



CATHOLIC UNIVERSITY OF SANTIAGO OF GUAYAQUIL

**FACULTY OF ARTS AND HUMANITIES
SCHOOL OF LANGUAGES: MINOR IN TRANSLATION**

TITLE:

**ANNOTATED ENGLISH TRANSLATION OF THE
INFORMATION AVAILABLE IN THE AREA "10.000 YEARS OF
ANCIENT ECUADOR", AS A CULTURAL CONTRIBUTION TO
THE SIMON BOLIVAR CULTURAL CENTRE (MAAC)
LOCATED IN GUAYAQUIL**

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FOR OBTAINING A BACHELOR DEGREE IN ENGLISH
LANGUAGE AND LINGUISTICS WITH A MINOR IN
TRANSLATION**

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CERTIFICATION

We certify that this project was presented by Maria Andrea Noblecilla Matamoros and Diana Cecilia Aldeán Luzón, as a requirement for obtaining a **Bachelor's Degree in English Language and Linguistics with a Minor in Translation.**

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María Noblecilla Matamoros / Diana Aldeán Luzón

DEDICATORY NOTE

I dedicate my graduation project to my family.

A special feeling of gratitude to my loving mom, Elizabeth, whose words of encouragement and wisdom rang in my ears.

María Andrea Noblecilla Matamoros

I dedicate this work to my family.

My parents and daughters that always encouraged me to achieve goals and accomplishments in life.

Diana Cecilia Aldeán Luzón

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ABSTRACT

The Simon Bolivar Cultural Center is one of the most important integrated museums of Guayaquil, which in recent times has aimed to reach a bigger amount of public to accomplish its mission as an ambassador of the Ecuadorian culture. In spite of its efforts, the Museum has left aside a tool which, if properly used, might be vital for accomplishing its goal. This tool is the translation of the exposition "10.000 Years of Ancient Ecuador". As it shall be explained below, the translation of this source of cultural information can play a meaningful role in the management of the museum, and for such purpose, it is necessary that the exhibition discloses its contents in more than one language. Aiming to make a well-achieved contribution by means of this project, we have proceeded to make a compilation of information related to the museum and the translation of cultural references, the translator's role within the management of the museum and the translation theory in cultural contexts. All of this was made with the purpose of reaching the appropriate impact to improve the mission of the Cultural Center, analyzing, during the process, the key ST and TT characteristics that a translator must take into account when rendering an acceptable transfer in the cultural and historical area.

Key Words: Translation tools – Cultural references – Translator's role – Culture – History – ST (Source Text) – TT (Target Text)

INTRODUCTION

We as the authors of this project have strived to make people realize the importance of having the history of Ecuador translated into a lingua franca, so as to boost Ecuadorian identity. Furthermore, it is also important to know the background of the exposition. The exhibition was born as “Ancient Ecuador”, it was organized by The Field Museum of Natural History in Chicago and received funds from the National Endowment for the Humanities in Washington. The exposition was exhibited from April to August 1975, and later was held at the following institutions: Center for Inter-American Relations, New York (September – November, 1975), William Rockhill Nelson Gallery and Atkins Museum of Fine Arts, Kansas City (January – February, 1976), National Museum of National History, Washington (April – August, 1976), Krannert Art Museum, Urbana (September – October, 1976), The Heard Museum, Phoenix (December 1976 – January 1977), Minneapolis Institute of Arts (March – May, 1977). Hence, as we can notice, from the beginning, the purpose of the exhibition was for it to become a travelling exhibition and to emphasize the influence of indigenous inhabitants in the emergence of the Formative culture from the New World. As well as, the exposition helps to promote the acknowledgement of the variety, beauty and attractive qualities of the ancient Ecuadorian art. Once introduced the beginnings of the exhibition, our project leads us to a general topic which is to encourage tourist and cultural awareness. Therefore, to support our concern we are giving some brief facts about museums.

Museums, with their famous collections of artwork and historical artifacts, are major attractions for international visitors and help to boost tourism. Indeed, there are facts showing the increasingly growth of tourist influx that benefits our economy. As such, a number of initiatives were implemented in 2010 and 2011 in order to capitalize on the strong potential presented by the tourism demand, including the elimination of visa restrictions and increased levels of advertising within foreign countries. Tourists from other Latin American countries have been identified as a priority among Ecuador's travel accommodation and travel retail companies. The launch of aggressive promotional campaigns in Ecuador and abroad by the Ministry of Tourism have been crucial for attracting a high number of tourists to the country as well as encouraging domestic travel and tourist activity in 2012. A new logo and slogan highlighting the country's diversity are expected to bring even stronger results in the near future as Ecuador's travel and tourism attract millions of people from abroad, especially from existing major source countries such as the US as well as countries with high growth potential such as Germany. All these statements support the main idea of the topic that means that an accurate translation of museum materials is a key element in drawing worldwide attention to our museums and their exhibitions.

STATEMENT OF THE PROBLEM

This is an applied research project whose topic is *Annotated English translation of the information available in the area “10.000 Years of Ancient Ecuador”, as a cultural contribution to the Simon Bolivar Cultural Centre (MAAC) located in Guayaquil.* This museum presents archaeological, historical and cultural material about Ecuador in our native language, which is not suitable for foreign tourists who do not speak Spanish but have knowledge of the English language; reason why English speaking visitors are not able to appreciate the information being limited to just observing. Furthermore, the educational institutions might benefit from this cultural contribution, insofar as they improve the quality of bilingual learning skills. Therefore the availability of an English translation of the area called “10.000 Years of Ancient Ecuador” would be favorable.

OBJECTIVES

General Objective

- Encourage tourist and cultural awareness in Ecuador by providing a translation proposal for the area called “10.000 Years of Ancient Ecuador”, located at Simon Bolivar Cultural Centre in Guayaquil.

Specific Objectives

- Demonstrate that in order to pull in the crowds from around the globe, we first need to let tourists know what our museums offer.
- Provide a source in the practice of English skills for bilingual primary and high schools that visit the museum.
- Determine that the lack of an English version of the information provided in the museum has a negative impact in the number of visitors that the museum receives every year.
- Offer a source of information for external agents that will boost Ecuadorian tourism.

CHAPTER I

LITERATURE REVIEW

1.1. Conceptual Framework

In this chapter we will strive to make our reader understand our interrelated concepts, which are explicit and underline the essence of the project. This conceptual framework has been organized in an easy manner in order to dictate the direction of the literature review.

1.1.1 Translation

Eugene Nida (1984), defines translation as, *“Translation consists in reproducing in the receptor language the closest natural equivalent of the source language message, first in terms of meaning and secondly in terms of style.”* In other words, it means that we as translators or interpreters are mediators. According to Aiwei Shi, M.A. in English Linguistics and Literature, the ancient Chinese referred to the translator as a “match-maker” or “go-between”, and translation as a medium through which both parties finally understand each other, though it was not considered a highly-valued profession. Obviously, the translator should not only have a bilingual ability but also a bi-cultural vision. Translators mediate between cultures (including ideologies, moral systems and socio-political structures), seeking to overcome those incompatibilities which stand in the way of transfer of

meaning. What has value as a sign in one cultural community may be devoid of significance in another and it is the translator who is uniquely placed to identify the disparity and seek to resolve it. So we can state that nowadays is widely-known that translation is an interaction. Aiwei Shi – English Linguistic and Literature (1981).

1.1.2 Annotated translation

According to M. Phil, a professor of Literary Translation from the University of Dublin, an annotated translation “should have a brief introduction presenting the text, indicating its interest, and explaining what kinds of difficulties it might present. Getting this introduction “just right” is important: almost any author of interest will have some pages devoted to him/her by standard reference works, and clearly, little credit will be given for a lengthy transcription of widely available material.” On the other hand, he also stands that “where the source text is in any way uncertain, an explanation should be provided of which text has been used, or how it was determined. The introduction might well address the problem of what a translation is, dealing with some theoretical points, and suggesting particular problems inherent in translating between the two languages concerned, or dealing with the text type. In the main body of the translation, the source text and the translation should appear on facing pages, with notes at the bottom of the page. It seems likely that majority of the notes will be on the translation side”.

However, the original text may be annotated also, especially with regard to grammatical difficulties or ambiguities. In general, footnotes should be

preferred to end-notes. Where the text has already been translated, especially if it has been translated more than once, the notes may also provide examples of the other versions, with criticism. It is entirely appropriate to refer to theory in footnotes, where this provides a clue to the justification of a certain approach. In the calculation of the length of an annotated translation, all the material should be included, except the source text. M. Phil (1989).

1.1.3 Museum marketing material

As our project relies on the need to boost international tourism, this concept has a fresh and modern view by means of the new technological advances and ways to attract visitors around the world. So that, museum's administrators need to enhance this tools to improve their industry. First, we need to understand word by word this concept. Marketing, what is marketing in this field?.

According to Ruth Rentschler, Anne-Marie Hede in their book *Museum Marketing - Competing in the Global Marketplace* (2007), "*marketing in museums is in a period of major reassessment; this change in the purpose and priorities of museums has impacted on the nature of museum marketing*". The recognition of new museum roles and the need to appeal to differentiated audiences has created new challenges. Therefore, we can realize that while many major museums are known for their vast, permanent collections of art and artifacts, smaller museums can also draw in a large

number of visitors with specialized exhibits or temporary, big-name shows, by using an accurate marketing of their offerings.

1.1.4 Target Audience

According to the terminological and linguistic database of the Canadian Government, *target audience* “*is the group or individual to whom communication about an issue or event is directed*”. As well as, a Business Dictionary online defines the target audience “*as a particular group of people, identified as the intended recipient of an advertisement or message, also called target population*”. In other words, as we have studied and work with this term our whole career, we can give a more complex definition. So, in the field of translation a target audience needs to be studied and identified, by means of gender, age, occupation, marital status, education, etc. So as to make sure our message is being seen and heard by the people most likely to be interested in our product, work etc.; we need to think about the visitors we want to attract to our place. As much as we would like to think so, not everyone is going to be equally interested in our topic or in this case, in our exhibition. Therefore, the question of who is most likely to be interested in what we have to offer. There are different groups or market segments, such as demographics and psychographics. Our project, partially, develops itself in the field of tourism, so we focused on people who demographically come from countries where English is their native or second language. On the other hand, we focused on people whose status, education and cultural needs are very sophisticated, people who love arts.

1.1.5 Equivalence

In the definition provided by the Oxford Dictionary we can find, *equivalence (noun) the condition of being equal or equivalent in value, worth, function, etc; equivalent is defined as: 1) (Adjective) equal in value, amount, function, meaning, etc. 2) (Noun) a person or thing that is equal to or corresponds with another in value, amount, function, meaning, etc.*

For the purposes of this project we have found several difficulties in terms of equivalence due to the cross-cultural situations implied. Therefore, to translate while trying to reach equivalence is a central issue. We have found some different theories of this concept: *Nida* described two different types of equivalence: formal equivalence and dynamic equivalence. The former one “*focuses attention in the message itself, in both form and content*”. The second one is based upon “*the principle of equivalent effect*” *Nida* (1964: 159). Formal correspondence consists of a TL item which represents the closest equivalent of a SL word or phrase. *Nida and Taber*, make it clear that “*there are not always formal equivalents between language pairs*. They therefore suggest that *these formal equivalents should be used wherever possible of the translation aims at achieving formal rather than dynamic equivalence*”. “The use of formal equivalents might at times have serious implications in the TT since the translation will not be easily understood by the target audience”. (Fawcett, 1997).

Dynamic equivalence is defined as a translation principle according to which a translator seeks to translate the meaning of the original in such a way that the TL wording will trigger the same impact on the TL audience as the

original wording did upon the ST audience. “Frequently, the form of the original text is changed; but as long as the change follows the rules of back transformation in the source language, of contextual consistency in the transfer, and of transformation in the receptor language, the message is preserved and the transformation is faithful” (Nida and Taber, 1982: 2000).

1.1.6 Target Language

According to the American Heritage Dictionary: a target language is, *1. The language into which a text written in another language is to be translated.*

2. A language that a nonnative speaker is in the process of learning.

Focusing our view towards the translation field, we highlight our definition explaining the reason why an individual learns a target language; it can be due to personal reasons, social, educational or professional. To some extent, the decision is also determined by the space it occupies and the prestige the TL has in society and at the time in question, in media, politics, administration, etc.

For example, for several centuries, Latin played an important role in the world (especially in Europe), in fact nowadays is still being used for international nomenclature of animals and plants. Of course nowadays, we can find other languages, such as English, French, and German.

Being these the ones that lead the international relations in culture, commerce, politics, etc. So now these are the target languages most studied in the world.

1.1.7 Style

According to, *The Technical Writer's Handbook – Writing with Style and Clarity*. Matt Young (1989), "We call style to the particular use of structures and writing devices (e.g. length of sentences, complexity of sentences, i.e. use of co-ordination or subordination, etc.) which identify a group of texts, e.g. letters (epistolary), newspaper (journalistic), novels and short stories (literary), etc. Here we can also identify the use of devices which have a particular impact on the text, e.g. repetition of words, use of metaphors, use of reported speech, etc".

1.1.8 Names and titles

According to *The News Manual*, a professional resource for journalist and the media, there is still a debate about the need or otherwise of translating names from one language into another. For example, would you retain the English title "Education Department" or translate it into something like "office for schools"? Of course, a lot depends on how the rest of your community uses the term. There are two ways people use names (or titles). The first is to identify the place or person, the second is to describe their function. It is usual to leave names untranslated which act as signposts for people, but translate those names which describe a function. For example, you would not translate the word "Baker" in the name "Baker Street", because it acts as a signpost, but you would probably translate the name "Police Station".

1.1.9 Register

Every native speaker is normally in command of several different language styles, sometimes called registers, which are varied according to the topic under discussion, the formality of the occasion, and the medium used (speech, writing, or sign). Adapting language to suit the topic is a fairly straightforward matter. Many activities have a specialized vocabulary. If you are playing a ball game, you need to know that 'zero' is a duck in cricket, love in tennis, and nil in soccer. If you have a drink with friends in a pub, you need to know greetings such as: Cheers! Here's to your good health!. Other types of variation are less clear-cut. The same person might utter any of the following three sentences, depending on the circumstances:

I should be grateful if you would make less noise.

Please be quiet.

Shut up!

Here the utterances range from a high or formal style, down to a low or informal one, and the choice of a high or low style is partly a matter of politeness. (Jean Aitchison, *Teach Yourself Linguistics*. Hodder, 2003).

1.1.10 Idiomatic Expressions

According to Random House Dictionary, idiomatic expressions “*are common phrases that are used instead of the direct style. The individual words into the phrases are not correlated to its meaning*”. So what we have learnt is that each language has its especial idiomatic expressions, making it hard for

nonnative speakers to reach a good translation. Also, to learn idiomatic expressions from another language can be a guide to understand the humor and character from that culture.

1.1.11 Translation Techniques

During the transfer of a message from one language to another, most of the time we find clauses that cannot be translated literally. Unfortunately, there is not a magic formula for that problem; however, there is a group of techniques that we have learnt in our classroom that can give us a clear idea of the changes that a translator must take into account. However, besides the existence of these techniques we should be aware of culture, space and time of the two languages in question. The following are the most useful techniques:

Addition or Omission: from the grammatical-structural point of view, addition and omission is used to preserve an idea. Omission is most frequently used in the translation from Spanish to English, and the addition is used in the translation from English to Spanish. (Graphic 1)

Explicitation: with this technique we make explicit in the target language what is implying in the source language, or vice versa. (Graphic 2)

Adaptation: every culture has a variety of situations, activities and symbolism to which is assigned a social signification. The translator has to adapt these elements from one culture to another, for example:

- At Hispanic countries we say that a cat has seven lives, on the contrary at Anglo-Saxon countries a cat has nine lives.
- In the Hispanic culture, Tuesday 13th is a symbol of bad luck, while in the Anglo-Saxon it is on Friday 13th.
- “Día de Reyes” = Magi Day
- The word “compadre” in Spanish lacks of equivalence in English.

