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INTERPRETATION AND THE MENTAL STATE OF AUDIENCE

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ABSTRACT

The person reading this research now, may have read a comic book or a fashion magazine a few hours earlier, yet if one expected the reader to have the same attention span in both readings, one would be terribly wrong. Understanding the receiver's mental state is the key in all kinds of communication. Specifically noted, the communication between the instructor and the student, and between the interpreter and the visitor. As is pointed out, interpretive communications do not only deal with presenting information; instead, they incorporate a unique communication technique to enable people to grasp technical material in terms they can understand. (Veverka,2011) About this communication strategy, Sam H. Ham's concept of captive and noncaptive audiences is displayed as his following quote:

“interpretationis, norwasitinthekindsof audiences thatvisitorsare. Rather it lay in the psychological state they brought with them to the interpretive encounter.” (Ham,2005)

In addition to Ham, the light was also cast on Freeman Tilden, who was the first to identify the line between facts and interpretation as a result of his worry that fact-finding interpreters might confuse the two. And as a result, their intention of being at the event was not met because it did not meet their expectations (Ham, 2005). This research will study different interpretation atmospheres and discuss on the captivity of audience in each of them.

INTRODUCTION

What was the differentiator in the process of transmitting information? This was the question Sam H. Ham asked himself and lead to changing the concept of interpretive communication. The way we approach audience should be different

depending on the reason they are there. A class for example is a captive audience that is required to be there for a grade of certificate. While sightseeing tourists are a noncaptive audience that is just there for amusement. The two situations above explain the difference between a teacher or trainer, and an interpreter. Even so, what compels an audience is not just the reward or punishment itself, but also the person's acceptance and understanding of it.(Ham,2005) Is that prison a good thing? Do we want to make our audience feel imprisoned?

The ultimate goal in communication is indeed to make our receiver feel imprisoned by our giving, what must not happen, however, is to rely solely on imprisoning the receiver using methods of punishment and reward. The communicator must not forget under any circumstance that the receiver is there by his/her free will to pay attention and if we strive for that attention, we must follow specific rules and techniques to get that without disrespecting audience's free will in choosing where to spot their focus (or presence). Let be mentioned Ham's immortal advise:

Even though your students are a captive audience who are held prisoner by the external rewards academia imposes on them, you will teach them more, and they will love you forever, if you treat them every day as if they were a noncaptive audience. (Ham, 2005)

That's in regard to teaching. However, this research studies interpretation and if the teacher has rewards and punishments underhand, the interpreter has none (but in rare cases). The visitor to the interpretation scene can choose of their own free will to pay attention, or not at all. (Ham, 2005)

This adds up to the qualifications of a great interpreter besides fluency in languages and being informative about discussed topics, to have the ability to understand the psychology of the audience and mentally communicate with them. Though seems difficult but this attitude is powerfully rewarding to the visitor and will bring a deep sense of satisfaction and pride to the interpreter.

To help the interpreter captivate audience, John Veverka has few useful tips to put in mind, so your audience makes an actual contact with your story and the message you are trying to convey.

First, find out the experiences your audience have in common and the knowledge they share that are related to your resource. Second, pay extra attention to the first impression your audience have of you and the program you represent. Third, you must know that each word represents a different image in different individuals. So, be careful in choosing words that create the same image you want to convey. Forth, the interpreter should have prior knowledge of the subject being discussed so he/she is able to organize ideas sequentially. Fifth, put in mind the personality of the individuals in your audience. Their age, knowledge, the time they have, what is the purpose behind them being here and the special needs they might have

(handicaps, hearing or visual problem, etc.) Veverka believes that true education occurs if the recipient of the communication “receives the message, understands the message, will actually remember the message and possibly use the information in some way”.

Freeman Tilden (1957) says on building a communication between the interpreter and his/her audience that the communication must provoke interest, attention and curiosity in the audience. The interpretation communication must find a way to relate the message to the everyday life of the visitors. Revelation is the last stage of the process. Tilden explains that we should utilize a unique or distinctive perspective or viewpoint in order to communicate the answer of the communication.

As says John Veverka:

When an interpreter is professional, attentive, and driven, something miraculous occurs. The adventure has begun. (Veverka, 2011)

REVIEW OF LITERATURE

Types of interpretation

Interpretation is divided into six types based on the method used in the process. These types are:

- Consecutive interpreting
- Simultaneous interpreting
- Whispered interpreting
- Escort/travel interpreting
- Scheduled telephone interpreting
- On demand phone interpreting.

