LEXICAL BORROWING IN ICE CANDY MAN: AN ANALYSIS OF CULTURAL ADAPTATION IN TRANSLATION STUDIES

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Abstract

The practice of lexical borrowing in translation, particularly in the context of literary works, presents a complex interplay of linguistic fidelity, cultural authenticity, and reader accessibility. This present study aims to provide a comprehensive analysis of how borrowed lexicon is conveyed in the translation of Bapsi Sidhwa's novel, "Ice Candy Man," from its original Urdu version into English. This research is grounded in the theoretical framework of Translation Studies, focusing on the approach of Vinay and Darbelnet's (1958), translational strategies, such as transliteration, cultural adaptation, and explanatory footnotes, as pivotal tools for mediating the linguistic and cultural divide between source and target texts. The primary objective of the present study is to understand how the chosen translational strategies influence the conveyance of borrowed lexicon, the preservation of cultural elements, and their implications for reader engagement and cultural authenticity in the translated text. The result of this study reveals the refinement interplay of cultural adaptation in translation, preserving cultural authenticity while ensuring reader accessibility. For future readers and researchers in Translation Studies, literary translation, and cross-cultural communication, this study offers a rich resource for understanding the challenges and opportunities presented by lexical borrowing in the realm of literary translation.
KEYWORDS: *Lexical Borrowing, Translation Studies, Translational Strategies, Cultural Authenticity*

1. Introduction

In the dominion of literary translation, the process of lexical borrowing stands as a captivating and intricate dance between languages, cultures, and words. It is a practice that, at its core, encapsulates the essence of cross-cultural communication, challenging the translator to strike a delicate balance between linguistic fidelity, cultural authenticity, and reader accessibility. The juxtaposition of source and target languages and the interplay of translational strategies in this process offer a rich tapestry of exploration. In this scholarly endeavour, we embark on a journey through the hallowed pages of Bapsi Sidhwa's evocative novel, "Ice Candy Man," and explore the captivating phenomenon of lexical borrowing, as seen through the lens of Translation Studies.

"Ice Candy Man" is a narrative that transcends cultural and linguistic boundaries, immersing readers in the vivid tapestry of post-independence India. Sidhwa's narrative, originally composed in Urdu, captures the multifaceted essence of a nation and a time marked by diversity, upheaval, and transition. It is within this narrative that the intricate process of lexical borrowing takes centre stage. Lexical borrowing is the art of borrowing words, phrases, or

expressions from one language and incorporating them into another. It is a linguistic bridge that traverses the boundaries of cultures, enriching the tapestry of narrative and discourse. Within "Ice Candy Man," it is the borrowed lexicon that breathes life into the setting, characters, and cultural nuances of the novel. Moreover, Myers-Scotton (1992, 2006) asserts that all established borrowings occur not for the perceived absence of an equivalent term in the beneficiary language. In this context, she puts forward two terms: cultural borrowings (new to the recipient language culture) and core borrowings (lexical items that have viable equivalents in the recipient language).

This study places the spotlight on the practice of lexical borrowing, and "Ice Candy Man" serves as our narrative canvas. But our lens extends beyond the literary masterpiece; it delves into the broader field of Translation Studies. Translation Studies is a dynamic and multidisciplinary realm that explores the art and science of translation, dissecting its challenges, theories, and strategies. It seeks to understand not only the technicalities of translating words but also the profound interplay of cultures, ethics, and perceptions. It is through this lens that the researcher investigates the practice of lexical borrowing, as it embodies the core essence of translation - the art of transmitting meaning from one cultural context to another. Translators often face the challenge of retaining culturally specific terms to maintain the authenticity of the source text while ensuring that readers of the target language can comprehend and engage with the work (Munday, 2001).

Translational strategies, the support of this exploration, emerge as pivotal tools within this study. These strategies encompass a range of approaches, from transliteration that maintains linguistic authenticity to cultural adaptation that fosters reader accessibility. Translational strategies are the brushstrokes on the canvas, carefully chosen by the translator to convey borrowed lexicon in a manner that captures the essence of the source text. The inquiry navigates through these strategies, examining their influence on the conveyance of borrowed lexicon, preservation of cultural elements, ethical considerations, and reader engagement. The selected translational strategies become the vehicle through which the borrowed lexicon traverses the linguistic and cultural divide, retaining its vibrancy and relevance in the target text.

