragmatic variables it is the power of the speaker that motivates the most pragmatic shifts towards most direct category.

In sum, the sociopragmatic analysis shows that the use of direct forms may be motivated by the sociopragmatic variables as well. Translators tend to use the most direct forms if the speaker has power over the hearer, if the social distance between the interactants is small and the imposition is low.

6.2. Pragmatic shifts within the directness category

In the third hypothesis, it was proposed that translators retain the directness category, and pragmatic shifts take place within the category if the source and the target language forms have the same communicative functions. There are 845 source language utterances carried by pragmalinguistic surface forms suitable for expressing equivalent speech act quality in the target language. In these instances, translators changed the directness category of 21,65% of utterances (183 occurrences), while the directness category was retained in 76,92% (650 occurrences). A z-

test was performed to compare the percentage values. Results show a high z-value which confirms the third hypothesis at any significance level ($z = 27,27$; $p < 0,01$). It is therefore safe to state that the retention of the directness category is significantly more frequent than shifts between the directness categories if the pragmalinguistic forms have the same communicative functions in the two languages.

Control tests show that the query preparatory form, with different frequency though, is suitable for expressing target language instructions, requests, invitations and offers. The literal translation of the surface form does not lead to significantly different implicatures as it was seen in the case of the suggestory form. Translators therefore tend to retain the directness category.

There are three types of pragmatic shifts which proved to be typical in the directness category: (1) the replacement of the contextual factor of ability with willingness, (2) the replacement of real forms with hypothetical forms in the case of instructions and requests, while the opposite trend can be observed in the translation of invitations and offers, (3) explicit utterances are replaced with implicit ones.

Pragmatic shifts between the contextual factors are typically observed in the translation of the query preparatory form. The replacement of the contextual factor of ability with willingness is a frequent solution in this category (D3). This pragmatic shift can be explained by the drive to follow the target language norm as it was shown by the results of the control tests. The contextual factor of willingness is more frequent than ability in authentic (non-translated) Hungarian directive and commissive speech acts. Pragmatic shifts between contextual factors are less characteristic of the suggestory form, as shifts towards the most direct forms, i.e. the imperative are preferred. In the case of the imperative, no contextual factor can be determined.

With regard to the translation of instructions and requests carried by the query preparatory form (D3), it can be observed that real source language forms are replaced with hypothetical target language forms. This solution is motivated by a number of factors. Hypothetic forms make the speech act quality more explicit (instruction, request vs. yes/no question) as compared to real forms. In other words, hypothetic forms make it less plausible that the hearer interprets the directive speech act as a yes/no question. Furthermore, hypothetic forms sound more polite in the case of instructions and requests, because the conditional structure indicates that the speaker does not expect the hearer to carry out the proposed action thus respecting the hearer's negative face (Brown and Levinson 1987), i.e. his freedom to act. In the case of instructions, the use of hypothetic forms in translation may also be motivated by the drive to follow the target language norm. Control tests show that authentic instructions are typically expressed by hypothetic forms in the directness category of the query preparatory surface form (D3).

It is important to note that in certain situations hypothetic forms may turn out to be marked. This means that their use is motivated by the expression of negative emotional states (anger, annoyance, aggression) rather than standard linguistic politeness. Control tests also show that conventionally indirect hypothetic forms express similar negative emotions in Hungarian, while this can not be observed in the case real (non-hypothetical) forms.

It is also noteworthy that the opposite trend is more dominant in the translation of invitations and offers, i.e. hypothetic forms are replaced with real forms. The reason for this trend can be found in the nature of the speech act. Invitations and offers differ from instructions and requests in that they benefit the hearer instead of the speaker. The hypothetic forms, which sound more polite in the case of instructions and request, may lead to different implicatures when expressing invitations and offers. The world of conditions can be associated with the pragmatic category of non-expectation (Krékits 2006: 59). Hypothetic forms therefore may indicate that the speaker does not expect the hearer to accept the invitation or the offer, which may make the act sound insincere. Furthermore, hypothetic forms in invitations may indicate the uncertainty of the speaker. It is suggested that hypothetical forms, which sound polite in all directive and

commissive speech acts in the source language, have different pragmatic effects in invitations and offers in the target language.

Source language explicit forms are frequently replaced with target language implicit forms in the directness category of the query preparatory form. This means that explicit source language lexical items are omitted from the target language utterances. The question arises whether target language utterances are more implicit in absolute terms. This question is difficult to answer because explicitness and implicitness are determined not only by the omitted or added lexical items, but by other factors as well, such as the syntactic structure or the relevant features of the context. Results indicate that translators tend to show preference for hypothetical forms to real forms in the translation of instructions and requests. The use of hypothetical forms in the target language compensates the omission of explicit source language items. Not only do hypothetical forms sound more polite than real forms, but they are more transparent pragmatically. In other words, they are more explicit than real forms, because the latter are closer to yes/no questions.

6.3. Translationese and pragmatic transfer

In the fifth hypothesis, it was proposed that literal translation may change the illocutionary force and the communicative function of speech act, which leads to translationese. The following observations confirm this hypothesis.

