

## The role of targeted readership in fashioning a translator's creative decisions

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The study explores the role of target readership as a decisive factor in influencing a translator's hierarchy of creative decisions when translating literary texts. For the purpose of the study, I have translated excerpts of two Sinhala literary texts, namely *Paalama Yata* by Kulasena Fonseka and *Prabuddha* by Mahagama Sekara to perform an analysis. The choice of two dissimilar texts helped me explore how readership affects translation when dealing with source texts that unfold their meaning using contrasting techniques. When translating *Paalama Yata*, a realist novel, language, more specifically the *sociolect*, played a crucial role in underpinning socioeconomic elements that are central to understanding the story. Thus, I utilized strategies such as *dialect localization* and non-standard English and maintained *functional equivalence*. When translating *Prabuddha*, a modernist poem, I perceived that meaning was primarily disclosed through form and style as Sekara's free verse is what captures the haphazard essence of his narrative. Thus, I employed an approach of *semantic and syntactic equivalence*. However, the above strategies were inadequate to convey the meaning of the source texts effectively as there were many constraints imposed by their language, genre, form, and style. Thus, strategies such as transliteration and the use of paratextual elements were necessary to ensure that target readers receive an enhanced reading experience. In conclusion, I argue how target readership contributes in altering the notion of 'faithfulness', as intervention in the meaning making process becomes necessary to overcome the unique constraints imposed by the source texts that limit the degree of perception of the represented culture and prevent the loss of original meaning intended to the reader. In this regard, loss of 'originality' is inevitable as readership supersedes translator's decision to remain invisible.

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