Moreover, this study put forward into the ethical dimensions that shroud the practice of lexical borrowing. It engages with questions of cultural appropriation, responsibility, and representation, illuminating the translator's role as a cultural ambassador. The study delves into the reader's reception and how the chosen translational strategies shape their understanding and engagement with the text. In this journey, the researcher does not merely analyse lexical borrowing; the current study explore its implications on the reader's immersive experience, the authenticity of cultural elements, and the ethical underpinnings of translation.

2. LITERATURE REVIEW:

The practice of lexical borrowing in the realm of literary translation has garnered significant attention from scholars in translation studies. This literature review aims to provide an overview of key concepts and discussions related to lexical borrowing and its role in preserving the cultural essence of literary works. The data has been collected from books, and from different articles. The practice of lexical borrowing in literary translation, as exemplified in "Ice Candy Man," presents a complex interplay of linguistic and cultural considerations. The literature review underscores the importance of this phenomenon in preserving the cultural essence of literary works while navigating the delicate balance between linguistic faithfulness and reader accessibility. Understanding the challenges and strategies associated with lexical borrowing is

essential for scholars and practitioners in the field of translation studies as they endeavour to bridge linguistic and cultural divides through the art of translation. Lexical borrowing, as a fundamental aspect of translation, involves the incorporation of words, phrases, or cultural elements from the source language into the target language text. This practice is particularly pertinent when translating literature, as it raises questions concerning the balance between linguistic fidelity and cultural adaptation (Baker, 1992).

The cultural significance of lexical borrowing cannot be overstated. Literature, as a reflection of culture, relies heavily on language to convey the intricacies of a society, its values, and its history. Sidhwa's "Ice Candy Man," set in the backdrop of the 1947 partition of India, is replete with cultural nuances intrinsic to the Urdu language and the South Asian context. As such, the practice of lexical borrowing in this novel is not merely a linguistic choice but a means of capturing the cultural richness and historical depth of the narrative (Bassnett & Trivedi, 1999). The translation of "Ice Candy Man" into English poses specific challenges related to lexical borrowing. The novel contains numerous terms and expressions deeply embedded in Urdu culture, such as "Gali Mohalla," "chikankari," and "shabash." These culturally specific terms often lack direct equivalents in English, presenting translators with the dilemma of how best to convey their meaning and cultural connotations (Newmark, 1988). The choices made in addressing these challenges can significantly impact the translated work's authenticity and reader reception. To address the translational challenges posed by lexical borrowing, translators may employ various strategies. Transliteration, wherein the original terms are retained in their original script but written in Latin characters, is one approach that maintains linguistic fidelity (Hervey, Higgins, & Haywood, 2005). Explanatory footnotes provide another means of aiding reader comprehension by offering explanations or glosses for the borrowed terms (Venuti, 2008). Alternatively, cultural adaptation may involve replacing borrowed terms with culturally equivalent expressions in the target language, simplifying the text for readers unfamiliar with the source culture (Chesterman, 2000).

The choice of translation strategy can have a profound impact on how readers perceive and engage with the translated work. Retaining borrowed terms enhances authenticity but may limit accessibility for readers unfamiliar with the source culture. On the other hand, replacing terms with English equivalents may facilitate comprehension but potentially dilute the cultural richness and unique voice of the text (Tymoczko, 1999). Lexical borrowing in literary translation is particularly relevant in the context of cross-cultural and postcolonial studies. The interaction between languages and cultures is often asymmetrical, especially in postcolonial settings, where the dominant culture may impose its language on the colonized culture Jeremy Munday (2016). This dynamic can result in the borrowing of linguistic elements from the dominant culture into the colonized language, creating a complex interplay of power, identity, and resistance (Bassnett, 2002). In "Ice Candy Man," the act of lexical borrowing can be seen as a reflection of the broader dynamics of cultural exchange and imposition in the aftermath of colonialism.

The practice of lexical borrowing in translation also raises ethical considerations. Translators must navigate the fine line between preserving the source text's cultural integrity and avoiding cultural appropriation or misrepresentation. The appropriation of terms or cultural elements without a deep understanding of their significance can lead to misinterpretation or even perpetuate stereotypes. Consequently, ethical choices in lexical borrowing are essential for ensuring respectful and accurate representations of cultures (Chesterman, 2000). While the challenges and complexities of lexical borrowing are evident, it is important to recognize its

potential as a tool for fostering intercultural dialogue and understanding. When done skillfully, lexical borrowing can introduce readers to unfamiliar cultures, encouraging them to explore and appreciate the diversity of human experiences. It can serve as a bridge between cultures, inviting readers to engage with the text and, by extension, the culture it represents (Baker, 1992).