However, this research will not be considering these types or modes and that is because it is not based on the method demanded, since it is usually out of the hand of the interpreter. The key here is not the audience or the type of communication that takes place, but rather, the mindset and the mental state of audience that decides on the process of interpretation and is what distinguishes interpretation from all other ways of information transfer. (Ham, 2005)

That is why this research is based on a different division, which goes like this:

- Conference interpreting is the simultaneous or consecutive interpretation carried out at multilingual meetings usually between representatives of national governments or governmental or non-governmental organizations (AIIC, 2016)
- Judicial or court interpreting may take place in any number of circumstances, however, the courtroom is only one of many locations. Outside the

courts, other contexts include interpreting for law enforcement, customs agencies, and immigration authorities (Krouglov, as mentioned in Muhammad, 2009).

- Escort interpreting often takes place in travel, business visit, reception, fair, conference, etc. The interpreter here is supposed to provide interpreting services to two or more interlocutors. They mostly do consecutive interpreting and sometimes work on the move. Dialogue's turn-taking softens wift,soitis common to see that escort interpreters work without note-taking. (YE,2018)
- Medical interpreting is the interpretation taking place at healthcare interaction. (Roat & Crezee,2016)

Sign language interpreting: English and American sign language speakers use sign language interpreting in order to properly communicate with deaf individuals, or vice versa. Everyone in the conversation is serviced. Conversely, deaf people have an equal need for interpreters. Interpretations can incorporate cultural information alongside the language. (RID, 2007)

The recreational learning environment

Effectiveness in presentation is a key knowledge interpreters must have. also understanding how visitors learn and recall information in a recreational learning environment. A recreational learning experience is where one self- selects to attend and participate in a specific program for amusement. Therefore, the occurred learning experience is viewed as well. Hobbies such as coin collecting or studying aspects of history is considered a recreation a learning; As a result, the learning process itself brings the learner joy. (Veverka,2011).

Interpretation is objective and it focuses on the market (audience) and looks for results (accomplishing objectives stated). It uses journalism strategies advertising and marketing techniques, plus other communication strategies to form an Interpretive Communications Strategy. It is also fun which to say it is a recreational learning experience. (Veverka,2011).

To create a successful interpretive communication strategy, it must be related to the personality or experience of the visitor, fact-bearing interpreters should not see themselves as instructors rather than provocateurs, use the right illustrations, Vocabulary, etc. to strive for message unity, it also has to present the whole rather than a specific part. (Tilden,1957)

Interpreters are not only multilingual; they must also know the language of the everyday people. It's possible that you will be asked to speak the language of children, locals, experts, city-dwellers, country dwellers, etc. These individuals must understand the day-to-day struggles of the people. (Veverka,2011)

In order to communicate successfully, the communicator must comprehend the mindset of the audience and change his or her style in light of the person's perception of the communication environment. If we want to achieve our goal of provocation, we must work tirelessly to catch and maintain the attention of the non-captive audience.

Expressive meaning

If language were simply a naming system for universal notions, it would be trivial to translate from one language to another. By simply replacing the Arabic name for a notion with the English name, it is possible to get the same result. For instance, terms in one language may have very different meanings compared with similar terms in another language. No two languages describe the world in the same way. Languages articulate their own categories rather than merely naming those already there. (Culler, 1976)

Expressive meaning relates to the speaker's feelings or attitude rather than what words and utterances refer to. Words can have the same propositional meaning but differ in their expressive meanings. This is true not only of words within the same language where is often referred to as synonyms or near synonyms, but also for words from different languages. It is important to sort words in aspects of humorous, derogatory, formal and informal. The difference between "famous" in English and "fameux" in French, for example does not lie in their respective propositional meanings; both items basically mean "well known ". It lies in their expressive meanings. "famous" is neutral in English, it has no inherent evaluated meaning of connotation while "fameux" on the other hand is potentially evaluated and can be used in context in a derogatory way. For example, "une femme fameuse" means "a woman of ill repute".

The same attitude may be expressed in two words in wildly different degrees of forcefulness. both "unkind" and "cruel" for instance express the speaker's disapproval of someone's attitude. However, the element of disapproval in "cruel" is stronger than it is in "unkind". (Baker, 2006)

Language register

The concept of register can be used to the usage of language, as well as the words used, tone of voice, and even posture. The demographic can be discerned by a range of criteria, including social event, purpose, setting, and audience. (Nordquist, 2019)

Register variation arises from variations in the following (Baker, 2006):

- Field of discourse: this is a noun for what is going on. Different linguistic choices are made by different speakers depending on what kind of action other than the Immediate Action of speaking they see themselves as participating in. For example, the choice of linguistic items will vary according to whether the speakers

are performing an operation or disgusting medicine, taking part in a basketball match or disgusting basketball, making a political speech or discussing politics.