Research indicated that the *Why don't you do X?* suggestory form is suited to express instructions, requests, advice, invitations and offers in English. The literal translation *Miért nem teszed meg X-et?* is unsuited (or at least is not typical) to express instructions, requests, invitations and offers in Hungarian exempt from other shades of meaning. The literal translation of the pragmalinguistic form may give rise to interpretations which are different from the original intention, for example, source language instructions may be interpreted as advice or suggestions in the target language. Literal translation may also add shades of meaning to the speech act, such as persuasion, reproach etc. not intended by the speaker, thus it may sound like translationese in the target language context.

With regard to the query preparatory form (*Could you/Will you do X? etc.*) the following was found. (1) The query preparatory form may express advice in English, while it is unsuitable for this purpose in Hungarian. (2) The query preparatory is suited to express polite instructions in English, whereas in certain contexts it sounds too polite in Hungarian, thus producing a sarcastic undertone. (3) The query preparatory form is used in emergency situations in English, while in Hungarian it leads to translationese or produces a parodistic effect.

The concept of pragmatic transfer known from interlanguage pragmatic research (Kasper 1992: 207) can be used to describe translationese derived from the literal translation of the directness category. A distinction needs to be made between positive and negative transfer. Negative transfer means that certain source language patterns and conventions appear in the target language. This may result in different implicatures, speech act quality or shades of meaning leading to confusion in communication. The interpretation of the speech act also imposes an unnecessarily large cognitive burden on the audience. Positive transfer also produces translationese by transferring source language patterns and conventions into the target language but it does not change the speech act quality, and its interpretation does not impose an unnecessarily large cognitive burden on the audience. Positive transfer means that the translator provides an insight into the communication conventions of the source language culture, and in some instances that may lead to translationese.

Translation is a form of language contact causing the target language to change dynamically under the influence of the source language. If translators frequently use some source language patterns in the target language, sooner or later these will be accepted by the target language

audience. At the final stage, foreign patterns may occur in authentic target language texts, and they may develop into a norm as pointed out by Baumgarten (2005: 11 following Koller 2001) in the English–German language pair. While language educators and purists frown upon this, descriptive linguistics and translation studies observe this trend without passing any judgment. In the course of time, negative transfer may develop into positive transfer. One of the challenges of Descriptive Translation Studies is to capture and monitor this trend in its own dynamism.

7. Assessment of the study

The study produced new results in Descriptive Translation Studies in its theoretical background and research methodology as well as in the field of the product-oriented approach.

- This study is the first in Hungarian Translation Studies to address the quantitative and the qualitative analysis of the translation of directive and commissive speech acts in film scripts based on a relatively large sample.
- The findings of international research with regard to speech acts have been summarized and a research gap has been pointed out.
- An integrated pragmatic model has been set up which proved to be suitable for the detailed analysis of the translation of conventionally indirect directive and commissive speech acts in the three categories of register, i.e. field, tenor and mode of discourse with special attention to shifts in directness.
- Two databases have been created comprising the data obtained from the scripts including not only translated data, but data from authentic (non-translated, original) Hungarian film scripts. This makes the comparison of translated and authentic (non-translated) speech acts possible.
- Code-based correspondences, as used in the study, are a novelty. Using a database manager computer application, this facilitates the analysis of a large sample of linguistic data.
- Four hypotheses out of the five have been confirmed. The analysis showed significant differences in relation to three of them. With regard to the fourth hypothesis, it has been confirmed that translationese, i.e. pragmatic transfer can be shown in the translation of directive and commissive speech acts.
- Six types of pragmatic shifts have been identified with regard to the pragmalinguistic forms in focus.
- It has been found that translators tend to replace indirect forms with direct forms if they decide to change the directness category of the speech act. However, direct forms are rarely replaced with indirect forms. This leads to the conclusion that pragmatic shifts between the directness categories are unidirectional (indirect→direct). Translators try to produce pragmatically transparent speech acts, which can be related to the universals of translation, more specifically to the principle of explicitation and simplicity.
- Changing the directness category is motivated firstly by the source language specificity of the pragmalinguistic form, and secondly by the sociopragmatic variables.
- The phenomenon of negative and positive transfer has been identified and described to account for translationese in the translation of speech acts.
- The conflicting points between source and target language directive and commissive speech acts have been identified, i.e. those cases in which the literal translation of source language forms may lead to significantly different implicatures in the target language.

8. The significance of the study

With the appearance of a large number of TV channels in Hungary, there is a growing need for professional audiovisual translators. Apart from few professionals, translators working in this field do not have any formal training in audiovisual translation. It is expected that in the near future translator training institutions in Hungary, similarly to other European countries, will offer courses in audiovisual translation as well.

It is hoped that this study describing indirect/direct pragmatic shifts, capturing the phenomenon of translationese and pointing out the possible points of conflict in the translation of conventionally indirect speech acts may serve as a guide for practicing audiovisual translators. As it was also found that pragmatic shifts can not be traced back to the constraints of audiovisual translations, the findings of this study can be used in English–Hungarian translator training not only in audiovisual translation, but also in dialogue translation in general.

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