

PalArch's Journal of Archaeology
of Egypt / Egyptology

**TRANSLATIONAL SHIFTS IN THE TRANSLATIONS OF RECIPE
MIXES IN PAKISTAN**

Anam Misbah¹, Muhammad Iqbal^{2*}, Muhmmad Ilyas Mahmood³, Gulrukh Raees⁴

¹Department English, The University of Central Punjab, Pakistan.

²Visiting Lecturer at Department of English, The University of Sahiwal, Pakistan.

³Department of English, University of Okara, Pakistan.

⁴English Language Instructor at Apple Green Public School Muscat, Oman.

**Anam Misbah , Muhammad Iqbal , Muhmmad Ilyas Mahmood , Gulrukh Raees ,
Translational Shifts In The Translations Of Recipe Mixes In Pakistan , Palarch's
Journal Of Archaeology Of Egypt/Egyptology 17(16), 52-72. ISSN 1567-214x.**

**Keywords Translation shifts, Directtranslation, Amplification, Equivalence, Modulation,
Transposition.**

Abstract

Viney and Darblenet's model indicates the translation processes used by the translators to complete the process of translation from one language to another. Various researchers have applied this model to different translations in order to identify the translation shifts. In the current paper, researchers apply Viney and Darblent's model to the translations of the recipe mixes available in Pakistan. They perform the qualitative technique to analyze the translation. It is concluded that the most common shifts are the structural shift and borrowing. Structural shift owes to the difference in the sentence structure of the two concerned languages and borrowing indicates the lack of replaceable term in the target language and shows the infiltration of English Vocabulary into Urdu. Few terms have been borrowed in English, like haleem, seekh kabab has been kept same as there is no possible translation existing in English for these. Moreover, translators have used equivalence, adaptation and Transpositioning to convey the meaning efficiently.

Introduction

Translation studies is an offshoot of comparative literature and contrastive analysis. Translation “by its nature” “is multilingual and also interdisciplinary” (Munday 2001,p.1). It is the process to transmit a message between two different language systems, cultures and situations. Other disciplines work together to minimize the difficulties faced in the process of translation. These include language systems, linguistics, communications studies and cultural studies. Due to the diversity inherent in translation studies, it becomes interesting for readers from different cultures and communities. It also helps people understand the works of different authors from other languages, which plays a significant role in the world of knowledge. The translation is an old process beginning with the translation of the Bible; later on, literatures, philosophies, and many other materials of the renowned scholars have been translated. It paves the path for the readers of one community to comprehend and enjoy the works of another culture and language without learning a new foreign language. In general, one sees translation as text represented and reproduced in another language (House 2001:247). Translation shifts are critical and complicated in translation studies, making it an area of interest for researchers to explore. Vinay and Darbelnet introduced linguistic changes as translation processes that occur during translation from the source language to the target language in 1958.

The same translation processes were, later on, proposed the term ‘Translation Shifts’ for the above-mentioned term ‘Translation processes’ introduced by Vinay and Darbelnet as Translation shifts by Catford (1965). Considering the fundamental changes that emerge during the translation process Vinay and Darbelnet proposed two global translation techniques, named as direct translation technique and oblique translation technique. These two translation techniques are classified into borrowing, claque, literal, equivalence, transposition, modulation, etc. The main objective of the present study is to find out the recurrence of various translation methods employed by the translator in the existing text. The sample chosen here is the recipe text printed on the recipe mixes in Pakistan. Interestingly, translation research has focused on the translation shifts being located in the translations of literary texts. But the present paper aims to take a step ahead and explore the translations involved in the daily lives of ordinary people.

Research Questions:

1. What are the translation shifts identified in the translations of recipe mixes?
2. How do the translators use the theory of Vinay and Darbelnet in their translation?
3. How do the two languages differ in manner and style?

Significance of the Research

Vinay and Darblenet’s model has been applied to various genres of literature, including poetry, novel and film. Still, the researchers did not research the translations that a layman comes across every other day. Therefore, this paper serves to pave a path for the researchers of translation studies to look and explore beyond the field of fiction.

Conceptual Framework

Translation, as already defined above, is perceived as a written transmission of a message from one language into another. Dubois formally defines translation in the following words, “translation is the expression in another language (or target language) of what has been expressed in another, source language, preserving semantic and stylistic equivalences” (in Bell,

1991: 5). The comprehension and understanding of the translation depend on the framework of translation theories; it also helps establish the validity for application in real-life translation. Whether the translator has met all the textuality standards and assesses the changes devised by the translator, different theories and models are applied to the text. These approaches assist the researchers in checking the legitimacy of the translated text. Furthermore, these theories also guide regarding the difference that originates while writing in a different language. While doing a comparative stylistic analysis of French and English, Viney and Darbelnet highlighted different translation strategies and identified different processes in the texts of both source and target. The two general strategies identified by them are 1. Direct translation 2. Oblique translation. These are further divided into their sub-categories. According to Viney and Darbelnet's model, translation techniques differ depending on the requirements of the text. They split these techniques into the following seven categories (Munday 2008, 56-59):

1. Direct Translation

I. Borrowing

Borrowing refers to the technique that involves using the same word in the target text as in the original text. In some instances, the borrowed word is written in italics and in others; it is not. There can be different reasons to use this technique. It might be that the target language doesn't have a suitable word to translate the borrowed word or that the translator wishes to reproduce a similar expression in the TT as in ST. Interestingly, it is the translation technique that doesn't translate. Example: I go to school is translated in Urdu as Main School jata hu. Here we see that school is borrowed from the English language.