- **Tenor of discourse:** a word that describes the connection that links those speaking in the conversation. The terminology used in interpersonal relationships differs depending on such things as maternal child, doctor/patient, etc. A patient is unlikely to use swear words in addressing a doctor and the mother is unlikely to use formal expressions when addressing her child. When interpreting, it is essential to find the correct level of formality. This will determine if a particular level of formality is appropriate for the cultural perspective of the source or the target culture. For example, an American teenager may refer to his or her parents by their first names rather than using terms such as "mom" or "dad." It may be quite wrong to be so informal in another society. When interpreting, the interpreter needs to make a choice between delivering a message that corresponds to the expectations of the target audience, or keeping the informal tenor of the message in order to provide a tone of how teens talk to their parents in the United States.

- **Mode of discourse:** A term for the role that language is playing (essay, speech, instructions, lecture) and for its medium of transmission (written or spoken).

After having noted the variation factors in register, it should be noted that there are five different registers that some or all may appear in different languages (Nordquist, 2019):

- **Frozen:** or the static register refers to historic language or communication that is intended to remain unchanged, like a prayer or constitution. For example, The Bible, "Romeo and Juliet" and the United States Constitution.

- **Formal:** is less rigid but still constrained, it is used in academic, professional, or legal settings where communication is expected to be uninterrupted, restrained and respectful. Slang is never used and contractions are rare. For example, a business presentation and the Encyclopedia.

- **Consultative:** is used when speaking to someone with specialized knowledge or who is offering advice. Tone is often respectful (use of courtesy titles) but may be more casual if the relationship is friendly or longstanding (a family doctor). Slang is sometimes used and people may pause or interrupt one another. For example, a service provider like a plumber.

- **Casual:** used when speaking to friends, close acquaintances, co-workers, and family. Use of slang, contractions, and vernacular grammar are all common. For example, a birthday party, a backyard barbecue.

- **Intimate:** this register is reserved for special occasions, usually between only two people and often in private. For example, an inside joke between two college friends.

METHODOLOGY

“Interpretation is not what you say to visitors, but rather the way you say it to them.” The interpretive communication process can be used for interpreting any subject. If it was effective, then education can occur about that subject. (Veverka,2011)

This research will put into test some qualities of speech and communication, like speaking in the language of the speaker (a child, an educated, an unlettered, etc.), involving the listener with stories and facts he/she can relate to, changing the tone and stress of the speech to avoid the robotic interpretation, engage in the learning experience with the visitor and make them feel as you're a part of them. And other skills and habits. Then, they will be experienced on field in different interpretation environments. First providing an interpretation that includes none of the techniques being tested, and then a second skills-included interpretation. Based on that, results will be concluded about the level of captivation and satisfaction, and how much they tended to remember the information afterwards and act upon it.

In this experience we used a clip of a scientific conference and first interpreted it without considering the right intonation, pitch, or volume. It sounded like reading a newspaper, except for saying things like 'um', 'ah', 'err', etc. between words.

Then we reinterpreted the segment with entering the human factor of thinking about what is said instead of just repeating what is heard in another language. The interpreter this time spoke like it was her speech, she rose the tone when needed, and lowered it in other parts. She stressed over specific words, smiled at time and expressed sorrow with her voice when needed. When she wanted to think about a word to translate, she simply paused to find the right word and completely avoided pause fillers. Following is the segment chosen from Simona Francese's speech at TEDx followed by its translation into Arabic.

- "fingerprints are made up of molecules that belong into three classes. Sweat molecules that we all produce in very different amounts. Molecules that we introduce to our body and the sweat out, and molecules that we may contaminate our fingertips with when we across substances like blood, paint, grease, but also invisible substances. And molecules are the storytellers of who we are and what we've been up to. We just need to have the right technology to make them talk". (Francese,2019)

تتكون بصمات الأصابع من جزيئات تنتمي إلى ثلاث فئات. جزيئات العرق التي ننتجها جميعًا بكميات مختلفة. الجزيئات التي نعرض أجسامنا اليها ثم نتخلص منها بالتعرق ، والجزيئات التي قد نلوث بها أطراف أصابعنا عندما نلامس مواد مثل الدم والطلاء والشحوم وأيضًا المواد غير المرئية. تروي الجزيئات قصة حياتنا وما قمنا به. نحتاج فقط إلى التكنولوجيا المناسبة لجعلها تتحدث.