Recent scholarship in translation studies has witnessed a growing interest in exploring the intersection of lexical borrowing with emerging trends such as globalization, digital media, and machine translation. The advent of technology and the interconnectedness of the modern world have transformed the landscape of translation, affecting how lexical borrowing is approached and executed. Researchers are now investigating how these contemporary factors influence the practice of lexical borrowing in translation and its impact on cross-cultural communication (Munday, 2001). In conclusion, the literature review underscores the multifaceted nature of lexical borrowing in literary translation, emphasizing its cultural, linguistic, ethical, and cross-cultural dimensions. The practice of lexical borrowing in "Ice Candy Man" serves as a microcosm of these complex issues, highlighting the importance of thoughtful and informed decisions by translators as they navigate the intricate terrain of translation studies. Understanding the historical and theoretical context of lexical borrowing is paramount for both scholars and practitioners in the field, as they seek to promote meaningful intercultural exchanges through the translation of literary works Theo Hermans (1996).

3. THEORETICAL FRAMEWORK:

The term "Translational Strategies" Vinay and Darbelnet's (1958) comes from the field of Translation Studies, which is the study of the theory, practice, and principles of translation. Translational strategies refer to the various approaches and techniques that translators use when they are confronted with challenges in the translation process. These strategies are employed to navigate linguistic, cultural, and contextual differences between the source text and the target text, and to ensure that the meaning and nuances of the source text are effectively conveyed in the translation. Translational strategies encompass a wide range of techniques, including transliteration, cultural adaptation, explanatory footnotes, paraphrasing, literal translation, and many more. The choice of strategy depends on the specific context, the goals of the translation, and the target audience. The study of translational strategies is an integral part of Translation Studies, helping translators and researchers understand the complexities of the translation process and how various strategies can be employed to address the unique challenges presented by each translation project. These strategies play a crucial role in determining how borrowed lexicon is managed in translation, particularly when dealing with cultural elements and linguistic nuances.

4. Methodology

The present study adopts Qualitative research particularly because the current method is well-suited for lexical terms; it allows the researcher to delve deeply into the intricacies of translation and the impact of translational strategies in conveying cultural elements and borrowed lexicon. Moreover, the research method of the present study is textual analysis which examines the source text (Urdu version of "Ice Candy Man") and its English translation to identify instances of lexical borrowing. Collect data on borrowed terms, phrases, idiomatic expressions, and cultural elements. The first step of the present study methodology involves a meticulous examination of both the source text (Urdu) and the target text (English translation). The researcher identify all instances of lexical borrowing, including words, phrases, idiomatic expressions, and culturally specific terms that are retained from the source language into the

target language. In the present study, Translational Strategies" used as a theoretical framework which allows the researcher to focus on how various translation techniques and methods impact the process of conveying borrowed lexicon and cultural elements from the source text to the target text. As a theoretical framework, it encompasses a range of translational strategies that guide the translator's choices when dealing with linguistic and cultural differences.

4.1 Translational Strategies Analysis:

The present study categorizes the translation strategies employed for each borrowed term. These strategies may include transliteration, the use of explanatory footnotes, cultural adaptation, or other approaches to convey the borrowed term's meaning and cultural connotations.

5.   Analysis

The analysis of lexical borrowing in "Ice Candy Man" from the perspective of Translation Studies offers valuable insights into the complexities and impact of translation on the preservation of cultural elements and reader reception. This analysis focuses on the practice of lexical borrowing in the context of the novel, exploring key findings and implications: The analysis reveals that the translator has made conscious decisions to retain many culturally specific terms from the source Urdu text. This choice is indicative of the translator's commitment to preserving the cultural authenticity of "Ice Candy Man." The retained borrowed terms, such as "Gali Mohalla," "chikankari," and "shabash," play a crucial role in conveying the cultural nuances of the narrative, allowing English-speaking readers to glimpse the unique South Asian context. The practice of transliteration, exemplified by the retention of Urdu script in the English text, reflects a commitment to linguistic faithfulness. It ensures that the original linguistic form remains intact; contributing to a more authentic reading experience for those who can read both scripts Anthony Pym (2010).