1.2. Referential Framework

At this point of our research, we need to base our investigation with the existing knowledge we already have, considering the backgrounds in which we explain in details which should be the steps to take in order to provide a translation of quality. And to further extend, to contribute culturally in the development of tourism of quality for visitors who come with great expectations, eager to know about our culture. This leads us to introduce our translation of the “10.000 Years of Ancient Ecuador”. Which are the tools needed? Which are the steps taken by a professional translator? We would answer these questions, but not before mentioning some facts about the role of a translator. He/she is a cross-cultural communicator, a bridge between cultures, a necessary mediator. As our project is about history and archeological artifacts, but at the same time all the information is contained in a museum it has indeed tourist purposes. So we need to develop ideas in terms of tourist material. As it is one of the categories of the texts. According to Newmark, “*texts have expressive, informative and vocative functions and no text and very few sentences are undiluted among them*”. A text tends to

have one leading function with the other two as supplementary. For example, the main function of literary texts is expressive, while “informative” and “vocative” serves as the supporting function. Then what is the main function of tourist material? It should be vocative. Because the purpose of tourist material is to draw visitors, to raise their interest of touring, at the same time to help them understand Ecuadorian history and culture better. However, this purpose can only be obtained under the prerequisite of sufficient information.

As readers we all hope to get the relevant information and background knowledge of the tourist destination before making a decision to tour or visit, therefore being informative is also an important function of tourist material. However, that relies on the responsibility of the representatives to promote tourism towards Ecuador. So, the relationship is that informative is the prerequisite while vocative is the purpose. In other words, the function of tourist materials is to widen visitors’ knowledge about Ecuador. So the exposition of “10.000 Years of Ancient Ecuador”, may also raise their interest of traveling through the introduction and publicity of tourist resources. Serving as a guide to tourists, it helps them to make choices and arrange travel activities. The ultimate purpose of tourist materials is to motivate them to come to Ecuador through the transmitted message. The translation of tourist materials is a kind of advertising translation, as well as, history material has informative and educational purposes. The essence of this information is that translators should attempt to produce the same effect on the target language readers as the one that is produced by the original on the source language

readers. Because of the cultural differences between the south and the countries where English is spoken, there is a discrepancy in understanding the same materials. Therefore translators should adopt proper methods to adjust the version, giving priority to the understanding of translated version and helping readers apprehend the materials. Tourist material is a kind of practical type of writing. In addition to its practicality, knowledge and conciseness of language, it is usually descriptive. As tourist material is for the specially designated readers, the intuitive effect of language must be taken into consideration. In other words, readers can get the image while reading, their interest can be aroused. According to Dr. Lauro Zavala in his seminary of Museology Narration, the language features will usually be found as the following in some of the Ecuadorian tourist materials:

- (a) Metaphor, antithesis is normally employed and widely preferred for its level and oblique tones, smoothness in syllable, harmony in rhyme.
- (b) Use of classical writing pattern so as to make language elegant and grave, adding literary grace.
- (c) Quotation of exquisite lines to help tourists enjoy beautiful scenery.

From the illustrations above, we can perceive that the writing of tourist material in Ecuador is quite different from that of English-speaking countries, which are relatively more frank. So when dealing with flowery descriptions or

hard allusions, devices like deleting and paraphrasing should be employed to make versions concise and understandable. Besides that, Ecuadorian characteristics are generally pictographic, which might lead Ecuadorian people to be used to thinking in terms of images, while native speakers of English are used to logical thinking for their formative language. Therefore, the former, prefer using metaphors to write vividly and impressively, on the contrary, the latter would rather relate facts than describe them in magnificent language. Moreover, scenery in history material is not merely a description of natural or archeological pieces scenery. More often, it permeates with the historic site, such as anecdotes, legends, and inscriptions by personages as well as classical objects of unique architecture. To put it properly in another language is by no means an easy job. Through explanations or analogy of those Ecuadorian-unique cultures, foreign readers may find more interest in Ecuadorian's culture and their motivation to visit Ecuador may be raised.

Deliberately, we have talked about culture, history and tourism. However, people have various interpretations about culture. Different studies have given more than 250 definitions of culture from different aspects. The widely accepted definition was given by the British scholar E.B. Tylor in 1871: "Culture is a complex integrity, which includes knowledge, belief, art, moral, law, custom and any other ability and habit which people obtain as the member of the society". Cultures differ from one another in degrees, along several dimensions. Anthropologists have shown us that the world is divided into cultural areas. Within these areas interaction should be easier, provided

that the same response is adequate. If the same situation calls for a different response, the fact that two cultures belong to the same cultural area may lead to difficulties (Triandis 1972:347). There are three common features typical of all cultures: comprehensive, dynamic and distinctive. It is specially, a comprehensive system consisting of various aspects of the society in which it functions. The components of a culture include both, material and moral, concrete and abstract, surface and deep elements, which are interdependent on one another. The lack of any one of these factors will inevitably affect the culture as a whole. Besides, a culture has some dynamic qualities, which are reflected in such term as “learned”, “acquired”, and “knowledge”. Rather than something one is born with, a culture is a set of action and behavior patterns gained through postnatal learning. Tourism belongs to the culture category; it is a part of it.

According to Thomas Tolnai’s blog, *Attempting to define culture*, on January 11th, 2012, he attempts to define “what is culture”?:

Culture is Language: Nothing defines better culture than language. Because language is culture in the strictest sense. It synthesizes every aspect of a culture. All words with no exception have a cultural load because they are the product of culture. Language is the most accurate mirror for culture. Besides, no-one can pretend to be part of a certain culture unless that person actually speaks the language of that particular culture.

Culture is history: All humans are historical beings, in the sense that they internalize the tradition/history of a culture through their language, way of thinking and their world view. Their cultural identity has been shaped by the many previous generations and their actions. This does not mean, of course, that one needs to have all his/her ancestors of a certain origin. As said earlier, culture can be acquired through language or, to be more precise, through proper communication using a language with people belonging to the same culture.

Culture is History: History with capital H. This time History refers to all the past events, personalities, works of art etc. of a culture. They make up the heritage of a culture.

*Culture is Communication: In her book *English Meaning and Culture* (2006), Anna Wierzbicka tells the story of Abraham Rihbany, a Syrian linguist who moved to the United States and who studied the different patterns of communication according to culture. The main thing he noticed when he compared American (Western) culture to Arab (Eastern) culture was that while the Western world cherishes a straightforward, direct communication – never meaning more or less than they say -, the Arab world uses a different approach. In their acts of communication they always say more than they mean. Thus, for instance, they have the tendency to exaggerate whenever they wish to*

compliment someone (which might seem quite embarrassing for a European or an American).

Culture is Geography: The territory inhabited by a culture has without any doubt a strong influence on the latter. It influences greatly the activities and the way of life of a culture. A good example is the way in which certain concepts are reflected in language. For instance, since the activities of Romanians were highly linked to nature due to the relatively mountainous landscape of the country, Romanian language perceives the elements of nature in a very complex manner. Thus, while the majority of languages have only one word for the concept [tree], Romanian has three words for the same concept: [arbore], [copac] and [pom]. The word [arbore] refers to the general category of tree, [copac] refers to all the trees which do not bear fruit, while [pom] refers to the trees which bear fruit. This is only one of the many examples.

Indeed, Ecuadorian culture has given birth to Ecuadorian tourism, which in turn, has exerted influence and effect on culture. They have closely related to each other. Such relationship has found expressions in politics, economy, philosophy, religion, society, folklore, arts, etc. Although they are closely related, tourism culture appearing as a term is a matter of regency. American scholar Robert Makingti and Xikent Gilbert were the first to define “*tourism culture*” in their collaborated “Tourism Subject: Essence Practice Principle”, in

which the term was served as the title of a chapter. They pointed out that “Tourism culture actually summarizes all aspects of traveling, through which people get to know each other’s life and thoughts. It is the sum of phenomena and relationship produced in the course of attracting and receiving visitors and tourists as well as among visitors, traveling facilities, host countries and receiving group”. Just as people have different understanding to the definition of culture up to now, there is not at all surprise to the indefinite of the concept of “tourism culture”. What is worth mentioning is that travel itself is a kind of cultural phenomenon, which can best embody a country’s cultural quality.

Tourism displays itself fully in Ecuador’s social organization, human relations, belief, mythical thinking, religious sentiment, philosophical concept, wizard superstition; production activities, artistic creations as well as folklore in life. The characteristics possessed by tourism culture challenge us to bring Nida’s dynamic theory to our attention. Being aware of the cultural difference between nations and trying to reduce it to the minimum, Nida points out: “The provision of culture conditioning always implies the entire problem of the extent to which certain adjustment can and should be made in the transfer.” (Nida,1982:110). It means viewing from the factors of the receptors, if the cultural difference is too big and cannot be comprehended by readers of receiving countries, adjustments are essential. In the following part, we will discuss it in detail according to the contents of tourism culture. But, from the analysis above, we can notice that foreign readers are quite different from

our Ecuadorian readers, yet they are all exposed to the same history - tourist scenery. Then, translation just serves as the medium that transmits message from source to receptors; making readers of target language have the same effect with readers of source language. Therefore, Nida's theory is naturally employed. Here we present some suggested methods for the translation of tourist and history materials:

Addition: is used when background information like names of persons or places of historical incidents, literary classics is mentioned in tourist-history material. As Ecuadorians readers may know them well, there is no need to explain them in the Ecuadorian materials, yet to foreign visitors it is necessary to make additions to help them understand the content better.

Explanation: is made to some words, phrases, and sentences so as to help foreign readers understand the introduction easily and at the same time make it more delightful and readable.

Analogy: The long and splendid Ecuadorian history has made the majority of the scenery labeled with traces of different periods of time. In translating, using analogy can shorten the distance between foreign readers and the Ecuadorian culture. That is to say, using their familiar things to compare and to interpret the different objects, making them feel close to the objects, so as to stimulate their interest in touring.

Deletion: Deletions are usually applied to the quoted content of literal quotations. In tourist introduction, normally poetry, folklore, classics are quoted. These artistic creations are the art treasure characterized by the Ecuadorian population. Using them in Ecuadorian introduction can surely add beauty and vividness, which can deepen readers' impression of the content so as to enable them to appreciate the beauty more effectively. Nevertheless, sometimes things may not be the same case with foreigners due to different ideas, and aesthetic standards. They always feel hard to appreciate the beauty and will lose interest in reading. For translators, translating poetry itself presents a challenging job and the Ecuadorian legends and classics are hard to give a clear account of cause and effect within the limited space.

Paraphrase: When the words, phrases, sentences in the original are too difficult to understand, paraphrase should be applied. That is to say, using more commonly used words to render the original, yet the meaning is retained.

Rewriting: The strategy of rewriting refers to rearranging the contents or the structure of the source text. It is desirable in cases where the source texts are badly written or unsuitable for translation. There are many other rules and tools from which we can have a precedent and

provide a better performance in the translation, but we would study them in deep in the development of the translation itself.

As a result, in our country, since the economic reform and opening to the outside world, more and more foreign visitors are coming to Ecuador. Therefore, it becomes all the more important to render the tourist materials well. Translation, composed of many elements, is a multi-dimensional, multi-level dynamic process. Therefore, translation should be treated from different angles and different levels instead of a one-sided view. As a result, translation criterion should be chosen in light of different texts. The translation of tourist-history materials is a kind of advertising translation as it gives information to the outsiders. The essence of it is that translators should attempt to produce the same effect on the target language readers as that is produced by the original on the source language readers. The function of rendering tourist materials is to widen foreign readers' knowledge, inspire their interest in traveling or visiting through the introduction and description of the tourist scenery. The ultimate purpose of rendering tourist materials is to motivate them to come to Ecuador through the transmitted message. Tourism is a kind of cultural activity which is characterized by its distinctive nationality. Translators can neither avoid nor surpass the cultural differences reflected in tourist material translation. In order to transmit the message correctly, they should adopt proper measures to lay emphasis on the translated version, making it easier for foreign readers to understand.

1.3. Theoretical Framework

As we are studying to become English translators, our contribution to the museum will be as mentioned before the translation of the information contained in the area “10.000 Years of Ancient Ecuador”. Of course our language involved is English. Then, why is English important? Why do we want to have the information in English? How many people speak English around the world? Here we present some data found at the British Council web page:

- English has official or special status in at least seventy five countries with a total population of over two billion.
- English is spoken as a first language by around 375 million and as a second language by around 375 million speakers in the world.
- Speakers of English as a second language probably outnumber those who speak it as a first language.
- Around 750 million people are believed to speak English as a foreign language.
- One out of four of the world's population speaks English to some level of competence; demand from the other three-quarters is increasing.

So, English is a universal language, is the most feasible and easy to learn language. This leads as to the question of what do people use English for?

- English is the main language of books, newspapers, airports and air-traffic control, international business and academic conferences, science, technology, diplomacy, sport, international competitions, pop music and advertising.
- Over two-thirds of the world's scientists read in English.
- Three quarters of the world's mail is written in English.
- Eighty per cent of the world's electronically stored information is in English.
- Of the estimated 200 million users of the Internet, some thirty-six per cent communicate in English.

How many people are learning English?

- By the year 2012 it was estimated that over two billion people learnt English.
- At any one time there are 130,000 students learning English and other skills through the medium of English.

What economic benefits can an English translation provide to Ecuador?

- The English language makes it possible for Ecuadorian companies to develop markets, sell into them and form commercial alliances; it brings direct benefits through the supply of English teaching goods and services.

What other benefits does English have for Ecuador?

- Tourists are encouraged to visit Ecuador.
- Businesspeople are encouraged to invest and build partnerships with Ecuador.
- People are encouraged to watch Ecuadorian films, read books by Ecuadorian authors, and listen to Ecuadorian radio and popular music.

In fact, there is a growing of English proficiency countries, according to the EF English proficiency index, the world's most comprehensive ranking of English ability, which is a consultancy and survey company that in a recent publishing in Zurich, Switzerland, on 5 November 2013 stated that: "Comparison of countries with their neighbors, trading partners, and rivals provides a fascinating study in divergent national priorities and educational policies worldwide," said Dr. Christopher McCormick, Head of EF's Academic Affairs and Research Network. "We found that by engaging in a national dialogue about English, stakeholders can help align goals, improve incentives, and focus on teaching English for communication. The economic impact of such a coordinated program is clear."

The survey drop accurate information for this year's country rankings which are based on tests taken by 750,000 adults from 60 countries in 2012. The analysis of evolving English proficiency over a six-year period (2007 to 2012 inclusive) uses test data from nearly five million adults. (Graphic 3)

Key findings include:

- Some Asian countries, in particular Indonesia and Vietnam, have transformed their English proficiency over the six-year period. China has also improved, although less dramatically. Japan and South Korea, despite enormous private investments, have declined slightly.
- Across the board, English language skills are improving in the BRIC countries (Brazil, Russia, India, and China). This year, India and Russia have moved ahead of China, and Brazil is closing in fast.
- While the rest of Europe is already proficient in English or steadily working towards that goal, France is on an entirely different trajectory. The seven countries with the strongest English are all small European nations, whose size compels them to adopt an international outlook.
- The Middle East and North Africa are the weakest regions in English. These oil-rich nations have staked their futures on developing knowledge economies before their oil production peaks. An exception to the region's lackluster performance is the United Arab Emirates, which has improved significantly.
- Turkey has improved the most of any nation over the six-year period. This is a positive trend, coming as the country continues to develop according to a number of economic factors.
- Poland and Hungary have made tremendous progress in learning English. These new English skills are an important step towards building the knowledge economies they aspire to have.