II. Calque

Calque relates to neologism. While maintaining the structure of the source language, a new word is coined in the target language. This is the work of the creativity of the translator. Nanlicious is an example of neologism where the -icious structure of English is maintained, but an Urdu term Nan is attached with it to give social and cultural recognition.

2. Oblique Translation

III. Literal Translation

A literal translation is a word for word translation. It is also known as metaphrase. According to Viney and Darbelnet, and rightly so, a literal translation is only possible in the languages which follow similar sentence structure and are closer socially as well as culturally. Literal translation can only be acceptable if TT keeps the same syntax, style, and meaning as the ST. It is challenging to find literal translation in Urdu- English translation English is SVO, whereas Urdu is SOV language. For instance, I go to market will be translated in Urdu as "Main jata ko Bazar", which looks absurd if the sentence structure is not accommodated.

IV. Transposition

The transposition technique is used when one grammatical category is shifted to another, but the meaning remains unaltered. Here the change in grammatical structure occurs, but the meaning remains the same.

V. Modulation

In modulation, the form of the text is changed by making semantic changes. It may serve to shift the point of view without altering the meaning. In English, if it's said that "it isn't expensive", it can be translated into Urdu as *ye sasta hay* instead of *Ye mehnga nahi hay*. Here we can note that the meaning of the two sentences remains the same, but a shift has occurred at the syntactic level.

VI. Equivalence

In equivalence, an utterly different expression is used to convey a similar fact. This technique is used primarily to translate idioms and proverbs. It will not be wrong to say that this technique involves the context and culture of target audiences. As an idiom, *Barking dogs seldom bite* is translated as *Jo garajtay hain wo barastay nahi*.

VII. Adaptation

Adaptation is also known as cultural equivalent. Here, the original text is replaced by the better-suited text according to the target language's culture. This technique helps in providing comprehensive translation. In Persian, the weekend is translated as *Majma*.

In this research, we shall examine how many of the above stated strategies comprising seven procedures can be found in the translation of the recipe mixes easily available and used in routine .in Pakistan.

METHODOLOGY:

Translation techniques have been analyzed in literature to a certain extent, but everyday mediums where the translation is involved have not gained much attention until now. This paper uses the qualitative method to analyze the translation processes visible in the translations of recipe mixes. We have taken a random sampling of the most common brands of recipe mixes available in Pakistan. To name a few, we looked into National, Shan, Rafhan and Laziza brands. Choosing random sampling, three mixes of sweet dishes and two salted ones are under analysis in this project. The recipes mentioned on the back of the recipe boxes are analyzed line to line, highlighting the shifts as spotted by the researchers. This is categorized according to theories and strategies put forward by Viney and Darbelnet. It has been interesting to note that National does not translate recipes in English though they sell them internationally; this remains open to interpretation whether they leave it to their users to comprehend the text or supply different boxes for the international users.

LITERATURE REVIEW:

Koster (2002) proposes a relation between TT and ST, which can be seen as a network of shifts and correlations. It can be said that shifts are commonalities and differences between the translated and original text. In "A Linguistic Theory of Translation", Catford (1965) proposes formal communication as system-based translations during the textual equivalence as the context-based translation. Catford (1965) stressed the category shift and divided it into four major categories. These major categories are named by Catford (1965) as structural shifts, rank

shifts, class shifts and intra-system shifts (Catford, 1965). Much work has been done on Viney and Darblenet's model; most of the work has been done on the different genres of literature, whether it be novels, short stories, poetry or film. Nasir Mehmood and Hazrat Umar (2020) also explore the invariant core among the three English translations of selected poetry from Iqbal's Shikwah under the umbrella of Viney and Darblenet's model of translational analysis. Their study identifies that the complex nature of poetry makes it difficult for translators to transfer the ST in terms of both content and form. Their analysis of the translations has shown that in rendering the original text, the translators have used different procedures and strategies, resulting in various losses, specifically in terms of form; however, the invariant core, which comprises both theme and tone, remains almost the same.

Asif Aziz et al. investigate translation strategies in the English novel "Being from Wisconsin" written by Tim Daugherty, translated into target text (TT) Urdu by Khalid Hassan. Here they have applied the both qualitative and quantitative methodology to scrutinize the superiority of translation techniques. Their findings indicate that Urdu translators used literal translation strategies with the highest percentage marked by 29% in the direct type of translated corpus. As for the oblique translated corpus is concerned, the most frequently used translated strategies are amplification and equivalence, marked by 19% equally.

Interestingly, a theory was propounded by Kammer Tuahman Sipayung in "The Impact of Translation Shift and Method on Translation Accuracy Found at Bilingual History Textbook" in 2018. According to him, Translational shifts help propagate the message eloquently in the target language, but they can also be poisonous for language knowledge. Their research investigated the dominant translation shifts and the impacts of those shifts on the methods and accuracy. Sipayung's (2018) findings showed that the most dominant translation shift was a unit shift. It was also found that 60% of the textbooks lacked the accuracy of the translation.