Models that were not interested in science found that the first version of interpretation was unclear and they found themselves zoned out after the first two or three sentences. Neglecting the importance of para language bored them and two of

them chose to stop the session. Models of scientific major or interest in the field also found pause fillers annoying and the absence of paralanguage made them lose track of sentences.

In this experience we took a verdict of court in the case of Tonya Harding, and interpreted it to models who did not know Tonya Harding. This interpretation was made with no prior knowledge of this court session nor the convict.

Tonya Harding, you're here by sentence to three years' probation, 100 thousand dollars fine plus 10 thousand dollars to the DA office for special costs. Another 50 thousand dollars to set up a fund for the special Olympics,

500 hours community service, a psychological evaluation and your immediate resignation in the US figure skating association, banning you for life from all figure skating association competitions and events. So, ordered.

2 تونيا هاردينغ، حكمت عليك المحكمة بالسجن لمدة ثلاث سنوات. و غرامة قدرها \$100000 بالإضافة إلى \$10000 لمكتب النائب العام للتكاليف الخاصة. و \$50000 اخر لانشاء صندوق للاولمبياد الخاصة. و 500 ساعة من الخدمة المجتمعية و تقييم نفسي. و استقالتك الفورية من جمعية التزلج على الجليد الأمريكية. و منعك مدى الحياة من جميع مسابقات و ألعاب جمعية التزلج على الجليد الأمريكية. و بهذا امرت المحكمة.

The exercise was repeated by first telling models a brief about Tonya's story and then exposing them to the interpretation. In the brief, they were told about Tonya's abusive childhood and her career and achievements. They were also explained the charges against her and the crimes she was convicted for. Results show that when they heard her story prior listening to the interpretation, their engagement and captivation increased noticeably. They were so interested in hearing the verdict, they also had opinions opposing or supporting the verdict. They even tended to discuss the subject afterwards with others, because they felt involved and the story related to them and in some way, they were now a part of the story. In this experiment we took a part of a medical examination video and interpreted it to the language of the model. The video goes like this:

"Take a deep breath for me, and another. Good. You have quite powerful lungs young lady. Now if you'll tilt your head so I can take a look at the place where you were injured. I want you to come back for an Xray. The scar tissue may have trapped particles from whatever caused the wound. Good. Could you lie back for me please? You can see back up. You scoot down the edge of the table so I can better look at this". (Ali has a medical exam. PLL).

This consecutive interpretation was made literally and in a standard language; as:

3 خذي نفساً عميقاً، مرة اخرى. جيد. لديك رئتين قويتين ايتهما الشابة. هلا قمت بميل رأسك حتى أتمكن من إلقاء نظرة على مكان الإصابة. أريدك أن تعودي للفحص بالأشعة السينية. قد يكون هناك جزيئات

عالقة من مسبب الجرح في نسيج الندبة. جيد. هل يمكنك أن تستلقي من فضلك؟ يمكنك الجلوس مرة أخرى. اجلسي على حافة الطاولة حتى أتمكن من إلقاء نظرة أفضل على هذا.

The second interpretation was held more effortlessly, also consecutive, but this time, in slang, with using communicative assuring gestures.

الطبيب راح يفحصج هسه، تمام؟ ... ممكن تاخذين نفس عميق؟ مرة لخ؟ كلش زين، يكول انو الرنة مالتج كلش قوية! ممكن تميلين راسج شويه حتى يكدر يشوف مكان الاصابة؟ يريد ترجعيله حتى تسوين فحص اشعة سينية. اوه لانه خايف تكون علكت اجزاء من مسبب الجرح داخل نسيج الندبة، و لهذا تحتاجين الفحص. زين ممكن تمديدين؟ تكدرين تكعدين هسه. ممكن تكعدين ع حافة الطاولة حتى يشوف احسن؟

The literal translation of the second interpretation: the doctor will examine you now, ok? Can you please take a deep breath? One more time? That's great. He's impressed with how strong your lungs are! Can you tilt your head a bit so he can take a better look at place of place of injury? He wants you to come back for an Xray. He fears that particles of what caused the injury might be stuck in scar tissue, that's why you need the Xray. Ok can you lay down? You can sit back up. Can you sit on the edge of the table so he can take a better look?