- Poor English remains one of the key competitive weaknesses of Latin America. Brazil, Colombia, Peru, and Chile have improved, but they still lack the large base of competent English speakers necessary for a globalized workforce. Some countries in the region, including Mexico and Guatemala, have declining English proficiency.

So we can appreciate that English has a dominant position in science, technology, medicine, and computers; in research, books, periodicals and software; in translation business, trade, shipping, and aviation; in diplomacy and international organizations; in mass media entertainment, news agencies, and journalism; in youth culture and sport; in education systems, as the most widely learnt foreign language. Whereas in earlier historical periods other languages have spread over large areas for certain purposes (often commercial or religious), the spread of English is unique, both in terms of its geographical reach and as regards the depth of its penetration, the novelty and distinctiveness of the increasing spread of English in recent decades is analyzed as follows by the first director of the Center for Applied Linguistics in Washington. "The spread of English is as significant in its way as is the modern use of computers. When the amount of information needing to be processed came to exceed human capabilities, the computer appeared on to scene, transforming the process of planning and calculation. When the need for global communication came to exceed the limits set by language barriers, the spread of English accelerated, transforming existing patterns of international communication (Ferguson 1983).

English has been successfully promoted, and has been eagerly adopted in the global linguistic marketplace. If the widespread use of English makes it an international language, it does not mean that everyone who speaks English will behave like Americans, Australians, Canadians, or so. The worldwide spread of English should by no means be considered as a homogenizing factor, which causes cultural differences to disappear. Rather the ever-increasing use of English throughout the world offers a medium to express and explain these differences. In an English native speaking country such as Australia, it is not difficult to notice the difference among native speaker news announcers reporting for the national or local channels. To be brief, it seems clear that in using English as an international language, there is no need for the user to be like a native speaker of English. In such a condition English can be taken as a means of expressing the speakers' culture, not one for imitating the culture of Great Britain, the U.S. or any other English speaking country. Since such condition the interlocutors come from different cultures no special culture can be imposed. Perhaps in using English internationally, cultural awareness and appreciation of cultural differences on the one hand and the attempt to develop intercultural competence on the other, can lead to more successful and effective communications. Unfortunately, so far having said all this, it is upsetting that even now that we are reaching a high technological level in the history of the world and that every aspect of our daily lives are been globalized in terms of communication and social developments it is not reasonable such a negligence, given the fact that we need to be at the same level with other

globalized communities and to continue developing to reach such standards of quality, so us to be consider as a role model country. Therefore, it is to a large extent very important for representatives of the Ministry of Tourism to take this subject quite serious if we want to be a country of exportation. Also, it needs to be considering that giving support to the translator's job can lead us to break cultural barriers as well as giving us more opportunities. What if the country does not count with the translation of specific tourist areas that are the key boosting factor to make economy through tourism incomes?

According to *El Tiempo* newspaper, September 2012: "Ecuador was praised in terms of sustainability tourism by the TWO (Tourism World Organization)". In 2011 the Andean country received 1.14 million foreign tourists, 9% more than in 2010, and so far last year that figure has increased by 15%, according to government data. How to promote a 'conscious' and sustainable tourism was precisely the topic of the Congress of Ethics which opened last year in Quito after the closed-door meeting of the WTO Commission for the Americas. In that sense, Rifai said that "a tourism that does not contribute to build a better place is not a tourism which worth keeping". By his side, Freddy Ehlers, Minister of Tourism of Ecuador emphasized that the visit of foreign citizens can contribute to the conservation of forests and animals. Foreigners coming to Ecuador are mainly from Colombia, USA, Perú and the European Union. And what are tourists looking for in Ecuador? By consideration of the government, the main attractions include the Historic Center of Quito, cataloged as a Cultural Patrimony of Humanity by Unesco, the route of the

volcanoes, activities linked to the route of the train that is in the process of reactivation and attractions related to the sun and the beach on the coast. In addition, Falconí stated that, 10% of foreign visitors who come to Ecuador make it to visit the Galapagos Islands. Between 2012 and 2013 the number of foreigners' visitors increased. A number of 136.799 tourist arrived to the country. Making a comparison with 2012 in which 122.790 entered to the country. (Graphic 5).

CHAPTER II

2.1 METHODOLOGICAL FRAMEWORK

This chapter is a gathering of information used to direct the collection of the data. A variety of sources were researched to achieve the objective of developing a well-integrated result. As we have strived to manage coherence between the ideas of a bilingual-tourist attracting museum, there is information of how many people visit the museum (Graphic 4), a survey of the importance of having the museum's information in English, and an interview carried out by a local channel called *Telerama* to one of the members of the museum management.

2.1.1 The Linguistic field of the text

The text presented in the area of the exhibition in question is merely narrative, but a non-literary text. We could realize that the exhibition pretends to explain the history of the archeological artifacts using the narrative as a short tale, and at the same time being interactive. We have categorized the linguistic field of the text as narrative, as its definition supports itself. Narrative text consists of words that are ordered to tell a story or explain a course of events. So the text of the exhibition was prepared by Doctor Jorge Marcos, a scientist and archeologist. And he strives to guide us through the history of the ancient Ecuador. The exhibition is divided into five circuits:

1. “The entrance of first settlers from Behringia to New World”,
2. “Ecuadorian Mega-biodiversity”,
3. “The Neolithization process”,
4. “Evolution of new societies”, and
5. Pre-Hispanic Art

At first sight we noticed that we would face a text full of antique words or words that are already no longer in use. So, we were facing a real challenge. Therefore, from the linguistic point of view we would have, somehow, to play with words trying to be faithful to the old-fashioned idiomatic expressions or to adapt the text to a modern context.

2.1.2 The form of the text

First we need to state that the text was presented in banners, plasma screens, and maps. Therefore, we needed to determine which elements constituted the text, in order to analyze the text divided into parts.

Also, we are aware that every text – from a sentence to a whole book – has two elements, content and form. Content, what is said. Form, how it is said.

We already established that the aim of the text was to tell a story in a way narrative but also informative, because of its implicit characteristic of somehow teaching about the history of Ecuador, with arguments and facts.

The form of the text also has a sequence, because it displays a series of events that have an organization to express the content.

Therefore, we can realize that form and content are inseparable, and its purpose is to respond to the intention of the author, it means that it has to be accurate for the target audience and to be consistent with its purpose that is rather, to inform, teach or entertain.

2.1.3 The contextual features of the text

As translators we know that the process of translating starts by reading or at least scan the text that we are going to work with. This first step helps us to get familiarized with the text, and to understand its content. However, we found some problems such as typing, and the organization of the sentences was not accurate. Also, the contextual features that we know such as, the syntactic, semantic and pragmatic was not accurate in some paragraphs of the text. Some phrases were redundant, also, presented some grammatical problems. In consequence, we had to make decisions at the moment of transcribing the information contained in the exhibition. As a matter of fact, we left the Source Text with its original features, but the translation had its grammatical and typing corrections.

2.1.4 Statement of Hypothesis

Is it difficult for English speaking tourists to know about our history because the museum has no information in English language?

2.1.5 Methodological Choice Justification

The methodological technique to follow is the qualitative, since our goal is to demonstrate and explain the need and interest that English speaking tourist have about different cultures.

Moreover, and not a less important reason, because we wanted to established a need for the social and cultural contribution offered to the Ecuadorean population to improve their learning skills in foreign languages. Giving the to the scholar sector the opportunity to learn through the history of our country a new language. This reason has its precedent in the globalization that is in a constant growth.

We based on the technique of collecting data through surveys.

2.2 RESEARCH DESIGN

2.2.1 Participants Selection / Sample

We worked on the following formula:

$$N = \frac{Zc^2 p q}{E^2}$$

This formula allows us to know the sample size to be applied, with a 95% of confidence and 5% error, when in the sample the proportion of success is unknown. This led us to define the number of surveys that should be

performed to assess our hypothesis, allowing us to suggest the necessity to have the museum information in English.

2.2.2 Data collection techniques

- ✓ First, we visited the museum to be familiarized with the structure and organization of the historical information displayed.
- ✓ Interviews were carried out to members and employees of the Simon Bolivar Cultural Center.
- ✓ Statistical information was reviewed about the number of English speaking tourist and from different nationalities that visited the museum in 2012. As well as, the number of local schools that assisted to the museum. This information is available in the cultural website of the Ministry of Culture.
- ✓ Finally, we carried out a survey with questions of YES and NO, and opinion. This survey was performed to people from different places and social status as: universities, Airport, Hotels, and the MAAC surroundings.

2.2.3 Data analysis techniques

2.2.3.1 Population, sampling

Proving the feasibility study of the project, the population to be measured is 196 tourists from different nationalities (they can either Speak English or Spanish), at the Barrio Las Peñas, Airport, Hotels and Catholic University.

An overview of sampling size was calculated. Its margin of safety is 95% and margin of error is 5%; using the formula to demonstrate the viability of the project.

2.2.3.2 Variables

This case study focuses on the variables that influenced the increasing number of visitors to the Museum, encouraging local and external tourisms and its results. The design employed two groups of variables. First, the dependent variable shows the quantity of local and foreign visitors in the museum and how many visitors do not speak Spanish and how many visitors speak English. Then, the independent variable shows the following: Data was collected from three groups of tourist in three different locations, Barrio Las Peñas, Airport, Hotels and Catholic University. A qualitative methodology was used to compare the results. Among the most significant findings were the identification of key elements (Anthropology literature, museums addicted people) that had a major influence on the process and the results. (Graphic 4).

2.2.3.3 Indicators

This research contributes to the effectiveness of the decision-making if it is necessary or not to present the information in the museum in another language, as English language. This shall not only increase foreign visitors to the Museum but also would be a cultural contribution to institutions such as: primary and secondary schools and the attraction of international tourism through the museum's web page.

2.3 DATA PRESENTATION

2.3.1 Statistical Data

Individual Visitors by English speaking country		
Country	Visitors	Percentage
NON IDENTIFIED	1828	15,65%
ALEMANIA	195	1,67%
AUSTRALIA	42	0,36%
AUSTRIA	26	0,22%
BELGICA	19	0,16%
CANADA	76	0,65%
CHINA	11	0,09%
ESTADOS UNIDOS DE AMERICA	479	4,10%
HOLANDA	36	0,31%
JAPON	42	0,36%
NUEVA ZELANDA	15	0,13%
POLONIA	12	0,10%
REINO UNIDO	91	0,78%
SUECIA	11	0,09%
Total	11678	100%

Source: Portal website of Centro Cultural Simon Bolivar

Single Visitors by Country		
Country	Visitors	Percentage
ARGENTINA	373	3,19 %
BOLIVIA	15	0,13 %
BRASIL	32	0,27 %
CHILE	219	1,88 %
COLOMBIA	378	3,24 %
COREA DEL SUR	7	0,06 %
COSTA RICA	28	0,24 %
CUBA	24	0,21 %
DINAMARCA	7	0,06 %
ECUADOR	6837	58,55 %
EL SALVADOR	3	0,03 %
ESPAÑA	108	0,92 %
FINLANDIA	7	0,06 %
FRANCIA	134	1,15 %
GUATEMALA	7	0,06 %
HONDURAS	3	0,03 %
INDIA	6	0,05 %
IRLANDA	6	0,05 %
ISLANDIA	3	0,03 %
ISRAEL	4	0,03 %
ITALIA	42	0,36 %
MALASIA	3	0,03 %
MEXICO	54	0,46 %
NORUEGA	9	0,08 %
PAISES BAJOS	2	0,02 %
PANAMA	3	0,03 %
PARAGUAY	3	0,03 %
PERU	286	2,45 %
PORTUGAL	3	0,03 %
REPUBLICA DOMINICANA	4	0,03 %
RUSIA	10	0,09 %
SINGAPUR	3	0,03 %
SUIZA	36	0,31 %
TAIWAN	4	0,03 %
URUGUAY	19	0,16 %
VENEZUELA	77	0,66 %
Total	8309	100%

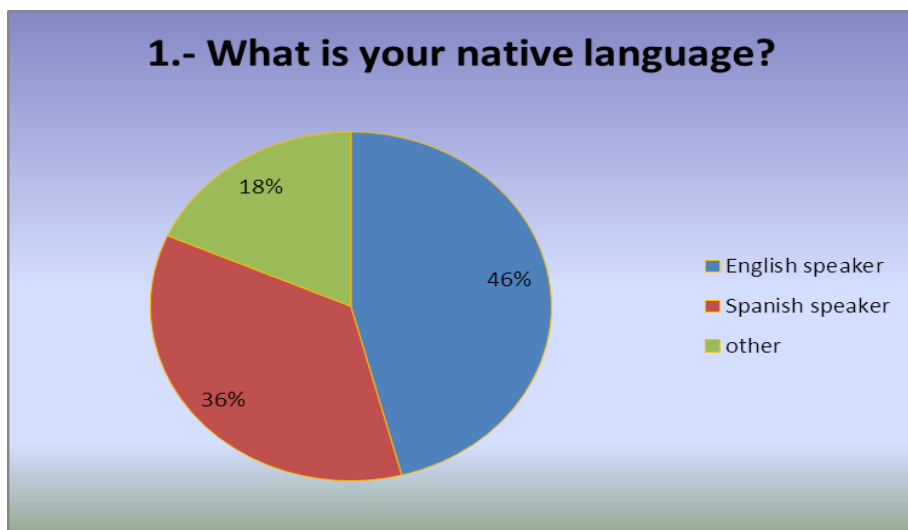
Source: Portal website of Centro Cultural Simon Bolivar

This statistical information revealed last year that among countries that have English language as their native and second language are: Germany, Australia, Austria, Belgium, Canada, United States of America, New Zealand, United Kingdom, and Switzerland, with a total of 795 visitors; also, tourists from other nationalities whose official language is not English, 296. This information was a triggering factor that motivated us to perform a field study

based on surveys of questions of YES or NO, which dropped the following results:

2.3.2 Survey Statistical Data

Chart #1: Survey of availability of information in English at Simón Bolívar Cultural Center



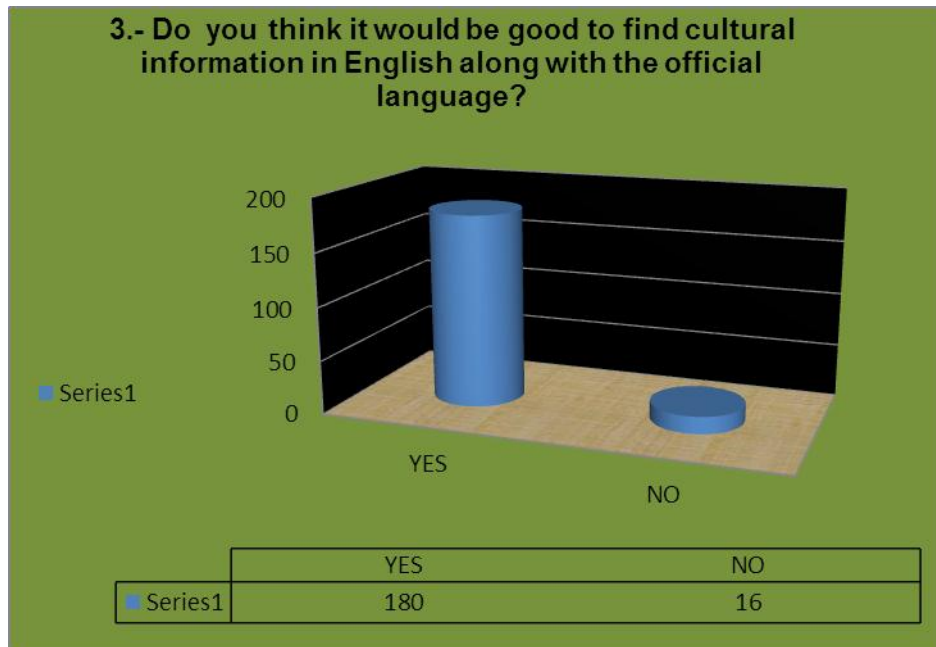
Source: Authors

Chart #2: Survey of availability of information in English at Simón Bolívar Cultural Center