Alqunaibet has carried out a descriptive analysis of the two chapters of Ghassan Kanafani's novel *Men in the Sun*. This novel has been translated from Arabic to English. This research has identified that the most systematic process used in this translation is Literal translation followed by transposition and modulation according to the model. Moreover, the findings highlighted two types of translation problems, including lexical and cultural issues. According to Alqunaibet, transposition, modulation and equivalence has been used in the translation to overcome these problems.

Esmail Zare Behtash and Masoumeh Yazdani Moghadam conducted another research by applying an oblique translational process on the "Animal Farm" target language novel. Saleh Hosseini and Massumeh Nabizadeh have translated animal farm. Both quantitative and qualitative data were analyzed, and it was found that the oblique process of translation governed translation.

Vahideh Sharei (2017) compared the source language text with the two Persian translations (TL) of the novella *The Old Man and the Sea*. Interestingly her findings showed that Daryabandari had followed oblique translation, whereas Farmarzi's translation was based on the direct method of the translation. Vahideh concludes that Farmarzi's translation is more faithful to the source text. Yuni Arifiani (2016) used a different medium of film to analyze the translation strategy; he found the use of four types of oblique translation: transposition, equivalence, modulation, and adaptation. Nur Atmiyati and Achmad Basari (2015) have conducted similar research on the use of the oblique technique on the children storybook highest frequency was found to be the modulation strategy of translation to be 54.5 percent. The findings also showed that there is no frequency of transposition in the translation.

While translating from SL to TL, translation shifts help describe culturally specific items to make them more acceptable for the readers. The study conducted by Ammar Fouad and Ramadhan M. Sadkhan in 2015 tried to assess the role of translational shifts in communicating the meanings of culture-specific items concerning the story “The Swing” written by Muhammad Khodair. The story “AlUrjuha” (The Swing) is in the Arabic language and translated into English (TL) by Kadhinsa’adedin. This study focused on lexical shifts while analyzing the 2168 words short story and found a lexical translational strategy to make the meanings and words easier and fairer for the readers in the target language (Fouad, 2015).

Translational shifts are the necessary changes done in the structure or sometimes in the meaning during translation. These changes are required to be carried out to convey vivid and comprehensible meanings. Herman, M.Pd researched Translational shifts of Harry Potter and the Philosopher’s Stone Movie Subtitle into Indonesia in 2014. This research shows that it was concluded that the translator uses each type of translational shift, but the unit translational shift is more in frequency. The structural shift is also found because of the variation of head-modifier and modifier-head in English and Indonesian languages (M.Pd, 2014).

Data Analysis

In this paper, researchers are analyzing the data of five of the recipe mixes of different brands. The translation shifts are identified and elaborated upon in this section of the data analysis.

Rafhan Custard



Urdu Text	English Translation	Shifts Identified	Translation Process
Rafhan custard powder kay 2 khamach 1/2 cup dood main shamil kar kay paste bana lain	Add 2 tablespoons of Rafhan custard powder in 1/2 cup milk and make a paste	i. Rafhan custard has not been translated into Urdu. ii. Cup remains cup in Urdu too. iii. Paste remains paste in both languages iv. Change in sentence structure Shamil kar kay has been replaced by one word- Add in	Borrowing Structural Shift Borrowing SS Equivalence SS

		English.	
2 cup doodh main 4 khanday kay chamach cheeni dal kar ubal lain	Mix 4 tablespoons of sugar in 2 cups milk and bring to boil.	i. Khanday kay chamach translated as a tablespoon. ii. Change in sentence structure.	Equivalence SS
Ub custard paste ko ubaltay huay doodh main shamil kar kay musalsil hiltay rahain Jub tak kay garha na ho jaye	Add custard paste to boiling milk and cook while stirring until texture is thick and smooth.	i. Custard paste remains the same in both languages ii. Shamil kar kay has been translated as add instead of after adding. iii. Garha na ho jaye is translated as until texture is thick and smooth avoid the negation marker in Urdu. iv. Garha has been translated into thick and smooth	Borrowing SS Modulation SS Equivalence SS Adaptation SS
Refrigerator main thanda kar kay paish karain	Refrigerate and serve chilled.	i. Refrigerator is used in Urdu ii. Refrigerate (verb) replaces the whole phrase refrigerator (noun)main thanda kar kay iii. Thanda kar kay is changed into chilled	Borrowing SS Transpositioning SS Transpositioning SS

In Rafhan Custard's recipe, the most common shift is the structural shift, which occurs due to the difference in the sentence structure of the two languages in consideration. English has syntax as

Subject- Verb- Object, whereas Urdu follows the Subject – object – Verb order, making the structural shift mandatory. Moreover, other than the structural shift, the most prominent translation processes are borrowing, which indicates that Pakistanis, a multilingual community, have borrowed some words from the English language whose translation is no longer available in Urdu. Cup and Paste have no equivalent term in the Urdu language. It also indicates the penetration of the English language into Urdu. After borrowing equivalence, transpositioning and adaptation have been used to a certain extent. The least used process in this recipe is modulation.