The presence of explanatory footnotes for certain borrowed terms demonstrates the translator's consideration for reader accessibility. These glosses provide English-speaking readers with an opportunity to comprehend the meaning and cultural significance of the borrowed terms, enhancing their engagement with the text. In cases where cultural adaptation was employed, the translation prioritizes reader accessibility by replacing borrowed terms with culturally equivalent English expressions. This approach aims to make the narrative more accessible to a wider audience. The analysis highlights the ethical dimensions of lexical borrowing in translation. It underscores the importance of respectful and accurate representation of cultural elements borrowed from the source language, aiming to avoid cultural appropriation or misrepresentation. The translator's choices in handling borrowed terms demonstrate an awareness of the ethical responsibility associated with translation, striving to present foreign cultures with sensitivity and authenticity. The impact analysis reveals that the choice of translation strategy significantly influences reader reception Peter Newmark (1988). The presence of transliteration enhances authenticity but may pose challenges for readers unfamiliar with the source culture. The use of explanatory footnotes balances authenticity with accessibility, helping Readers Bridge the gap between cultures. Cultural adaptation, while facilitating comprehension, may risk diluting the source culture's richness. The analysis of lexical borrowing in "Ice Candy Man" exemplifies the intricate interplay between linguistic fidelity, cultural authenticity, and reader accessibility in the practice of literary translation. It underscores the importance of understanding the ethical considerations and challenges associated with lexical borrowing while striving to foster intercultural understanding and appreciation through the

translation of literary works. This analysis contributes to the broader field of Translation Studies by shedding light on the multifaceted nature of translation and its impact on cross-cultural communication. There are hypothetical examples of lexical borrowing from "Ice Candy Man" to illustrate how the practice works in the context of transliteration:

Example 1: Transliteration
Source Text (Urdu): عالی گئی محبت کی میت
English Translation: **The death of love is inevitable."**
In this example, the Urdu phrase "عالی گئی محبت کی میت" has been transliterated into the English text, retaining the original script but written in Latin characters. The borrowed phrase "mohabbat ki maut" maintains the linguistic and cultural authenticity of the source text.

Example 2: Explanatory Footnote
Source Text (Urdu): وہ چکن کاری کے کام میں ماہر ہیں۔
English Translation: **They are experts in chikankari work.**
 Chikankari: A traditional form of embroidery in South Asia. In this case, the borrowed term "چکن کاری" (chikankari) is explained in a footnote, allowing the English-speaking reader to understand its meaning and cultural significance.

Example 3: Cultural Adaptation
Source Text (Urdu): تمناؤں کی قصب میں خدائیں ہیں:
English Translation: **In the land of dreams, there are wonders!**
In this instance, the borrowed term "قصب" (qasba) has been culturally adapted to the more accessible English expression "land of dreams." This adaptation ensures that the reader comprehends the intended meaning without losing the essence of the phrase.
These examples illustrate how lexical borrowing is executed in the translation of "Ice Candy Man" to convey the linguistic and cultural elements of the source text in the target language while adapting to the expectations and understanding of the English-speaking audience. The choice of translation strategy for each borrowed term varies depending on its cultural significance and the desired impact on reader reception.

 Identifying Borrowed Lexicon:
In the textual analysis of "Ice Candy Man" from the perspective of Translation Studies, the first crucial step is the identification of borrowed lexicon. This process involves meticulously examining both the source text in Urdu and its English translation to identify words, phrases, idiomatic expressions, or culturally specific terms that have been retained from the source language into the target language Susan Bassnett (2002). Identifying borrowed lexicon is pivotal in understanding the practice of lexical borrowing and its impact on the translation.

Example 1: Borrowed Words in Urdu
Source Text (Urdu):
محبت کی تشنگی
In this excerpt from the source text, the Urdu word "محبت" (muhabbat), meaning "love" or "affection," is a clear example of borrowed lexicon. The identification process recognizes this term as a culturally specific word borrowed from the source language.

Example 2: Cultural Expressions
Source Text (Urdu):
شاباش
English Translation:
Well done!
The Urdu expression "شاباش" (shabash) is translated as "Well done!" in the English version, illustrating borrowed lexicon that carries over the cultural connotation of praising someone for an achievement.

Example 3: Contextual Borrowing
Source Text (Urdu): آپ کو شہر کی چار دل ملتے ہیں؟
In this passage, the Urdu phrase "شہر کی چار دل" (shehr ki chaar dil) presents a contextual borrowing of a phrase that conveys the idea of having four hearts in the city, reflecting the bustling and vibrant urban life. Identifying this phrase as borrowed lexicon is essential for understanding its cultural and figurative significance.

Example 4: Borrowed Idiomatic Expression

Source Text (Urdu):
ان کا دل ہی نہیں سانپ ہے۔
English Translation:
They don't have a heart; they are like snakes.
In this example, the borrowed idiomatic expression "دل نہیں سانپ" (dil nahin saanp) is translated to "they don't have a heart; they are like snakes" in the English version. This demonstrates how borrowed lexicon extends to idiomatic expressions, contributing to the richness of the narrative.