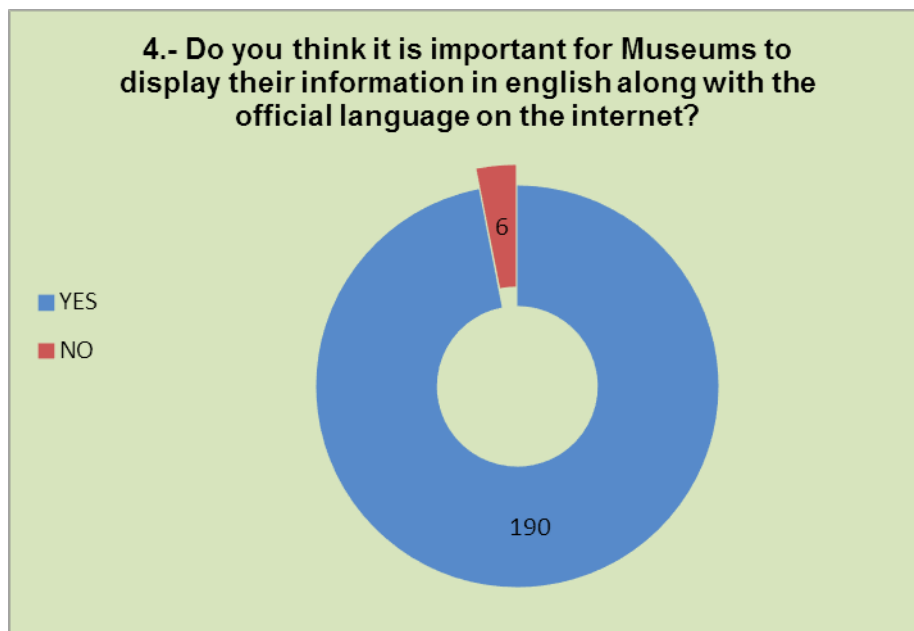
Source: Authors

Chart #3: Survey of availability of information in English at Simón Bolívar Cultural Center



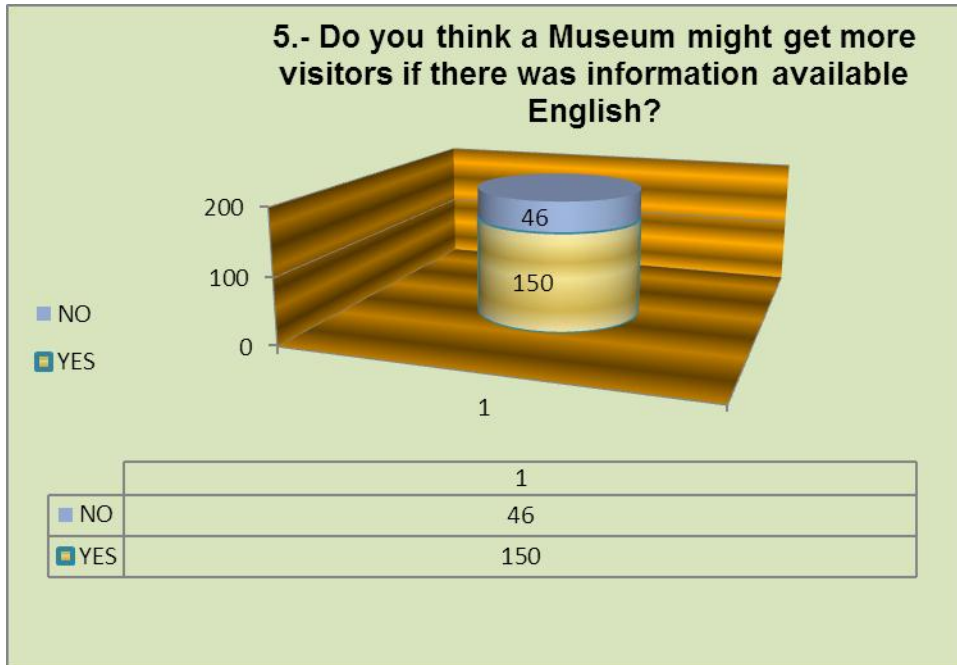
Source: Authors

Chart #4: Survey of availability of information in English at Simón Bolívar Cultural Center



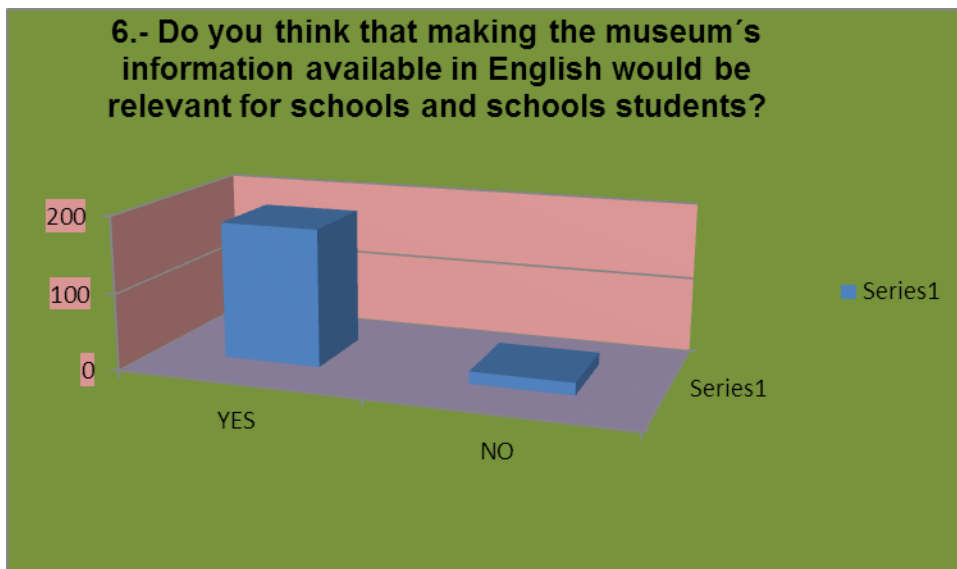
Source: Authors

Chart #5: Survey of availability of information in English at Simón Bolívar Cultural Center



Source: Authors

Chart #6: Survey of availability of information in English at Simón Bolívar Cultural Center



Source: Authors

CHAPTER III

3. ANNOTATIONS

According to Lefebvre (Perez, 1994) (1994:19), *translation problems belong to the illocutionary level of language use, referring to the actual practical level of choosing the appropriate structures and words in the TL to describe the SL ones as accurately as possible.*

In this chapter we will discuss about translation problems, and how we as translators have to solve them. The Theory of Translation enumerates four different types of translation problems: cultural, pragmatic, linguistic and text specific problems. Our intended text is about ancient culture, so we are dealing with many cultural problems merely due to the contrast in expressing various ideas and approaching specific text genres. For example, the English specific typology for a species of animals differs from the Spanish one. In terms of pragmatic problems, these arise due to issues relating to time, place and context. The third category, linguistics, refers to the different grammatical structures, the use of different idiomatic expressions and the employment of different terms, etc. Finally, text specific problems are related to a particular text that has various innovations made by the author. Therefore, as we can see during the translation process, we have come across various situations that could result problematic.

In this project, we have strived to make sense, to achieve equivalence finding the most appropriate words to match the intended version. Along the translation we found a variety of translation problems, which were overcome in the best possible manner to catch the attention of the reader applying professional translation techniques. Based on the type of text to be translated (SL), which is about historical events, we have gathered the following annotations:

3.1 Linguistic Translation Problems

Linguistic translation errors represent deviations from standard target language usages. These errors are caused “by an inadequate translation when the focus is on language structures” (Nord 1997: 75). In the SL to be translated we found many linguistic errors, so it is useful to distinguish between elementary translation errors from higher level ones. The first one refers to mistakes in terms of spelling, punctuation marks, choice of words, word order, etc., the second one refers to more complex errors, such as sentence structure, logic, tense and voice. We know that we have to be loyal to the ST, but indeed we needed to preserve the accuracy in the TT linguistic features. Here we present some of the translation problems in this category:

3.1.1

Source Text

Los seres humanos que cruzaron el paralelo 57, en su avance hacia el norte hace más de 25.000 años, lograron sobrevivir y crear una nueva cultura.

Target Text

More than 25,000 years ago, human beings who crossed the 57th parallel in their advance towards the north, managed to survive and create a new culture.

In these extract of the source text, the sentences needed to be reorder. In Spanish the clauses were not well developed in a fluid manner, even for the Spanish speaker reader. Therefore, at the moment of the translation we had to make a word order to express a clear and fluid sentence. Moreover, the sentence also, brings a conflictive numerical expression. In Spanish the writing of numbers can be isolated, because in this case *paralelo 57*, the number 57 can be written and pronounced as an adjective without any suffix.

But it has been adapted to the ordinal numbers into the American-Spanish language due to the influence of the English abbreviations (1st, 2nd, 3rd, 7th), in which it is just added the “*th*” to the cardinal number. If we go deep in explanation, it is also relevant to highlight that in English is used a comma or a space to express the thousand.

3.1.2

Source Text

Desarrollaron vestimenta apropiada, similar a la de los esquimales, para lo cual curtieron cueros de los animales que cazaban, e hilaron fibras vegetales para coserla, y para sujetarla labraron cintos.

Target Text

They developed suitable clothing similar to that of the Eskimos, by tanning hides of the animals they hunted.

Also they spun plant fibers to sew it, and embroidered girdles to tight it.

To find equivalence for *curtir cueros*, what we needed first was to search for different meanings and renderings for *cueros*. So we had to make a word choice. Various options aroused, such as fur, pelt, leather, skin, hides.

Fur: The thick coat of soft hair covering the skin of a mammal, such as a fox or beaver.

Pelt: - The skin of an animal with the fur or hair still on it. - A stripped animal skin ready for tanning.

Leather: The dressed or tanned hide of an animal, usually with the hair removed.

Skin: The outer protective layer of the body of any animal, including of a human.

Hides: The skin of an animal, especially the thick tough skin or pelt of a large animal.

From The American Heritage Dictionary of the English Language, 4th Edition.

So, for the translator it is a matter of dismissal, picking up the most suitable word, having the word in context. As the sentence previous to the conflict word suggest, the kind of clothing was similar to that of the Eskimos. The Eskimo people made their clothes warming due to the fact that they have to experience temperatures of 55 degrees below zero or colder. So according to the Anchorage Museum of History and Art collection, they used caribou hide, a material that evolved over millions of years in the Arctic environment, providing caribou with unequaled insulation against penetrating cold and gales. Caribou hair is hollow, so it traps insulating air not only between the hairs but also inside them. Clothing made from this material is extraordinarily warm, lightweight, water repellent and durable. Thanks to the gathering of definitions and information, the choice was *hides*, because in its definition it emphasizes that is thick, and from a large animal. If we bring it to our culture, trying to find equivalence, a caribou is a big deer, and can be compared to a cow. We dismissed the word fur, because fur itself can be worn ornamentally, and for fashion purposes.

3.2 Pragmatic translation problems

This field describes an inadequate solution to pragmatic translation problems such as lack of receiver orientation according to *Nord (2001: 76) describes pragmatic translation errors as errors that cannot be seen from the target text itself without comparing it to the source text.* In the line 5 the SL sentence shows some ambiguity describing the way or details how the pot was made or it refers a technique used to give a shape to the figurine.

Vasijas inspiradas en recipientes de cuero: un ejemplo de esto es la olla **Pots inspired on leather pots: an**

Valdivia de borde doblado y example is the Valdivia pot with
cuerpo globular, *repujada* curved rim and *globular body,*

alrededor de los hombros, desde *finger-embossed* round the
adentro con los dedos. shoulders from the inside; it is a

typical shape of Pre-Ceramic
Neolithic leather pots.

3.3 Register

Register is used to indicate degrees of formality in the use of the language. The different utterances or styles that we use are known as *codes*. Register is how different we speak in different circumstances in which we have levels of formality. Every native speaker faces several language styles, according to the topic under discussion, the formality of the occasion, and the medium used, such as speech, writing or sign. In the translation we found words and

phrases that demanded researching for words that match either ancient English or modern English language.

3.3.1

Source Text

El yacimiento temprano de Monteverde en Chile (c. 13 000 AP) apunta al ingreso de avanzadillas desde Australia bordeando la Antártica como lo planteó Paúl Rivet

Target Text

The early site of Monteverde in Chile (c. 13.000 BP) indicates the entry of outposts from Australia bordering the Antarctic, as Paul Rivet proposed.

In this case the term “avanzadillas”, can have different meanings and renderings as its definition in Spanish from the Diccionario Manual de la Lengua Española, 2007, states: *Grupo de soldados destacado del cuerpo principal para observar al enemigo o avisar sobre un peligro. Avanzada, Destacamento*. Here we can notice that the word belongs to the military slang. The translation for the word into English is as follows: *scout, patrol, advance party*, Collins Spanish Dictionary - Complete and Unabridged 8th Edition, 2005. However, according to our criteria the correct translation of the word demands a deep research for the word. According to WordNet 3.0 Copyright 2006 by Princeton University, an *avanzadilla* is: a station in a remote or sparsely populated location or a settlement on the frontier of

civilization. Our translation choice to match this definition was the word “outposts”. As this was not a troop, but people, inhabitants, population, that reach those lands to settled them.

3.3.2

In SL sentences the phrase (line 4, 5) “obtuvo evidencia de maíz hace 7000 años” denotes that the evidences were found that time, which is impossible because de investigation was carried out in the 80s years, so the target texts is referring to the age of the sample. In this case, language is used in different situations and therefore language must adapt itself into these situations by varying ways. Register can be defined in prose literature as being something outside mere lexical according to Nord (2001: 76).

Dolores Piperno, aplicando técnicas de sondeo en el lago Ayauch, en la Amazonia ecuatorial ***tuvo evidencia de maíz hace 7000 años, y de siembra de maíz*** con roza y quema hace 5600 años, demostrando lo temprano de su dispersión en los trópicos de Sudamérica.

Sample techniques applied by Dolores Piperno at Ayauch Lake from equatorial Amazon, which got ***evidences of 7000 year corn, as well as 5000 year crops*** with slashing and burning which Showed the early dispersion at tropic of the South America.

3.4 Compensation by splitting

This technique is to condense ST features carried over a relatively long stretch of text, into a relatively short stretch of the TT. In some cases compensation by merging is the only way to strike a fair balance between doing justice to the literal meaning of a piece of ST and constructing an idiomatic TT. This is stressed in the paragraph.

<p>Sistemas de manejo de agua surgieron de manera paralela en la costa de Ecuador. En las áreas semiáridas de la Península de Santa Elena, los nativos construyeron albarradas o jagüeyes, mientras que en la baja de la cuenca del Guayas –área cubierta por el bosque tropical húmedo-, terreno cenagoso y bordeado y rodeado por manglares, se inició la construcción de otro tipo de estructura destinada a la gestión del recuso agua, que hoy conocemos como campos de camellones.</p>	<p>Two water systems were developed at the same time on the Ecuadorian Coastal Region. Native people built earthen irrigation walls or pools at semi- arid areas from Santa Elena Peninsula; as well as, a new structure focused on the handling of water which is known as furrowed fields was constructed, at the lower Guayas basin - place covered by tropical rain- forest and muddy ground lined by mangroves).</p>
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CHAPTER IV

CONCLUSION

Nowadays, Ecuador encourages love to art and culture. Although it is true that to speak a second language (tongue) is really an art, to know the origin of our development as society is not less; that is the reason why the results obtained out of this work have demonstrated the need to display the information in English. We as translators know that speaking a second language is not enough to perform a translation work; it is a hardworking job that demands not only mental, but physical effort to deliver a perfect work. The translation of the information presented in the exhibition was a challenge, due to its importance in society and the responsibility implied in performing the same impact in tourist from another language culture. We hope that this work helps to increase the tourism at museums, and offering tools for the practice of a second language for the educational institutions of the Region.