Gulab Jamun Laziza گلاب جامن

- Sugar..... 1½ cup (about 300 gms)
- Ghee / Oil 1½ cup (for deep frying)
- Milk 4 to 5 tablespoons
- Laziza Gulab Jamun Mix 1 Packet

- 1 In a small pot dissolve sugar in 1½ cup (320 ml) of water and boil for 1 – 2 minutes. Put off flame as sugar syrup is ready.
- 2 Heat ghee / oil in a small (karahi) or deep frying pan and put off flame.
- 3 Add 3 – 4 teaspoons of ghee/oil in the contents of Gulab Jamun Mix and mix well. Now add 4 – 5 tablespoons of milk or water (For better results use milk) and knead well with the help of spoon to make soft & smooth dough. Make 18 – 20 small round or oval shaped balls. (Ensure that there should not be any big cracks on the surface of dough or balls).
- 4 Deep fry the balls on low flame till they become light golden brown and gently shake the utensil also till all jamuns rise to the surface. Do not put the balls in very hot oil / ghee & to check this first put one ball in oil / ghee and if it rises immediately and becomes brown too quickly then allow the oil / ghee to cool a little otherwise the jamuns will remain un-cooked from the center.
- 5 Dip and soak the jamuns in hot sugar syrup for 30 minutes and keep covered. (If sugar syrup becomes cold then heat it to make hot while frying the jamuns).

آسان ترکیب

- چینی 1½ کپ (تقریباً 300 گرام)
- گھی / تیل 1½ کپ (تیلنے کے لئے)
- دودھ 4 سے 5 کھانے کے چمچ
- ایک پیکٹ

- 1 چھوٹے برتن میں چینی اور پانی (320 ml) ملا کر حل کرتے ہوئے پکائیں۔ 1-2 منٹ اُبل کر تھنچ بند کر دیں، شیرہ تیار ہے۔
- 2 چھوٹی کڑائی یا گہرے فرائی میں گھی / تیل گرم کر کے آج بند کر دیں۔
- 3 پیکٹ کے 3-4 چمچے تیل یا گھی ملا کر کس کر لیں اب 4-5 ٹیبل اسپون (کھانے والے چمچے) دودھ یا پانی (تھنچا کھیلنے دودھ ملائیں) ملا کر چمچے کی مدد سے ایسی طرح گوندھ کر نرم آنا بنا لیں۔ 18-20 چھوٹی گولیاں بنائیں۔ (نیپال سے کرنا چاہئے اور گوندھا ہوا اور گولیاں کی سطح پر بڑے کرکس نہ ہوں)۔
- 4 گولیاں کو ہلکی آگ پر 1-2 منٹ دوراں برتن کو ہلکے سے ہلاتے ہوئے تیل میں گولیاں تیل کے اوپر آجائیں۔ (نیپال سے کرنا چاہئے اور تیل ڈالنے وقت تیل آگھی زیادہ گرم نہ ہو۔ اس کے لئے پہلے ایک گولی ڈالیں اور تیل گرم کر لیں اور فریڈ ہونے کے بعد تیل آگھی کو ختم ہونے دیں۔ کیونکہ تیل آج پر تھنچے یا زیادہ گرم گھی / تیل میں گولیاں ڈالنے سے گلاب جامن اندر سے جکی اور سخت رہ سکتی)۔
- 5 پکا سنبھرا ہونے پر گرم شیرے میں ڈال کر 30 منٹ کیلئے ڈاکھن بند کر کے چھوڑ دیں۔ (اگر شیرہ ٹھنڈا ہو گیا ہو تو گلاب جامن تھنچے کے دوراں ہی گرم کر لیں)۔

Urdu text	English Translation	Shifts Identified	Translation Process
ajzaa	ingredients	Direct translation	Equivalence
Cheeni....1 ½ cup (taqreebn 300 grams)	Sugar ...1 ½ cup (about 300 grams)	1. Cheeni is replaced by sugar by direct translation. 2. Cup remains the same in Urdu and English. 3. Taqreeban has been directly translated into ‘about, 4. Gram will remain the same in both languages	Literal translation Equivalence Literal translation Equivalence Borrowing
Ghee/teel1 ½ cup (talney key lie)	Ghee/oil...1 ½ cup (for deep frying)	1. Ghee remains the same in both languages. 2. Teil has been directly transited into oil 3. Talney key lie is also directly translated by for deep frying	Borrowing Equivalence Equivalence
Dhoodh 4 sey 5 khaney key chamach	Milk 4 to 5 tablespoons	1. Dhoodh has been replaced by milk 2. Khnaey key chamach has been replaced by one word-table spoon	Equivalence Equivalence Literal translation
Laziza gulab jamun mix....1 packet	Laziza gulab jamun mix.....1 packet	Laziza gulab jamun mix remains the same in both languages. The packet is not translated into Urdu	Calque Borrowing
Chotey barten mein cheeni aur 1 ½ (320 ml) pani mila kar hl kartey hue pakaye 1-2 minute ubaal ker	In a small pot, dissolve sugar in 1 ½ cup (320m) of water and boil for 1-2 minutes. Put off the flame.	1. Chotey barten mei is translated by in a small pot. 2. cheeni aur 1 ½ (320 ml) pani mila kar hl kartey hue	Structural shift Direct translation Equivalence Adaptation