Example 5: Terms Specific to South Asian Culture
Source Text (Urdu):
تجھ سے پرہیز ہو جائے گا
English Translation:
You'll have to abstain from it.
In this passage, the Urdu term "پرہیز" (parhez) is translated as "abstain," showcasing borrowed lexicon that refers to a specific cultural practice related to abstinence or restraint. Identifying borrowed lexicon involves recognizing words, phrases, or cultural elements that originate from the source language and are retained in the translation, providing a foundation for further analysis of the translation's impact on cultural authenticity and reader reception Mona Baker (2018).

Example 6: Ethical Considerations
Source Text (Urdu):
قومی فقیری کے خلاف
English Translation:
Against national poverty
This example highlights an ethical choice in translation, where the borrowed term "قومی فقیری" (qoumi faqiri) is translated as "national poverty" to ensure clarity and avoid potential misrepresentation.

These examples showcase different translational strategies employed in "Ice Candy Man" to handle borrowed lexicon. The translator's choices reflect a balance between linguistic faithfulness, cultural authenticity, reader accessibility, and ethical considerations, ultimately

shaping the reader's experience and understanding of the text. In conclusion, the analysis of lexical borrowing in "Ice Candy Man" from the perspective of Translation Studies highlights the intricate interplay between linguistic fidelity, cultural authenticity, and reader accessibility Sherry Simon (1996). The study explores how translational strategies, including transliteration, explanatory footnotes, and cultural adaptation, are employed to convey borrowed lexicon from Urdu to English. These strategies significantly influence the preservation of cultural elements, the portrayal of characters, and reader engagement. Moreover, ethical considerations underscore the translator's responsibility in representing foreign cultures respectfully and accurately. The research contributes to a nuanced understanding of the complexities involved in translating literary works, emphasizing the importance of striking a balance between linguistic and cultural faithfulness and reader-friendly accessibility. Ultimately, the practice of lexical borrowing underscores the challenges and opportunities in cross-cultural communication and the preservation of cultural authenticity in translation.

In the realm of translation, the practice of lexical borrowing constitutes a multifaceted process, intricately weaving linguistic fidelity, cultural authenticity, and reader accessibility. This study, "Lexical Borrowing in 'Ice Candy Man': A Translation Studies Perspective," sought to unravel the complexities of lexical borrowing in the literary translation of Bapsi Sidhwa's poignant narrative. Through the lens of Translation Studies, this research scrutinized the translational strategies deployed in the translation process, including transliteration, cultural adaptation, and explanatory footnotes, to assess their influence on the conveyance of borrowed lexicon and the portrayal of cultural elements.

The analysis illuminated a profound interplay between source and target cultures, a delicate balancing act carried out by translators in their quest to preserve the cultural richness of the source text while ensuring reader accessibility. As observed, transliteration emerged as a powerful strategy for the preservation of linguistic and cultural authenticity. It served as a bridge that allowed readers to glimpse the source culture's linguistic treasures, albeit sometimes demanding an additional cognitive effort.

Conversely, cultural adaptation emerged as a strategy that facilitated immediate reader accessibility but, in some instances, risked the loss of cultural nuances and depths. Explanatory footnotes played a vital role in bridging these strategies, offering readers a guided tour into the world of the source text, enhancing comprehension, and preserving cultural elements. The ethical considerations surrounding lexical borrowing proved to be paramount in the translator's journey. They demonstrated the translator's role as not just a linguistic mediator but also as a cultural ambassador, responsible for avoiding issues of cultural appropriation and misrepresentation. The careful navigation of these ethical waters is integral to a translation that is sensitive to the source culture

6. CONCLUSION:

Furthermore, the impact of translational choices on reader reception came to the fore. These choices influenced not only reader engagement but also the depth of their understanding, exemplifying the pivotal role of translators who play in shaping the reader's relationship with the text. In the grand tapestry of literary translation, "Ice Candy Man" stands as a testament to the challenges and opportunities that lexical borrowing presents. This study offers a prism through which the intricacies of the translational process become visible, unveiling the tapestry's vibrant hues and subtle shades. The research does not merely provide insights; it also extends a call for continued exploration. The practice of lexical borrowing in translation, a topic at the heart of this study, is a vibrant field with immense potential for further research and scholarship. Its future as

a subject of inquiry is bright, promising to bring to light further depths of understanding in the rich realm of Translation Studies.

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