In this examination, models with a medical background or career preferred a scientific and straightforward interpretation (first version). Other models preferred the more simplified and understanding interpretation and considered it lighter and more involving. To them it was more communicative and the interpreter was a lot more trust worthy in the second interpretation. Here, the average everyday speech is used, with explanation and clarifying reasons of examination, which was more assuring. And they were more likely to question things that are unclear to them. Instructions itself makes people interested and captivated since they're obliged to apply them. Therefore, models in both versions tended to pay attention and apply instructions. They also tended to remember instructions and act upon them after the session was over.

In the fourth experience, we will have our interpretation environment outdoors

in the park. With two park rangers interpreting nature instead of another person's speech. Escort interpreters interpret culture, ideas, beliefs and tradition. So, the most made mistake here is mistaking themselves with instructors instead of provokers. Here in the first trial of this experience we show a manipulated version of Vicky Mates' interpretation of Yosemite. about some of the moderate hiking opportunities that exist in Yosemite Valley and keep in mind that the glacially curved Yosemite Valley is wide and flat with steep granite walls which lends itself nicely to easy hikes that are on the valley floor or difficult hikes that travel right up the granite walls. However, Moderate hikes are a little bit more challenging to find but I think I have three

recommendations that you'll enjoy. Here we see attempts of teaching and controlling over the mind of the visitor. Long confusing sentences that the visitor loses his/her attention during it. Models did not feel free and felt information being forced upon them. Information they were not interested in receiving for there were no motivation to learn. They tended to forget what the interpreter said and were not motivated to be proud of the site or pay any effort to preserve it. Note that the tone and stress were also taken into account in acting this segment. In the second experience we quote Vicky Mates. A great park ranger in Yosemite.

Hi! I'm Vicky Mates. I'm a park ranger here in Yosemite national park. And over the years I've taken the opportunity to hike many of the trails that Yosemite has to offer. Today what I'd like to do is tell you a little bit more about some of the moderate hiking opportunities that exist in Yosemite Valley. Now while I'm telling you about these opportunities keep in mind that the glacially curved Yosemite Valley is wide and flat with steep granite walls. This lends itself nicely to easy hikes that are on the valley floor or difficult hikes that travel right up the granite walls. Moderate hikes are a little bit more challenging to find but I think I have three recommendations that you'll enjoy. Here we witness the use of short concise sentences, a heartwarming introduction, revealing the overall purpose of the site or her presence with the use of interesting and motivating words. Models were motivated to preserve the site and kept in mind the information imposed.

CONCLUSION AND IMPLICATION

Everyone can think of two people talking about the exact same thing in the exact same place, yet one would fill us with enthusiasm and the other with bore. Though communication have always been humanity's priority for thousands of years, we can master the game of communication with just the attitude of speaking.

In scientific and academic environments, attendants can be both captive and noncaptive, depending on the purpose of their attendance. However, in both cases, scientific material is heavy and confusing. Using distracting methods not only makes the interpretation experience worse, but also, decreases the level of engagement with the presenter of the speech leading to them losing the content or ending up just wasting their time.

In judicial and legal interpretation too, attendants can be both captive and noncaptive. In the experience mentioned earlier, this research tried to test storytelling to interpretation. Relating the listener to what is happening with a story, a gesture or linking it a personal experience that of the

listener (works better in one-on-one interpretation specially if you know a bit about the person). All this makes the listener feel unconsciously involved and interested in figuring out results and outcomes.

In medical environments, though attendants are usually captive, for the matter being related to important issues to the listener, they would try their best to be

attentive. Yet also, with a change of tone, gesture and facial expressions, we witnessed the massive change in the attitude of the patient.

Escort interpreters are representatives of culture, people and traditions. Though they can be hired for medical, judicial, or conference interpreting; their main job however is introducing their culture to visitors and provoking them to preserve it. This can only be achieved with kindness and effortlessness to build a communicative relationship with visitors and let them practice their free mindset and choose to be captivated with interpreter's interpretation of sites and places.

Another important factor is that when the interpreter does a good job in engaging and satisfying attendants, their engagement and energy is transferred to the presenter leading a better livelier presentation. Vice versa, when the interpretation is dull and attendants lose focus and interest, the presenter too loses focus trying to drag their attention back yet to no avail.

This shift in the attitude of the listener is what the interpreter seeks, and is in fact the missing chain in the success of interpretation process.

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Hi! maparkrangerhereinYosemitenationalpark.Iknowallthetrailsthat
YosemitehastooffersinceI'vehikedthroughthemall.TodayI'lltellyou