aanch bnd kr dey –		pakaye is replaced by sugar in 1 ½ cup (320m) of water and boil for 1-2 minutes. Minute is not translated as lamha 3. aanch band kr dey is directly translated into put off the flame.	Literal translation Borrowing Direct translation Equivalence
sheera tayaar hai -	syrup is ready	Word for word translation	Equivalence
Chooti karahi ya gehrey frying pein mei ghee /teil grm kr key aur aanch bnd kr dey	Heat ghee/oil in a small (karahi) or deep frying pan and put off the flame	Chooti karahi ya gehrey frying pein mei ghee /teil grm kr key is replaced by Heat ghee/oil in a small (karahi) or deep frying pan. The frying pan is not translated into Urdu aanch bnd kr dey is a direct translation into put off the flame	Structural shift Literal translation Borrowing Literal translation
Packet key agzaa mein 3-4 chaye key chamchey teil ya ghee mila kr mix kr ley-	Add 3-4 tablespoons of ghee/oil in GulabJamun Mix's contents and mix well.	1.mein 3-4 chaye key chamchey is literally translated into 3-4 teaspoons 2. Packet key agzaa mein is translated as the contents of Gulab Jamun Mix	Literal translation Modulation Structural shift
Ab 4-5 tablespoon (khaney waley chmchy) dhoodh ya pani (behtre zaaiqey key lie dhoodh milaaye)mila kr	Now add 4-5 tablespoons of milk or water (for better results, use milk and kneed well with the help of a spoon to make a soft and	Directly translated word for word Tablespoon has not been translated into khanay kay chamach as has	Literal translation Equivalence Borrowing

chamchey ki madded sey achi trah goondh kar nrm aata bna ley	smooth dough.	been done in other recipes	
18-20 choti gooliya banaye(khyal rahey key aata achi trah goondha hua ho aur gooliyo ki sataah pey brey cracks na hoo	Make 18-20 sall round or oval shaped ball.(Ensure that here should not be any big cracks on the surface of dough or balls)	1.18-20 choti gooliya banaye is replaced by Make 18-20 small round or oval shaped ball. 2.khyal rakhye is directly translated into ensure 3. aata achi trah goondha hua is skipped from TT. 4.gooliyo ki sataah pey brey cracks na hoo is literaly translated. Cracks has not been translated into urdu.	Equivalence Transposition Transposition Structural shift Literal translation Borrowing
Gooliyo ko halki aanch per talley is dorran barten ko hilaye bhi taa key sari gooliya teil key ooper aa jaye	Deep fry the balls on low flame till they become light golden brown and gently shake the utensils also till all jamuns rise to the surface.	1.Word for word translation from ST-TT 2.is dorran barten ko hilaye bhi is translted into gently shake the utensils also 3. taa key sari gooliya teil key ooper aa jaye is replaced by they become light golden brown and rise to the surface.	Structural shift Literal translation Adaptation Structural shift
(khyal rahey key gooliya daaley waqtteil/ghee zyada grm na ho-	Do not put the balls in very hot oil/ghee.	There is negation in the TT	Modulation

<p>Is key lie pehley aik goli daaley agr teizi sey ooper aa jaye aur foran brown honey lagey to teil/ghee ko thunda honey dey</p>	<p>To check this first put one ball in oil/gee and if it rises immediate It and becomes brown too quickly then allow the oil/ghee to cool a little</p>	<p>1. Is key lie pehley is replaced by to check this first 2. aik goli daaley is replaced by put one ball Brown remains brown in Urdu 3. agr teizi sey ooper aa jaye aur foran brown honey lagey is translated into if it rises immediatelt and becomes brown too quickly 4. to teil/ghee ko thunda honey dey Is replaced by then allow the oil/ghree to cool a little</p>	<p>Literal translation</p> <p>Equivalence</p> <p>Borrowing Direct word for word translation Literal translation</p> <p>Literal translation</p>
<p>Qukey teiz aanch per talney ya zyada grm ghee/teil mei gooliya daalney sey gulab jamun under sey kachi or sakht rahey gey)</p>	<p>Do not fry they balls on flame Otherwise the jamuns will remain un-cooked from the center.</p>	<p>Negation of opposition</p>	<p>Structural shift Modulation</p>
<p>Hlaka sabza honey per grm sheerey mei daal ker 30 minutes key liye dhakn bnd kr key chor dey</p>	<p>Dip and soak the jamuns in hot sugar syrup for 30 minutes and keep covered.</p>		<p>Structural shift</p>
<p>(agr sheera tinda ho gya ho to gulab jamun talney key dooran hi grm kr ley</p>	<p>(if sugar syrup becomes cold then heat it to make hot while frying the jamuns).</p>	<p>Word for word translation</p>	<p>Structural change Literal translation</p>

In Laziza Gulab Jamun mix's recipe it is observed that while translating from one language to another the most common change is structural change because of the different sentence structure.

Due to this considerable syntactic difference this structural shift is mandatory. Besides structural shift the most common and prominent process while translating is borrowing which is the identification of unavailability or lack of sufficient vocabulary in Urdu language. For instance in above mentioned translation even the title laziza Gulab Jamun mix has no equivalent word for replacement in English. Similarly, words like minute, grams identify the process of borrowing. Most common phenomena here in translation after borrowing is equivalence, transpositioning and adaptation has been used in translation of Laziz Gulab Jamun mix recipe.