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GLOSSARY

Demographic segmentation: is market segmentation according to age, race, religion, gender, family size, ethnicity, income, and education. Demographics can be segmented into several markets to help an organization target its consumers more accurately. With this type of segmentation, an organization can categorize the needs of consumers.

Psychographic segmentation: is dividing your market based upon consumer personality traits, values, attitudes, interests and lifestyles. Segmentation will allow you to better develop and market your products because there will be a more precise match between the product and each segment's needs and wants.

Coherence: when something has coherence, all of its parts fit together well. An argument with coherence is logical and complete - with plenty of supporting facts. Coherence comes from a Latin word meaning "to stick together. When you say policies, arguments and strategies are coherent, you're praising them for making sense. Scientists are always looking for coherence in data to support their hypotheses. And coaches are always looking for coherence in their teams, so they don't fall apart.

Cohesion: is the grammatical and lexical linking within a text or sentence that holds a text together and gives it meaning. It is related to the broader concept of coherence. There are two main types of cohesion: grammatical cohesion which is based on structural content, and lexical cohesion which is based on lexical content and background knowledge.

Clause: in grammar, a clause is the smallest grammar unit that can express a complete proposition. A typical clause consists of a subject and a predicate, where the predicate is typically a verb phrase - a verb together with any objects and other modifiers.

Pragmatics: is a subfield of linguistics and semiotics which studies the ways in which context contributes to meaning. Pragmatics encompasses speech act theory, conversational implication, talk in interaction and other approaches to language behavior in philosophy, sociology, linguistics and anthropology. Pragmatics studies how the transmission of meaning depends not only on structural and linguistic knowledge of the speaker and listener, but also on the context of the utterance, any pre-existing knowledge about those involved, the inferred intent of the speaker, and other factors. In this respect, pragmatics explains how language users are able to overcome apparent ambiguity, since meaning relies on the manner, place, time etc. of an utterance.

Competence: is the ability of an individual to do a job properly. Some scholars see "competence" as a combination of practical and theoretical knowledge, cognitive skills, behavior and values used to improve performance; or as the state or quality of being adequately or well qualified, having the ability to perform a specific role. For instance, life, management competency might include systems thinking and emotional intelligence, and skills in influence and negotiation.

Linguistics: is the scientific study of language. There are broadly three aspects to the study, which include language form, language meaning, and language in context. Scholars and researchers in the field of linguistics attempt to decipher what allows us to speak, and, more importantly for historians, how patterns within our languages have changed over time and helped shape the world we live in today.

Neolithisation: derives from 'the 'Neolithic' (the Polished Stone Age), a word invented by pre-historians of the nineteenth century to characterize the most recent type of prehistoric industry in Europe (the production of stone tools), just before the Age of Metal. Indeed, around the Mediterranean, the timing of these two developments-the polishing of stone and the domestication of plants and animals-coincided.

APPENDIX

APPENDIX I

FIGURES



Figure 1: Violinist, Jorge Saade – Cultural Director



Figure 2: Libertador Simón Bolívar Cultural Center



Figure 3: 10.000 Years of Ancient Ecuador - Exposition



Figure 4: Banners to be translated into English

GRAPHICS

	Español	Inglés	
Omisión	Tuvo dificultad en arreglar el viaje	He found it difficult to arrange for the trip	Adición
	Inglés	Español	Adición
	He was beaten to death	Fue golpeado hasta caer muerto	

Graphic 1: Example of Addition Technique

Español	Inglés
Juan se divorció	Juan divorced <i>his wife</i>
Inglés	Español
Marie became a citizen	María se hizo ciudadana <i>americana</i>

Graphic 2: Example of Explicitation Technique



Graphic 3: English Speaking countries

Visitas Individuales por Áreas	
Área	Visitantes
CENTRO DOCUMENTAL	66
BIBLIOTECA	298
LIBRERIA	5
SALA DE EXPOSICIONES	2302
Total	2671

Visitantes por Procedencia (Global)	
Procedencia	Visitantes
NACIONALES	62,11 %
EXTRANJEROS	37,89 %

Graphic 4: Number of visitors to the museum in 2013



Graphic 5: Influx of Tourists to Ecuador in 2013

APPENDIX II

TRANSCRIPTION OF THE CIRCUITS IN THE EXHIBITION OF THE “10,000 YEARS OF ANCIENT ECUADOR”

Los seres humanos que cruzaron el paralelo 57, en su avance hacia el norte hace más de 25 000 años, lograron sobrevivir y crear una nueva cultura.

Acumularon experiencia ancestral y se constituyeron en los seres humanos más preparados.

Estos sería los que cruzarían y poblarían el Nuevo Mundo.

Desarrollaron vestimenta apropiada, similar a la de los esquimales, para lo cual curtieron cueros de los animales que cazaban, e hilaron fibras vegetales para coserla, y para sujetarla labraron cintos.

También tejieron gorros con los que calentaban sus cabezas.

Aprendieron a dividir el tiempo en estaciones, relacionándolas con los ciclos biológicos de plantas y animales.

Supieron orientarse por los astros para regresar a los parajes de caza y recolección.

La evidencia arqueológica indica que los primeros pobladores cruzaron de Asia a América por Beringia hace más de 20.000 años; otros sugieren rutas adicionales de ingreso.

Recientemente, Dennis Stanford ha propuesto que la tradición Clovis, caracterizada por las más antiguas puntas de lanzas, fue introducida a Norteamérica hace 18 000 años desde las costas de la Bahía de Vizcaya, donde la tecnología lítica es similar. Lo habrían hecho en embarcaciones, bordeando los hielos que cubrían el norte de Europa y de América.

Aportes de población a Suramérica podrían haberse dado a través del Atlántico, desde el extremo occidental de África al extremo oriental del Brasil; el yacimiento arqueológico de Pedra Fourada, en el Piauí, parece confirmarlo. El yacimiento temprano de Monteverde en Chile (c. 13 000 AP) apunta al ingreso de avanzadillas desde Australia bordeando la Antártica como lo planteó Paúl Rivet.

Hace 13000 a 8.700 años ocurrió el último Óptimo Glacial, en que los hielos cubrían los extremos norte y sur de los hemisferios, y en la América Tropical, las alturas superiores a los 2.000 metros. Debido a que la mayor parte del agua se encontraba acumulada en forma de hielo, el nivel de los océanos había bajado más de 130 metros del nivel actual.

En esa época la nubosidad era escasa y casi no llovía; las grandes cuencas tropicales como la del Amazonas, del Orinoco y del Paraná estaban cubiertas por vegetación de sabana, con bosques de galería bordeando los menguados ríos. Relictos de bosque tropical húmedo se mantenían al cobijo del pie de monte.

Las sabanas mantenían una profusión de la gran fauna característica del Pleistoceno, como mastodontes, armadillos, perezosos y otros animales, todos ellos de gran tamaño. Es aquí donde los cazadores de la gran fauna hacen su ingreso, 12 000 años atrás, encontrando un hábitad ideal para su subsistencia. Este proceso fue similar en la cuenca del Río Guayas.

Hace unos 8700 años subió la temperatura y empezó a llover, los glaciares a derretirse y a erosionar el terreno, aportando suelos fértiles a los ríos, que los distribuían en las planicies que empezaron a inundar. La sabana fue invadida por el bosque y surgió la mega diversidad que caracteriza al Neotrópico. El mar empezó lentamente a subir, llegando al nivel actual luego de dos milenios. Esto generó cambios profundos en el medio ambiente, que resultaron en la gran riqueza natural que caracteriza hoy a nuestro país.

Bosque Húmedo

Las cordilleras de la costa se mantienen siempre verdes debido a las lluvias de enero a mayo y gracias a la garúa que cubre las cordilleras de junio a diciembre. Este bosque está integrado por las formaciones vegetales:

- *Bosque siempre verde piemontano*
- *Bosque siempre verde montano bajo*

Boque Húmedo

El bosque húmedo, conocido también como bosque de neblina, se encuentra en las cordilleras de la costa y en las laderas andinas, entre los 1400 y 2000 metros sobre nivel del mar. En este tipo de bosque se destacan los siguientes ambientes:

- Bosque de neblina montano bajo
- Bosque siempre verde piemontano

Planicie Inundable

Merced al afloramiento a las aguas subterráneas, existen humedades permanentes en algunos sectores de la Península de Santa Elena, cercanos al Golfo de Guayaquil. Este medio ambiente se caracteriza por:

- *Humedades*
- *Sabanas*

Planicie Inundable

La planicie inundable se encuentra en la baja cuenca del Guayas, Esmeraldas y el norte de Manabí; se caracteriza por estar cubierta de agua durante la época de lluvia y los meses siguientes.

Sirve de sustento a las siguientes formaciones:

- *Bosque siempre verde de tierras bajas de la costa.*
- *Bosque siempre verde inundable.*

Bosque Seco Tropical

Los bosques secos son ecosistemas a los cuales no se ha prestado la misma atención que a los bosques tropicales lluviosos. Posiblemente, al no tener un paisaje tan exótico o llamativo, no se los ha valorado adecuadamente.

Las características de este bosque dan lugar al crecimiento de árboles, que en su mayoría han sido apreciados desde la época de la Colonia y empleados en la construcción de viviendas y embarcaciones navales, tal es el caso del guayacán, bálsamo, cedro, laurel, moral fino, guachapelí, palo de vaca, entre otros.

El bosque seco tropical está compuesto por las siguientes formaciones vegetales:

- *Bosque semideciduo de tierras bajas.*
- *Bosques deciduo de tierras bajas.*

Bosque Seco Tropical

El bosque seco tropical representa el 42% de todos los bosques tropicales y subtropicales del mundo. En América del Sur, cubre un 22% de las áreas boscosas y se desarrolla en zonas donde la precipitación fluctúa entre los 800 y 1200 mm por año, a una temperatura promedio de 26 ° C. desde 0 hasta los 250 metros sobre el nivel del mar, con dos épocas bien definidas: una lluviosa, entre 4 ó 5 meses; y otra seca, entre 7 y 8 meses.

Existen dos tipos de bosques:

- *Semideciduo piemontano de la costa.*
- *Semideciduo montano bajo.*

Zona de Playa

Las dunas y arenales cercanos a la zona de playa sostienen algunos matorrales secos, cactáceas y formas leñosas que requieren poca agua dulce para su subsistencia.

Las zonas de playas se encuentran cubiertas por algunas especies rastreras y gramíneas resistentes al ambiente salino. Estas zonas se caracterizan por las siguientes formaciones vegetales:

- *Matorral seco de tierras bajas.*
- *Herbazal de tierras bajas.*

Manglar

Representa un sistema ecológico costero tropical anfíbio, ubicado en la interfase tierra firme/mar abierto con la característica de tener forma de vida arbórea.

Los árboles de mangle miden como promedio entre 25 y 30 metros, llegando a alcanzar los 41 metros de altura.

Las especies principales son:

- *Mangle colorado (Rhizophora mangle)*
- *Mangle blanco (Laguncularia racemosa)*
- *Mangle negro (Avicennia nítida)*
- *Mangle botoncillo (Conocarpus erectus)*

El mangle posee una estructura compleja de raíces, que en cada especie es distinta. Específicamente en el mangle colorado, las raíces son aéreas, es decir, salen del tronco a un metro y medio de altura, y también de las ramas. Sirven como vías respiratorias y como sostén, debido al tipo de suelo (fangoso) en que se desarrollan.

El ciclo de vida del mangle comienza cuando la semilla germina en el árbol y cae de este como una plántula, que flotará hasta encontrar el lugar adecuado para establecerse y empezar a crecer.

Los manglares mejor desarrollados son los que se alimentan de material orgánico y los que crecen en sedimentos de origen volcánico

Transición de Vegas a Valdivia

Hace 8.000 a 6.000 años, el territorio que hoy ocupa la república del Ecuador estaba habitado por gentes cuyo modo vida, los arqueólogos, lo definen como Arcaico. Uno de los yacimientos más conocidos de este período es el sitio Vegas, en las afueras de Santa Elena.

Sus pobladores basaban su subsistencia en el cultivo de plantas, con lo que complementaban el consumo de proteína animal que obtenían mediante la caza, pesca y recolección de especies menores, así como del manglar, ya que para entonces se habían extinguido los grandes manglares de la época anterior.

Los agricultores iniciales de este período desarrollaron instrumentos para la labranza de la tierra, como pequeñas cabezas de hachas de piedra pulida; de las grandes caracolas hacían zapapicos para la roturar la tierra, contando además con otras herramientas como las hojas para las azadas. Construían pequeñas viviendas, de 2 a 2.40 metros de diámetro, cubiertas de frondas de cade o de paja. Cuando moría alguno de sus habitantes, lo enterraban en el centro de la vivienda.

En el sitio Vegas destaca el entierro de una pareja conocida como “*Los Amantes de Sumpa*”, que incorpora grandes piedras dispuestas en un diseño determinado, lo que podría tratarse de un rito para pactar relaciones de parentesco.

Valdivia Temprano

Luego del período Arcaico surgió el Formativo o de Neolitización.

Al inicio, durante las fases Valdivia 1 y 2 (c. 3900 - 3200 a.C) se añaden a los instrumentos del modo de vida arcaico, una producción de hachas de piedra de mayor dimensión, instrumentos de molienda (manos y metates) más eficientes y de varios tamaños, así como las primeras vasijas y cuencos de cerámica.

Los pobladores vivían en aldeas permanentes, cerca de las tierras fertilizadas por el desborde de los ríos. Se asentaban en grupos de 20 a 30 viviendas ocupadas por familias de 6 miembros como promedio. Sus pequeñas chozas elípticas de 2.40 x 3.50 m., cubiertas de hojas de palma (cade), contaban además con un huerto en el que se sembraban una variedad de plantas, a fin de evitar momentos de escasez.

TRANSLATION OF THE CIRCUITS IN THE EXHIBITION OF THE “10,000 YEARS OF ANCIENT ECUADOR”

More than 25,000 years ago, human beings who crossed the 57th parallel in their advance towards the north, managed to survive and create a new culture.

They accumulated ancestral experience and became the most cultured human beings.

They would be the ones who would cross the Atlantic and populate the New World.

They developed suitable clothing similar to that of the Eskimos, by tanning hides of the animals they hunted. Also they spun plant fibers to sew it, and embroidered girdles to tight it.

They also wove hats to warm their heads.

They learned to divide time into seasons, relating them to the biological cycles of plants and animals.

They knew how to lead themselves by the stars to return to the places of hunting and gathering.

Archaeological evidence indicates that the first settlers crossed from Asia to America through Beringia, over 20,000 years ago. Also, additional routes of entry are suggested.

According to Dennis Stanford, the Clovis tradition characterized by the oldest spearheads was introduced to North America 18.000 years ago, from the Bay of Biscay, where the lithic technology is similar. It seems they introduced the Clovis's tradition on ships, bordering the ice that covered northern Europe and America.