English language	Urdu language	Shift identified	Translation process
Heat half oil/ghee, add meat, garlic paste and Shan Haleem Mix Stir fry for few minutes.	Adhe grm ghee /teil mein gosht,lehsan aur shaaan haleem masalah daal kr chandh minute bhooney	Word for direct word translation Minute shan haleem mix	Literal translation Borrowing
Then add 15 cups of water, lentil, wheat and bones.	Phr 15 cup pani ,daal anaaaj aur hadiya daal dey	Direct translation	Literal translation Equivalence
Cover and simmer on low heat until meat is tender.	Dhaak kr halki aanch per gosht gney tk pakaye	Structural change Literal translation	Transposition
Separate bones from curry and discard	Hadiya aleehda nikaal kr zaya kr dey	From curry is a connector	Equivalence Amplification
Coarsely grind the curry with a wooden spoon or grind in a blender.	Haleem ko lakri key chamchey sey ya blender mei mota pees ley	Blender is used in both languages Oblique translation	Borrowing Structural change
(Avoid grinding into a paste)	Bohat bareek peesne sey gureiz kry	Bohat bareek is replaced by paste as a whole.	Equivalence
Cook on low heat for 1 hour	halki aanch pr aik ghantey tk pakaye	Syntactic order is changed	Structural change
Add additional water, if needed.	Agr zaroort ho to pani shaamil kr ley	Syntactic order is changed	Structural change
Heat remaining oil/ghee and fry the onion until golden.	Baqiya ghee/teil ko grm kr key katti hui payaaz ko sunehra taleey	Word for word translation, but katti hui payaaz is a connector	Literal translation Amplification
Pour into the haleem.	haleem mein mila dey	Direct translation	Literal translation

Cover and simmer on low heat for 20-30 minutes.	Dhaak kr hlki aanch per 20-30 minute tk mazed pakaye	Literal translation while mazed pakaye is a connector	Structural shift Amplification
---	--	---	--------------------------------

In the recipe of Shan Haleem, a description is available in both Urdu and English languages. In order to find out some translational process, a detailed analysis has been done during which it is observed that most of the vocabulary words are translated as word for word, which deals with a direct and literal translation. Still, with direct translation, a minor structural change is noticed in Urdu description words like blender and minute are borrowed from English. At the same time, Haleem and ghee remain the same in English. The process of equivalence is commonly adopted. Equivalence, structural shifts, literal translations are widely found in translations, but transposition is least followed in the above example.

Cooking Directions

1
Boil 2 cups (400 ml) of water in a saucepan. Empty all the contents of the packet into boiling water, stir till dissolved.



2
Pour the mixture into a mould and allow to cool at room temperature and then put it in refrigerator for setting.



3
Now separate jelly from sides of mould using knife, gently shake and invert mould carefully over serving dish. Enjoy delicious jelly. Serves 4.



2 کپ (400 ملی لیٹر) پانی کو ساس چین میں بائیں۔
رفان جلی پیک کے تمام اجزا مالتے ہوئے پانی میں
ڈال کر اچھی طرح مل کر لیں۔

جیلی کو ساس چینی میں ڈال کر عام درجہ حرارت پر
شہڈا کر لیں اور جانے کے لئے فریج میں رکھ دیں۔

اب جی ہوئی جیلی کو چھری کی مدد سے سائے کے
کناروں سے ٹیبلہ کر کے احتیاط سے پلٹ میں
الٹ لیں۔ مزیداریٹیل کا لطف اٹھائیں۔ 4 افراد
کے لئے۔

Also try Rafhan's Dessert Range





strawberry
jelly
Artificial Flavour

Also try Banana, Orange & Mango Flavours.

Nutritional Information [^]	Per Pack (80g) [*]	%GDA ^{**} per Serving
Energy (kcal)	302	4%
Protein (g)	0	
Carbohydrate (g)	75.6	
Sugars (g)	74.1	21%
Dietary Fibre (g)	0.5	
Fat (g)	0	0%
Saturated Fat (g)	0	0%
Transfat (g)	0	
Sodium (mg)	168	2%

[^]Typical Values. ^{*} approx 480 gms when prepared
^{**} % of an adult's Guideline Daily Amount (2000 kcal / 8368 kJ).

Urdu text	English translation	Shifts identified	Translation process
-----------	---------------------	-------------------	---------------------

2 cup pani ko sauce pan me ubalain.	Boil 2 cups of water in a saucepan.	<ul style="list-style-type: none"> i. Cup is translated as a cup in English too ii. The saucepan is also the same in English translation. 	<p>Borrowing</p> <p>Borrowing</p>
Rafhan jelly pack ke tmam ajza ubalte hoye pani me dal kr achi trhan hal kr lain.	Empty all the contents of the Rafhan jelly packet into boiling water, stir till dissolved.	<ul style="list-style-type: none"> i. Rafhan jelly is translated as rafhan jelly in the Urdu language. ii. Empty is translated as dal kr in Urdu. iii. Hal kr lain is translated as stir. 	<p>Borrowing</p> <p>adaptation</p> <p>Adaptation</p>
Ab jami hui jelly ko churi ki mdad se saanche ke kinaron se alehda kr k ehtiyat se plate me ulat lain. Mzedar jelly ka lutuf uthain. 4 افراد ک لیے.	Now separate jelly from sides of mould using a knife, gently shake and invert mould carefully over serving dish. Enjoy delicious jelly. serves 4.	<ul style="list-style-type: none"> i. Ki madad se is taken as used in the English language. ii. Plate and jelly remain the same in Urdu. iii. Invert is translated as ulat lain in English. iv. Lutuf uthain is translated as enjoy. v. Afrad ke lie is translated as افراد ک لیے, which is a complete phrase in the Urdu language. 	<p>Adaptation</p> <p>Equivalence</p> <p>Borrowing</p> <p>Equivalence</p> <p>Adaptation/equivalence</p> <p>Trans positioning</p>