Population arrivals to South America could have taken place through the Atlantic ocean from the western side of Africa to the eastern end of Brazil. The archaeological site of Pedra Furada, in Piauí, seems to confirm this theory. The early site of Monteverde in Chile (c. 13.000 BP) indicates the entry of outposts from Australia bordering the Antarctic, as Paul Rivet proposed.

About 13.000 to 8.700 years ago, the last glaciation took place, when the ice covered the northern and southern hemispheres. And in tropical America, the heights were 2000 meters higher. Because most of the water was stored in form of ice, the sea level had dropped more than 130 meters from the current sea level.

At that time there was little cloudiness and almost no rain. The large tropical basins such as the Amazon, Orinoco and Paraná were covered by savanna vegetation, with gallery forests bordering the narrowed rivers. Relict of a humid rainforest remained sheltered at the foot of the mountain.

The savanna kept a profusion of a large fauna, typical of the Pleistocene, such as mastodons, armadillos, sloths and other animals, all of them of large size. At this point, great wildlife hunters make their entrance, 12000 years ago, finding a perfect habitat for their survival. This process was similar to the Guayas River Basin.

8,700 years ago, the temperature rose and it began to rain, the glaciers started to melt and the ground eroded, providing fertile soils to the rivers, which were distributed in the plains that began to flood. The savanna was invaded by the forest and the mega-diversity appeared giving life to the Neotropics. The sea level began to rise slowly, reaching its current level after two millennia. This generated significant changes in the environment, which nowadays, resulted in the great natural wealth that characterizes our country.

Humid Rainforest

The coastal mountain ranges remain always green due to the January to May rains, and thanks to the drizzle that covers the mountain ranges from June to December. This forest is composed by the following vegetable formations:

- Foothill evergreen forest
- Lowland evergreen forest.

Humid Rainforest

The humid rainforest, also known as cloudy forest, is located in the mountain ranges of the coast and at the Andean hillside, between 1400 to 2000 meters above the sea level. This kind of forest is characterized by the following environments:

- *Cloudy lowland forest*
- *Foothill evergreen forest*

Floodplain

Thanks to the upwelling of the groundwater, there is a permanent humidity in some sectors of the Santa Elena Peninsula, near to the Gulf of Guayaquil. This environment is characterized by:

- *Humidity*
- *Savanna*

Floodplain

The floodplain is located at the lower basin of Guayas, Esmeraldas and the north of Manabi. It is characterized by being covered of water during the rainy season and the months ahead.

It serves as support to the following formations:

- *Evergreen forest of the coastal lowlands.*
- *Floodable evergreen forest.*

Tropical Dry Forest

Dry forests are ecosystems that has not received the same attention as tropical rainforests do. Because they lack of an exotic or attracting landscape, they have not been treated properly.

Its characteristics lead to the growth of trees, most of which have been appreciated since the colonial period, and used for housing and ship building, as in the case of guayacán, balsam, cedar, laurel, old fustic, guachapeli, palo de vaca, among others.

The tropical dry forest is composed by the following types of vegetation:

- *Semideciduous lowland forest.*
- *Deciduous lowland forests.*

Tropical Dry Forest

The tropical dry forest represents a 42 percent of all tropical and subtropical forests around the world. In South America, it covers a 22 percent of the forested areas and it develops in areas where the rainfall ranges between 800 and 1200 mm per year, with an average temperature of 26C from 0 to 250 meters above sea level, with two well defined seasons: a rainy season, between 4 or 5 months, and a dry season, 7 to 8 months.

There are two types of forests:

- *Semideciduous coastal foothill.*
- *Semideciduous low montane.*

Beach Area

The dunes and sandy spots near to the beach area, hold some dry bushes, cactaceous and woody forms that require little fresh water for their subsistence.

The beach areas are covered with crawling and gramineous species resistant to the saline environment. These areas are characterized by the following vegetation types:

- *Lowland dry shrubs.*
- *Lowland grassland.*

The Mangrove

The Mangrove represents an ecological tropical amphibious system of the coast, located on the mainland/open sea interface. It has the characteristic of having an arboreal lifestyle.

The mangrove trees are on average between 25 and 30 meters long, reaching 41 meters high.

The main species are:

- *Red Mangrove (Rhizophora mangle)*
- *White mangrove (Laguncularia racemosa)*
- *Black mangrove (Avicennia nítida)*
- *Buttonwood mangrove (Conacarpus erectus)*

The mangrove has a complex structure of roots, which is different for each species. In the red mangrove, its roots are aerial, it means that the roots come out of the trunk and even from the branches, reaching one and a half meters high. These roots serve as airways and as support, thanks to the soil type (muddy) in which they develop.

The mangrove life cycle begins when the mangrove seed germinates and falls down of the tree as a seedling. This seed will float until it finds the right place to settle and start growing.

Better developed mangroves are those that live on organic material and grow in volcanic sediments.

Transition from Vegas to Valdivia

Since 8,000 to 6,000 years ago, the territory now occupied by the Republic of Ecuador was inhabited by people whose life style was the Archaic, as archaeologists define it. One of the most known sites of this period is the Vegas site, located outside Santa Elena.

People based their livelihood by growing plants, and complemented it with the consumption of animal protein by hunting, fishing and gathering of minor species, as well as mangrove, since by that time mangroves had become extinct in the former period.

Initial farmers of this period developed instruments for the cultivation of the soil, as small heads of polished stone axes. As well as, from big conch shells they made pickaxes to plow the land. They also counted on other tools, like blades for hoes. They built small houses from 2 to 2.40 meters in diameter, covered with foliage of straw. When any of its inhabitants died, they buried him/her in the middle of the house.

At Vegas site is well-known the burial of a couple known as "The Sumpa Lovers". This burial incorporates large stones arranged in a particular design, which could be a rite to agree on a kinship relation.

Early Valdivia

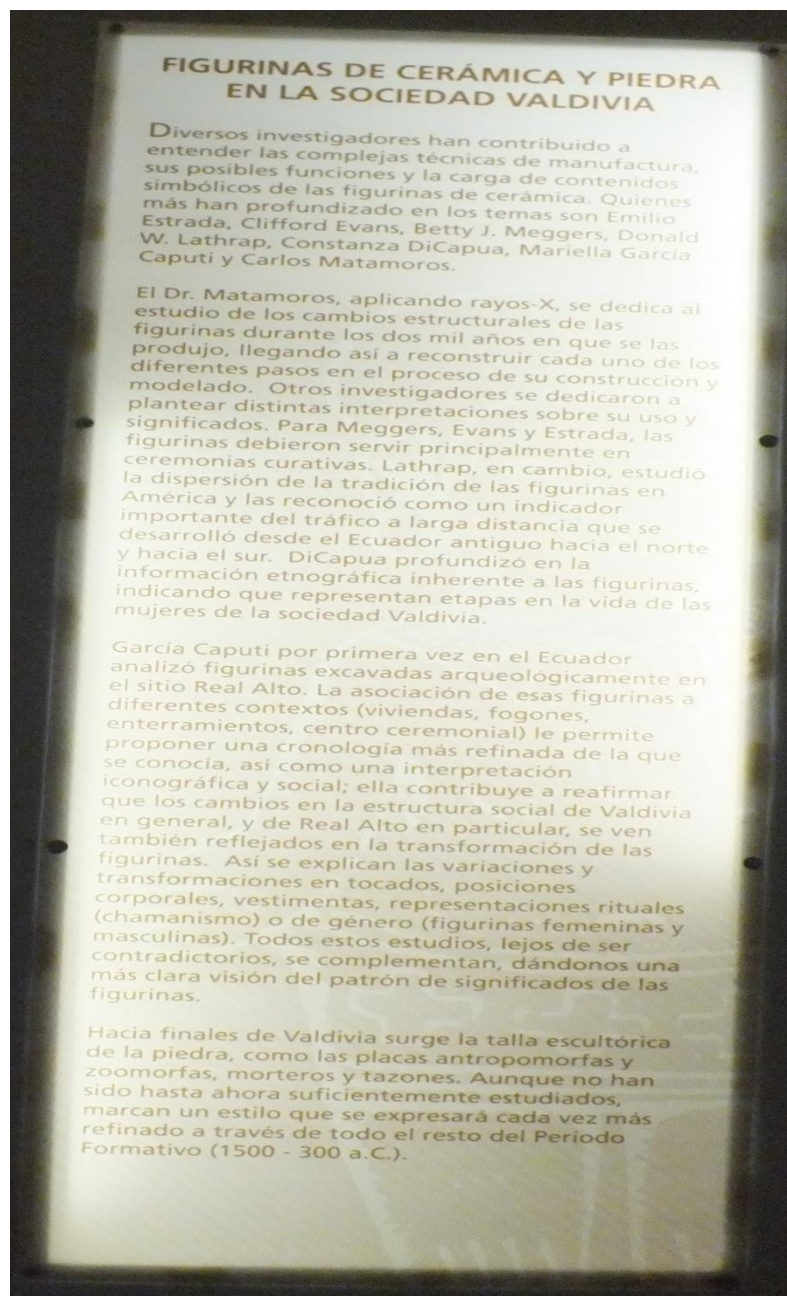
The Formative or Neolithic period emerged after the archaic period.

At the beginning, during the Valdivia, phases 1 and 2 (c. 3900-3200 b.C), tools of archaic lifestyle were added, a production of stone axes of greater dimension, and grinding tools (flat stone for grinding), which are more efficient and with a variation in size, as well as the first pots and ceramic bowls.

The inhabitants lived in permanent villages near to the fertilized lands due to the overflowing of the rivers. They settled in groups of 20 to 30 houses which were occupied by families of an average of 6 members. Their small elliptical huts of 2.40 x 3.50 meters were covered with palm leaves (cade), also had a garden in which they sowed a variety of plants, to avoid times of scarcity.

APPENDIX III

**(Photos taken in the exhibition of the “10,000 years of
Ancient Ecuador with its translation)**



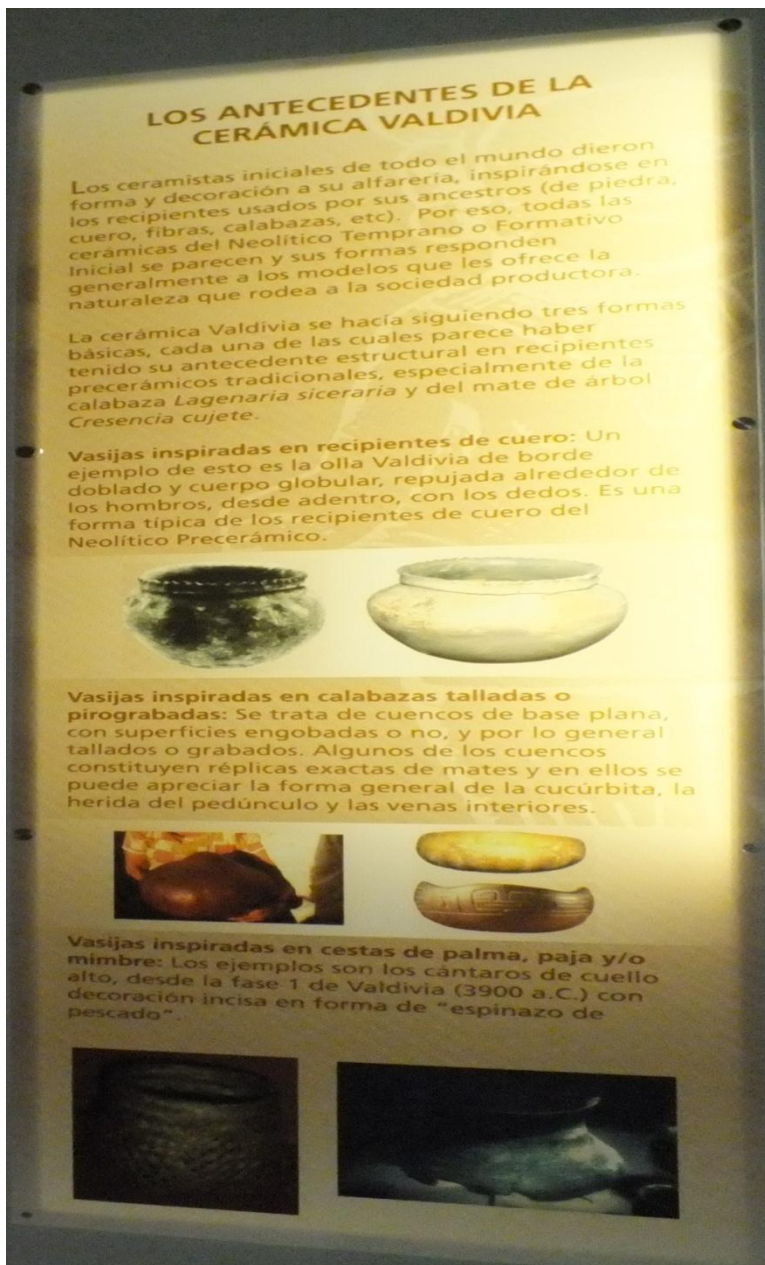
CERAMIC-STONE FIGURINES OF VALDIVIA'S CULTURE

Emilio Estrada, Clifford Evans, Betty J. Meggers, Donald W. Lathrap, Constanza DiCapua, Mariella García Caputi and Carlos Matamoros did deeper research and contributed the most to the understanding of the complex manufacturing techniques, their functions and the load of symbolic content within the ceramic figurines.

Applying X-rays, Dr. Matamoros searched the structural changes of figurines which were made 2000 years ago; she got to reconstruct every stage of construction and modeling. For Meggers, Evans and Estrada, the figurines ought to have been used in healing ceremonies mainly. On the other hand, Lathrap analyzed the spreading of tradition of figurines in America and recognized them as an important indicator of long distance traffic developed from Ancient Ecuador to North and to the South. DiCapua went in depth into ethnographic information inherent to figurines and found that they represent stages in Valdivia Culture's women's lives

For the first time in Ecuador, Garcia Caputi analyzed Arqueologically excavated figurines in Real Alto site. Contextual analysis of figurines focused on housing, neolithic burial, bures, ceremonial site were analyzed allowed Garcia Caputi to propose a more refined chronology, as well as a social and iconographic interpretation. She reasserted that changes in Valdivia's social structure in general, and in Real Alto site, particularly, are also reflected by the innovations of the figurines. Hence, variations of accessories, body positions, clothing, rites (shamanism) and gender (male and female figurines) are explained. All this research, far from being contradictory, complements the findings offering us a clearer vision of meaning patterns of the figurines.

By the end of Valdivia's stage, the sculptural shaping of stone such as anthropomorphist and zoomorphism, plates, mortars, and vessels emerged. Although, they have not been analyzed sufficiently yet, they mark a more refined style that will be spotted throughout the Formative Period (1500-300 B.C).



VALDIVIA'S CERAMIC BACKGROUND

The early neolithic potters of the world, inspired by their ancestors, polished and modeled their own potteries (stone, leather, calabash, fibers, etc.). The Early Neolithic or Formative ceramics are similar in shape and model to what nature offered to the productive society.

Valdivia's ceramic was made following three basic forms, each one seems to have been following previous structural forms of traditional pre-ceramics bowls *Lagenaria siceraria*, calabash, and *Crescentia cujete* mate tree.

Pots inspired on leather pots: an example is the Valdivia pot with curved rim and globular body, finger-embossed round the shoulders from the inside; it is a typical shape of Pre-Ceramic Neolithic leather pots.



Pots inspired in carved calabash or with pyrogravure: engraved and shaped pots with flat or round base. Some of them are exact replicas of mates in which are noticeable a general gourd-shape, hearts of peduncle and internal veins.



Pots inspired in palm, straw and/or wicker baskets: examples of this are the turtle neck cantaros, with "fish spine" shape and incised decoration from Valdivia phase 1 (3900 B.C)



LA DISTRIBUCIÓN DEL MAÍZ EN SUDAMÉRICA

A finales de los años setenta, comenzaron a acumularse nuevas evidencias sobre la distribución temprana del maíz en la Sudamérica ecuatorial. Los hallazgos de fitolitos y polen en Panamá indican que, en la Cueva de Ladrones, los cazadores recolectores que la ocuparon durante dos milenios, ya poseían este cultivo hace 6850 años, y en el yacimiento de agro alfareros de Monagrillo lo consumían hace más de 3500 años. En una muestra de polen obtenida en el valle medio del río Cauca (Colombia) se confirmó la presencia de maíz en estratos que datan de 5000 años.

Dolores Piperno, aplicando técnicas de sondeo en el lago Ayauch, en la Amazonía ecuatorial, obtuvo evidencia de maíz hace 7000 años, y de siembra de maíz con roza y quema hace 5600 años, demostrando lo temprano de su dispersión en los trópicos de Sudamérica.

En el yacimiento precerámico Vegas de la Península de Santa Elena, Ecuador, contemporáneo con Cerro Mangote en Panamá, y con el de Sichos en el extremo norte del Perú, esta investigadora encontró fitolitos de maíz asociados a una ocupación humana fechada hace más de 6000 años. En Real Alto, Deborah Pearsall identificó fitolitos de maíz en muestras de tierra de varios contextos, desde la fase Valdivia 1 (3800-3200 a. C.).

Recientemente nuevas investigaciones llevadas adelante por Zeidler y Pearsall sobre superficies de trabajo en las piedras de molienda de una vivienda de Real Alto, permitieron identificar, además de fitolitos de maíz, almidones de maíz y de yuca; demostrando así que las manos y metates fueron usados para moler ambos productos durante la fase Valdivia 3 (3200 a.C.) y que tanto la yuca como el maíz constituían una parte importante de la dieta. Esto reafirmó lo planteado por Carlos Zevallos Menéndez en 1971, y fue confirmado en detalle en Real Alto durante varias etapas de su larga investigación (1971-1993).

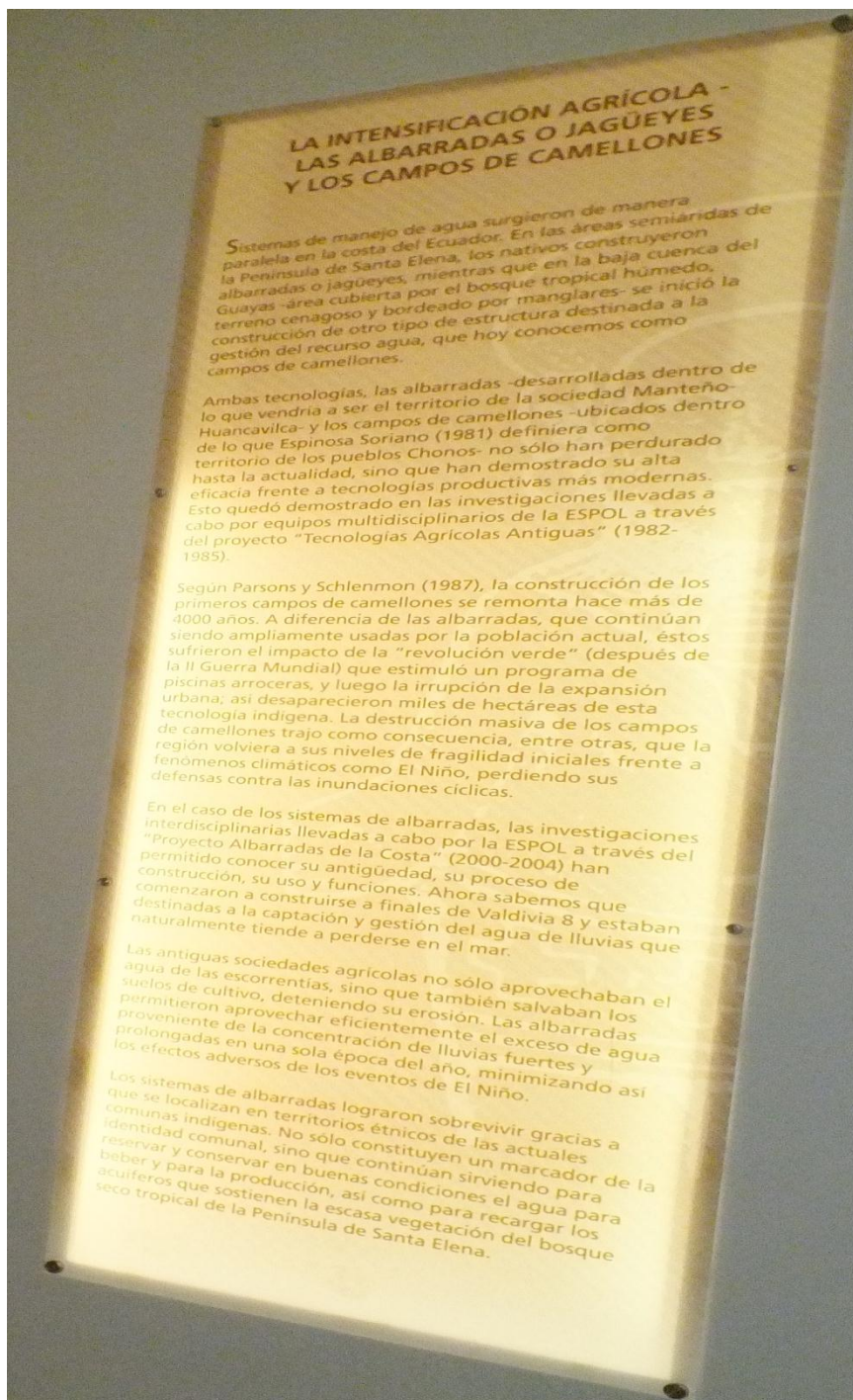
THE DISTRIBUTION OF MAIZE IN SOUTH AMERICA

New evidences of the early distribution of maize in the equatorial South America were accumulated by the end of seventies. Findings of phytolites and pollen from Panama, show that hunter-gatheres inhabited at "Den of thieves" had already cropped maize more than 6850 years ago; and the agricultural potters from Monagrillo site had consumed them more than 3500 years ago. A pollen sample from middle valley at Cauca River (Colombia) evidence of corn stratum dating from 5000 years was confirmed.

Sample techniques applied by Dolores Piperno at Ayauch Lake from equatorial Amazon, which got evidences of 7000 year corn, as well as 5000 year crops with slashing and burning which showed the early dispersion at Tropic of the South America.

The preceramic Vegas site, at The Santa Elena Peninsula from Ecuador, which was contemporary both Mangote Hill from Panama, and the Sichos from north of Peru, the researcher found maize phytolites associated with human occupation dating back more than 6000 years. Maize phytolites from different contexts in land sample from Valdivia Phase 1 (3800-3200 b. C) were identified by Deborah Pearsall, at Real Alto site.

Recently, new researches on the grinding stones surface of a house at Real Alto carried out by Zeidler and Pearsall; which also let to identify maize phytolites, corn and cassava starch showed that pestles and concave grinding slabs, were used to crush both products during Valdivia phase 3 (3200.b.C). Both products, cassava and maize were very important in the diet. This reasserted that was confirmed by Carlos Zevallos Menéndez during long stages of his investigation (1971-1993) at Real Alto site.



-AGRICULTURAL INTENSIFICATION - EARTHEN IRRIGATIONS WALLS OR POOLS AND FURROWED FIELDS

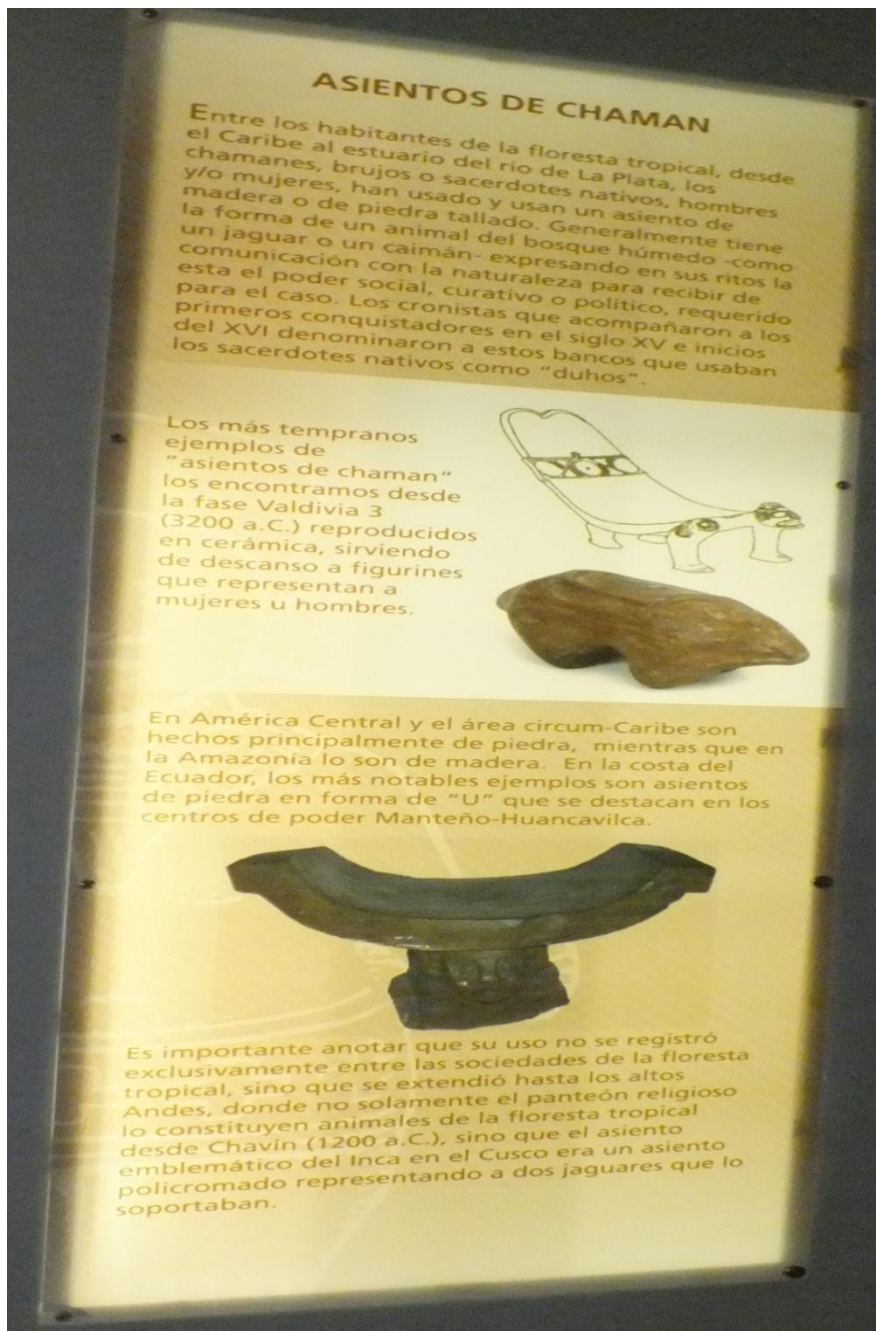
Two water systems were developed at the same time on the Ecuadorian Coastal Region. Native people built earthen irrigation walls or pools at semi-arid areas from Santa Elena Peninsula; as well as, a new structure focused on the handling of water which is known as furrowed fields was constructed, at the lower Guayas basin - place covered by tropical rain-forest and muddy ground lined by mangroves-. The earthen irrigations walls were developed at the Manteño-Huancavilca society; and, the furrowed field at Chonos society according to Espinoza Soriano (1981),

Both technologies not only have preserved until current days, but also they have shown high effectiveness face to the most modern productive technologies. It was remained show in the researches carried out by ESPOL multidisciplinary investigators through "Ancient Agricultural Technologies" Project (1982-1985).

The construction of the first furrowed fields goes back more than 4000 years, according to Parsons and Schlenmon (1987). In contrast to earthen irrigation walls, which are still being widely used by the current population, furrowed fields had an impact facing the "green revolution" that stimulated a "piscinas arroceras" project; then the urban irruption of settlements (after Second World War") so that thousands of native technologie hectares were interrupted. The massive destruction of furrowed fields resulted, among other things, that the region returned to its initial level of delicacy gainst climate phenomena such as El Niño, losing it defenses facing the ciclical floodings.

For earthen irrigation walls systems, interdisciplinary researches conducted by ESPOL through the coastal Earthen Irrigation Walls Project" (2000-2004) has allowed to know its age, construction process, usage and functioning. Now, we know that, they were built at the end of Valdivia 8 stage, and they served for collecting and handling of the rainwater which came out into the sea. The ancient agricultural societies not only took advantage of the water runoff, but also took care land farming stopping its erosion. The eathern irrigation walls allowed utilize effectively the excessive quantity of water that came from strong and long raining in winter season, which minimized the adverse effects of El Niño phenomena; as well as, they have survived because of their location in areas of current ethnic indigenous communities.

Although, they are not only a marker of communal identity, but also they still keep it in a good condition the water and production, as well as, to preserve and pile up in irrigation channels that maintain the limited vegetation of the tropical and dry forest at the Peninsula of Santa Elena.



CHAMAN BENCHS

Among inhabitants of the rainforest from the Caribbean to the River Plate stuary, shamans, native priests, men and/or women a wooden or carved stone bench was used. Usually, it is worked and shapped like a rainforest animal such as jaguar or caiman which express its communication rites with nature getting of this a social and political healing power, required for the case. The chroniclers who accompanied the first conquerors in the XV century and early of XVI called these benchs "duhos" which were used by the native priests

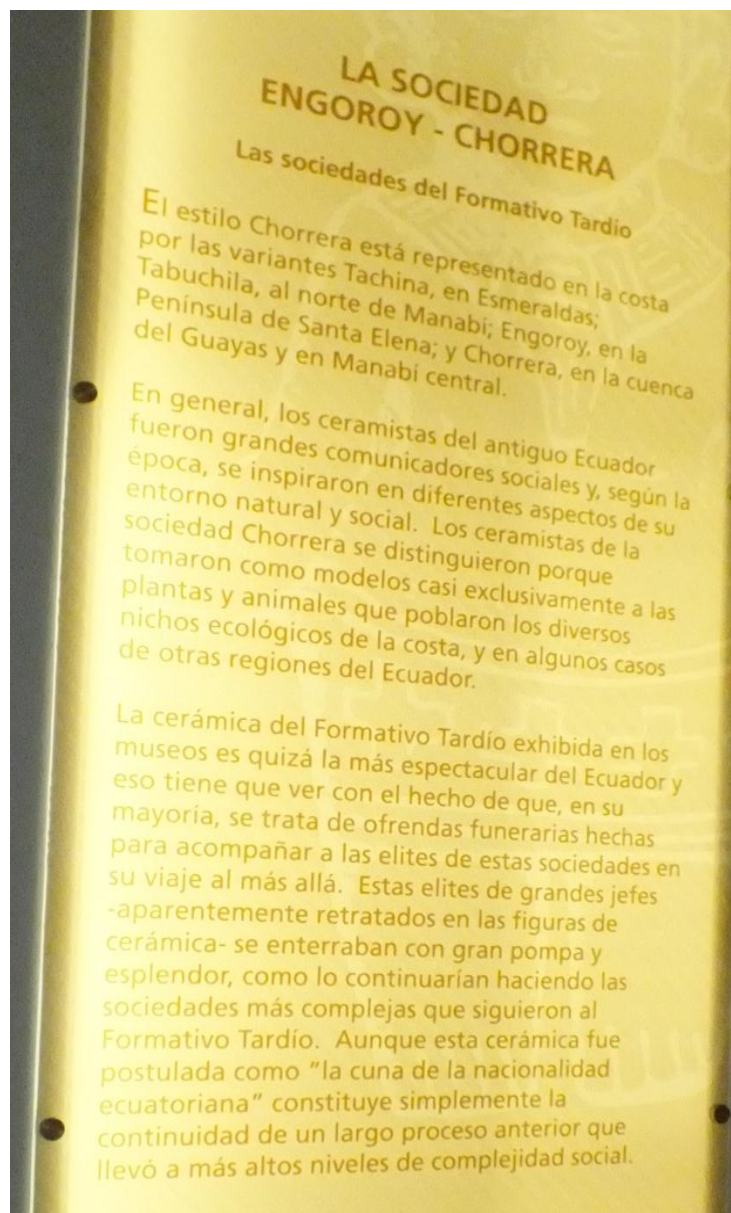
The earliest examples of "shaman's benchs" are found from the Valdivia phase 3 (3200 b.C), which was made from ceramic and were used as resting seat to figurines that representing to women and men.