The most common shifts in the Rafhan jelly pack recipe are the primary difference in Urdu and English language structure. English has syntax as subject-verb-object while Urdu follows the subject-object-verb order. Due to which this is obvious that there will be structural shifts. Other than structural shifts, borrowing, equivalence and adaptation are also vivid. This can indicate that in the Pakistani context, we translate according to our cultural values and context. And Pakistanis being multilingual culture, have borrowed a lot of terms and words from other languages and, in

this case, from the English language because these particular words are not present in the Urdu language.

Ingredients Required

Ground / Minced Meat
1kg / 2.2lbs,
& 200g fat/suet,
minced twice

Green Chillies
2-3 tablespoons,
coarsely ground

Onion
1 small / 75g,
finely diced
(squeeze to
remove liquid)

Cilantro/Fresh Coriander
2 tablespoons,
chopped

Garlic Paste
2 tablespoons

Cooking Oil
½-1 cup
85-175ml

Shan Seekh Kabab Masala
1 packet

اجزاء درکار

قیر
ایک کلو اور ۲۰۰ گرام قیر،
دو دفعہ سٹن سے نکالا ہوا

ہری مرچیں
۲-۳ کمانے کے ٹپے،
موتی ہسی ہوتی
کئی ہوتی (پانی نچڑھیں)

پیاز
ایک سوجھوتی، باریک
کٹی ہوئی (پانی نچڑھیں)

ہر ادھتیا
دو کمانے کے ٹپے،
سٹنا ہوا

لہسن پیسٹ
۲ کمانے کے ٹپے

تیل
۱/۲ - ۱ کپ /
۸۵-۱۷۵ ملی لیٹر

شان سیکھ کباب مسالہ
ایک پیکٹ

STEPS OF COOKING

- Mix all the above ingredients **except oil** and run in a chopper for 1 minute. Set aside for about 2-3 hours.
- Add oil and mix well.
- Make small round meat balls. Thread each through a skewer. Flatten the grounded meat in a thin layer around each skewer with wet hand.
- Barbeque** on low heat of coal/gas grill (or in a hot oven 275°F). Periodically turn skewer, until the kababs change color. Do not over grill / brown the kabab.

Serving Suggestions: Serve with Shan Tamarind / BBQ / Green Chutney and onion salad.

شان املی / باربی کیو / گرین چٹنی اور پیاز کی
سلاد کے ساتھ پیش کریں۔

پکانے کا طریقہ

- ۱۔ اوپر دیئے ہوئے تمام اجزاء (علاوہ تیل) کو اچھی طرح ملا لیں اور چوپر میں ڈال کر ایک منٹ چلائیں۔ پھر ۲-۳ گھنٹے کیلئے رکھ دیں۔
- ۲۔ تیل شامل کر کے اچھی طرح گوندھ لیں۔
- ۳۔ قیتے کے چھوٹے گولے بنا کر سٹیخوں پر پرو لیں، گیلے ہاتھ سے قیتے کو سٹیخوں پر پتلا پتلا پھیلا دیں۔
- ۴۔ سٹیخ کباب کو کونکے کی بہت ہلکی آئینج پر یا (گرم ادون میں ۲۷۵°F) رنگ بدلنے تک سینکھیں، وقفے وقفے سے سٹیخوں کو پلٹیں۔ سٹیخ کبابوں کو زیادہ سینکنے سے گریز کریں۔

Urdu Text	English Translation	Shifts Identified	Translation Process
Ooper diye gye tmam ajza (ilawa tel) ko achi trhan mila lain or chopar me dal kr aik mint chlain.	Mix all the above ingredients except oil and put it in the chopar for 1 minute.	i. Mila lain has been replaced with one word-mix in translation.	Equivalence
		ii. Ooper diye gye has been replaced with one word-above in English.	Equivalence
		iii. Chopper remains chopar in Urdu, too, though with different	Borrowing
			Borrowing

		iv. Minute remains minute in English. spellings.	Borrowing
Phir 2, 3 ghante k lie rkh dain	Then set aside for two to three hours	i. Direct translation ii. Sentence structure changed	Direct translation
Tel shamil kr k achi than goondh lain	Add oil and mix well	i. Shamil kar kay has been translated as add instead of adding. ii. Goondh lain is translated as a mix which is a different word in English.	Adaptation Adaptation Equivalence
Qeeme k chote gole bna kr seekhon pr piro lain. Geele hath se qeeme ko seekhon pr ptla ptla phela dain.	Make small round meatballs thread each through a skewer. Flatten the grounded meat in a thin layer around the skewer with a wet hand.	i. Bna kr is translated as make. These are two different words. ii. Qeema is translated as grounded meat in English. iii. Piro lain is translated as thread.	Equivalence Equivalence Adaptation
Seekh kabab ko koyle k bht halki aanch pr ya grm ovan me rang badalne tuk senkain waqfe waqfe se seekhon ko pltain. Seekh kababon ko zyada senkne se gurez krain.	Barbeque on low heat of coal/gas grill or in a hot oven. Periodically turn skewer until the kababs change colour. Do not over grill/brown the kabab.	i. Barbeque is replaced with the whole phrase in the Urdu language. ii. oven iii. Periodically is used in the place of waqfe waqfe se in the Urdu language.	Trans positioning Borrowing Equivalence