In Central America and the circum- Caribbean area are made of stone mainly; meanwhile, they are made from wooden in the Amazon. At the cobastal of Ecuador, the most observable examples are "U" stone benchs which are noticeable in the power centers of Manteño-Huancavilca .



It is important to stress that its usage not only was given at the tropical wood but also extended to high Andes and the religios pantheon, and they did not represent tropical forest animals as a Chavin (1200 b.C), but also as a symbolic polychromed bench from the Inca in Cusco, which was represented by two jaguares that support it.



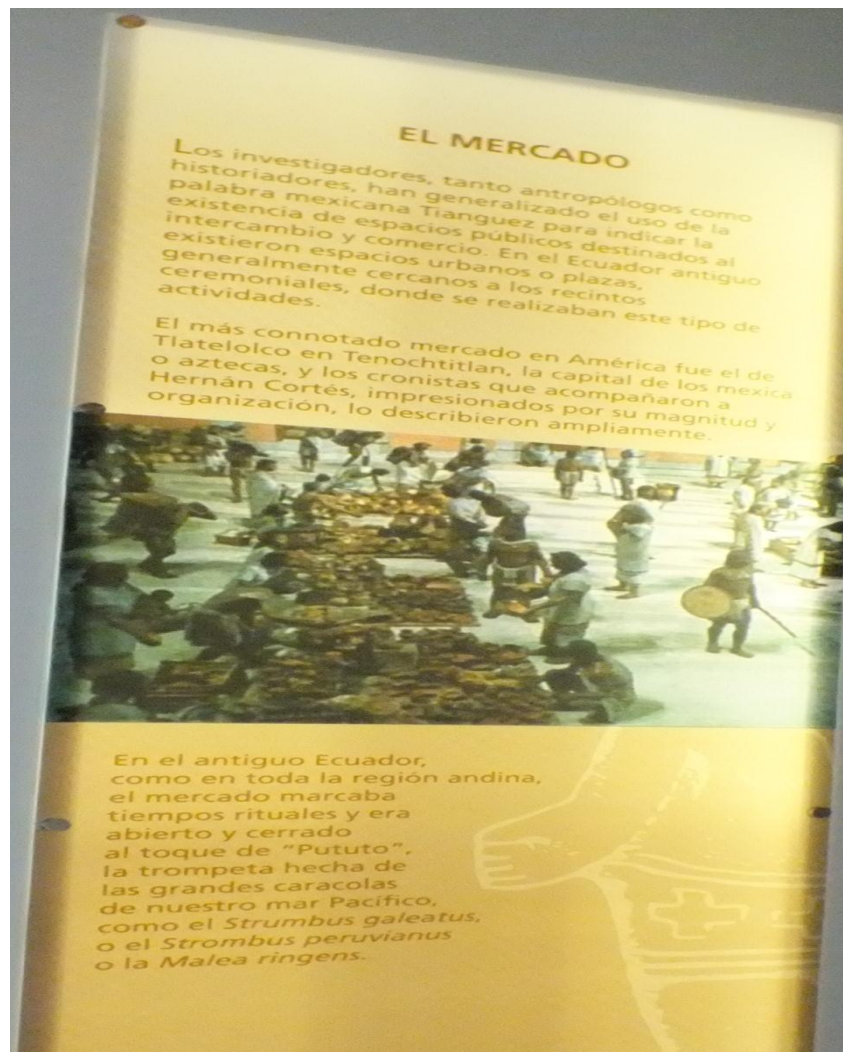
ENGOROY-CHORRERA SOCIETY

Late Formative Societies

The Chorrera society style is represented at the Coastal by the variants: Tachina in Esmeraldas; Tabuchila, north of Manabí; Engoroy at Peninsula de Santa Elena, and Chorrera, in the basin of the Guayas and Manabí's center.

In general, the ancient potters from Ecuador were great social communicators and, depending on the time, they were inspired by different aspects of their natural and social environment. The Chorrera's ceramicists society were distinguished because they inspired almost exclusively in plants and animals that populated several ecological niches of the coastal, and in other parts of Ecuador.

The Late Formative pottery exposed in museums, perhaps is the most spectacular of Ecuador, due to the fact, in most cases, it serves as offerings to the society elites in their burial rites. These big boss elites, -portrayed on ceramic figures apparently- were buried with great splendor, like the most complex society of the late formative would continue doing. Although this pottery was nominated as "the cradle of Ecuadorian nationality", it is simply the continuity of a previous long process that led it to higher levels of social complexity.



THE MARKET

Researchers, both anthropological and historians have spread usage of the-Mexican word "Tianguetz" to show that there are public spaces for the exchanging and trading. In ancient Ecuador there were urban spaces or markets, usually near the ceremonial grounds, where activities like these were done.

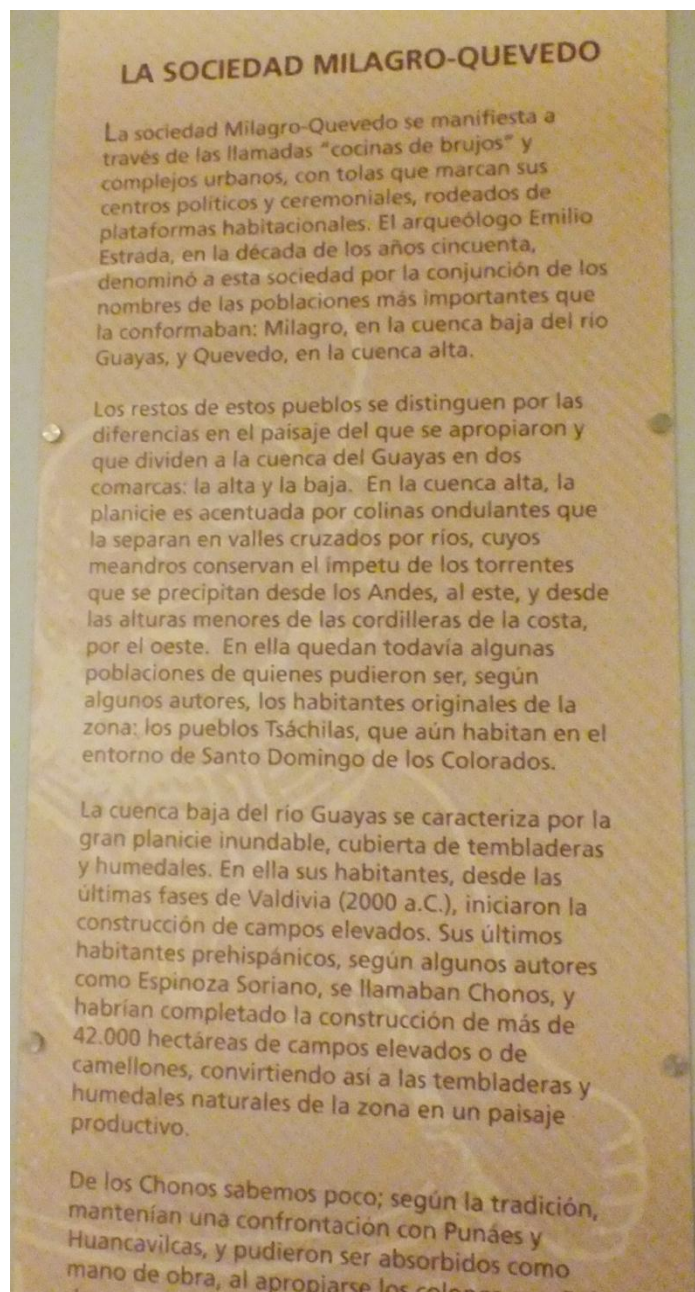
The most notorious market in America was the Tlatelolco in Tenochtitlan, the Mexican or Aztec capital. Chroniclers, who accompanied Hernán Cortés, described it widely, because they were impressed by its magnitude and organization



In ancient Ecuador and the Andean region, the market marked times and rites which were opened and closed with a "pututo" sound; it was a trumpet made of large shells of our Pacific Ocean, as the *Strumbus galeatus*, or *Strombus Peruvians* or *Malea ringens*.

Complex Societies From the Coast





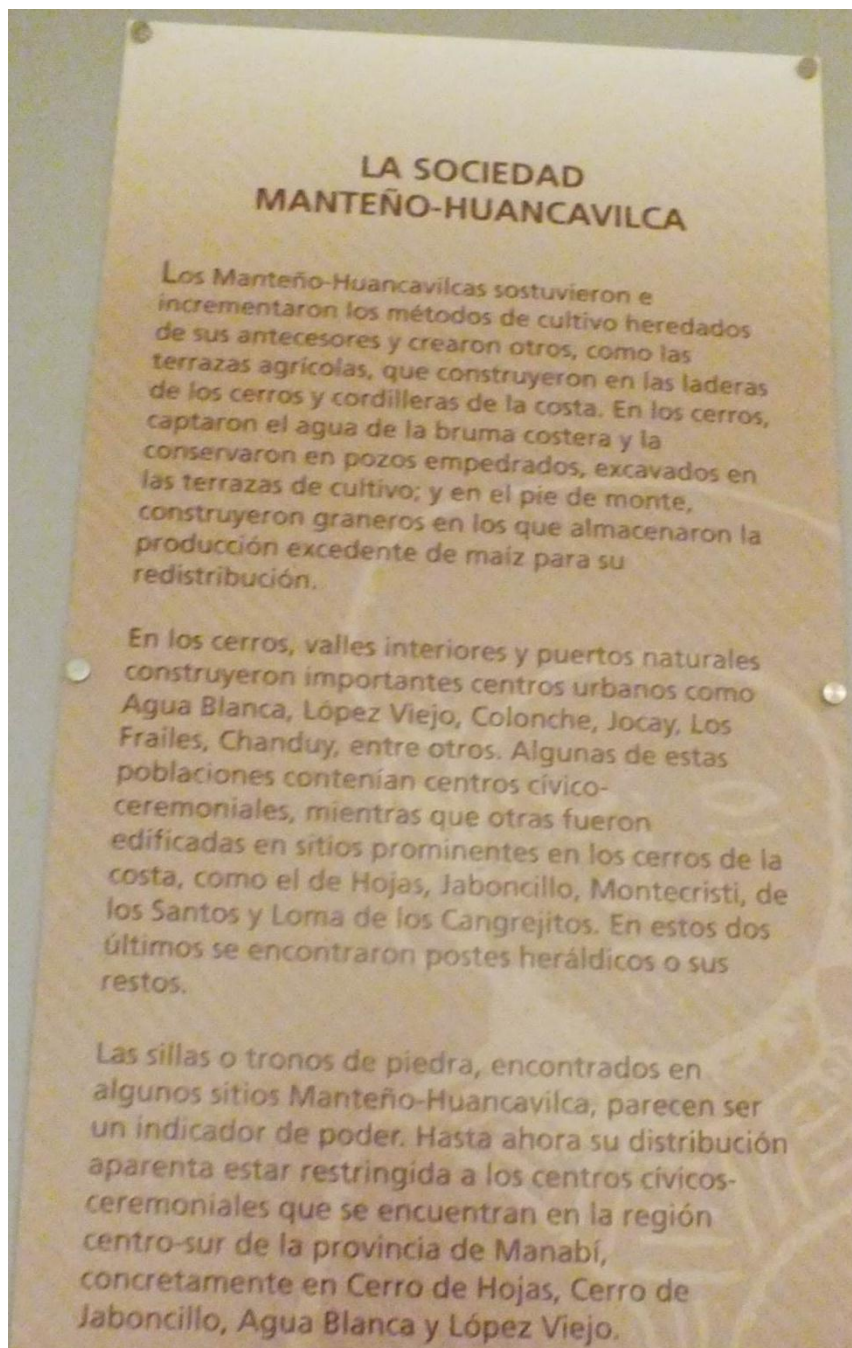
THE MILAGRO-QUEVEDO SOCIETY

The Milagro-Quevedo Society is manifested by the so-called "witches' kitchen" and urban complexes, with tolas that mark their political and ceremonial areas, surrounded by dwelling platforms. The archeologist Emilio Estrada, in the fifty decades, named this society by a combination of the major towns that formed: Milagro in the Lower Guayas Basin, and Quevedo, in the Higher Guayas Basin.

The sediments of the towns are emphasized by differences in the landscape which they appropriated themselves that separate the Guayas Basin into two regions, the lower and the higher. In the higher basin, the plain is marked by rolling hills divided into to crossed river valleys, whose meanders retain the vigor of the torrents that rush from the Andes in the east, and from the minor altitudes of the coastal ranges, in the west. There still preserves some towns of whose could be the original inhabitants of the zone; like The Tsachilas which still live round of Santo Domingo de los Colorados according some authors.

The lower Guayas River basin is characterized by the large floodplain, covered by the tembladeras and wetlands. The last phase inhabitants of Valdivia's Culture (2000 A.C) started the construction of elevated field there. Its last pre-hispanic inhabitants were named Chonos, according some authors like Espinoza Soriano and they should have completed the construction of more than 42 000 hectares of elevated furrowed fields, thus turning the tembladeras and natural wetlands area in a productive landscape.

According to tradition, the Chonos kept a confrontation with Punáes and Huancavilcas, and they could be absorbed as a labor by the spaniard colonist which appropriated of their tropical crops as the cocoa. It also possible. They could constitute the indigenous base of the montubios of the region.



THE MANTEÑO-HUANCAVILCA SOCIETY

The Manteño-Huancavilca maintained and increased harvest techniques inherited from their ancestors and created another one such as, the cultivated fields which were built in hillsides and coastal ranges. They picked up water of the coastal mist that came out from the hills and preserved it in excavated dugged stone wells in the crop terraces. They also constructed barns to store the surplus corn production for the redistribution at the foothill.

They built major urban centers, in the hills, inland valleys and natura places such as; Agua Blanca, López Viejo, Colonche Jocay, The Frailes, Chanduy among others In some towns there were ceremonial civic centers while others were built in prominent sites of the hills in the Coast; such as: Hojas, Jaboncillo, Montecristi, De los Santos and Loma de los Cangrejitos. Heraldic posts and their sediments were found in the two last.

The stone chairs and thrones found in Manteño-Huancavilca site seemed to be an power indicator. So far its distribution appears to be limited to civic-ceremonial centers are located in the south-central region of the province of Manabi, specifically Sheets Cerro, Cerro de Jaboncillo, Agua Blanca and López Viejo.

Arqueología es leer en los restos culturales
la historia de los pueblos,
de los que no conocemos escritura;
por lo tanto, el destruir los contextos arqueológicos
para extraer objetos, equivale a destruir un libro.

Arqueology is to read about cultural
sediments of a town history, which
there is no written evidences;
therefore to destroy archaeological
contexts to retrieve objects, is the
same as to destroy a book.