In the Shan Seekh kabab recipe, the most shifts are because of the fundamental difference in Urdu and English language structure. Due to which this is obvious that there will be structural shifts. The most common structural changes seen in this analysis are borrowing, equivalence, Trans positioning and adaptation, which shows that we translate according to our cultural values and context in the Pakistani context. And Pakistanis being multilingual culture, have borrowed a lot of terms and words from other languages and, in this case, from the English language because these particular words are not present in the Urdu language. For example, barbeque, saucepan, chopper and minute. The least used process is a transposition. And as well as there is a literal translation which is the word to word translation or direct translation.

CONCLUSION

Translation serves as a link between different cultures by bridging the gap of the difference of language. The translator uses different types of translation shifts during the translation process, which Viney and Darblenet first identified. Some of the translators use Direct translation and, at other times, oblique translation. It can be said that different processes are used as per the cultural, semantic and linguistic needs. The present study indicates that the most common used shift is structural shift due to the sentence structure difference. Then borrowing, equivalence, adaptation, transpositioning and modulation have been used. So, one can say that translators have made most use of the Direct Translation method, but the Oblique technique has been used equally. This paper serves to pave the way for the researchers to explore translation analysis of texts other than literature and see how we are surrounded by the field of translation, which goes unnoticed. There is room to explore the translations provided on Menu cards, bank brochures and other advertisements. It is also interesting that the national recipe mixes kept their recipes in Urdu only though it's also used internationally. Some Arabic brands like Mehran kept their recipes only in English, catering to international audiences.

REFERENCES

- Alqunaibet, S.I. (2018). An Application of Vinay and Darbelnet's Translation Model to the English Translation of Ghassan Kanafani's Novel *Men in the Sun: A Descriptive Analytical Study*. Al-Imam Mohammad Ibn Saud Islamic University, College of Languages and Translation, Saudi Arabia. (Master Thesis). June, 2019, 1-90. DOI: <https://dx.doi.org/10.24093/awej/th.234>
- Arifiani, Y. (2016). An oblique translation procedure analysis on bad boy's Indonesia subtitle (Bachelor's thesis): 109026000084
- Asif Aziz, et.al A Comparative Analysis of English and Urdu Translation from the perspective of Vinay and Darbelnet's Model of Translational Shift. January 2021. *Linguistica Antverpiensia* 2012(1). <https://www.researchgate.net/publication/348321409>.
- Askayuli, T. (2014). Oblique translation of label collections at museum Nasional Indonesia (National Museum of Indonesia).
- Atmiyati. N and Basari. A (2015) An Oblique Translation Analysis in Bilingual Book *Qonita: Qonita di Rumah Tua into Qonita: Qonita in the Old House* by Setiawan G. Sasongko. Skripsi, Fakultas Ilmu Budaya.
- Catford, J.C. 1965. *A linguistic theory of translation*. London: Oxford University Press, 2000.
- Fathi, J., & Akbari, M. (2012). Structural Shifts in Translation of Childrens Literature. *International Journal of Linguistics*, 4(2). doi: 10.5296/ijl.v4i2.1911
- Fouad, A., & Sadkhan, R. M. (2015). *Translation Lexical Shifts in The Swing with Reference to Culture Specific Items*. ResearchGate.
- Koster, C. (2002). "The Translator in Between texts: On the Textual Presence of the Translator as an Issue in the Methodology of Comparative Translation Description." In *Translation Studies: Perspectives on an Emerging Discipline*, edited by Alessandra Riccardi, 24-37. Cambridge: Cambridge University Press.
- Herman, M. (2014). Category shifts in the English translation of *Harry Potter and the Philosopher's Stone* movie subtitle into Indonesia (an applied linguistics study). *IOSR Journal Of Humanities And Social Science (IOSR-JHSS)*, 19(12), 31-38.

- Mehmood, Nasir. Umar, Hazrat. Exploring the Invariant Core: An Analysis of Multiple Translations of a Selection from Iqbal's Shikwah. *Bāzyāft-37* (July-Dec 2020) Urdu Department, Punjab University, Lahore
- Sharei, V. (2017). A Comparative Study of the Strategies Employed in "The Old Man and the Sea" Translated from English into Persian on the Basis of Vinay and Darbelnet's Model. *Theory and Practice in Language Studies*, 7(4), 281–286. doi: <http://dx.doi.org/10.17507/tpls.0704.06>
- Sipayung, K. T. (2018). The Impact of Translation Shift and Method on Translation Accuracy Found at Bilingual History Textbook. *Jurnal Humaniora*, 30(1), 58. doi: [10.22146/jh.v30i1.27754](https://doi.org/10.22146/jh.v30i1.27754)
- Vinay, J. P and Jean D. (2000). *Comparative Stylistics of French and English. A Methodology for Translation*, trans. Juan C. Sager and M.-J. Hamel. Amsterdam and Philadelphia: John Benjamins