



**CATHOLIC UNIVERSITY
OF SANTIAGO DE GUAYAQUIL
FACULTY OF ARTS AND HUMANITIES
SCHOOL OF ENGLISH LANGUAGE**

***ANALYSIS OF AMATEURS AND PROFESSIONAL TRANSLATORS'
RENDERINGS USING THE APPRAISAL METHOD BY COFFIN &
O'HALLORAN FOR DETERMINING DIFFERENCES BETWEEN THE
TWO GROUPS***

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**SUBMITTED IN FULFILLMENT OF THE REQUIREMENT FOR
OBTAINING THE BACHELOR DEGREE IN ENGLISH LANGUAGE
WITH A MINOR IN TRANSLATION**

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BANCHÓN JARA ADRIÁN, MSc.**

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**CATHOLIC UNIVERSITY
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CERTIFICATION

We certify that this research project was presented by **Vera Pino Jennifer Karina** as a partial fulfillment of the requirements for the **Bachelor Degree in English Language with a Minor in Translation**.

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To my family,



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ABSTRACT

The present document is a case study carried out in the field of translation by applying some methodology on the light of discourse analysis. These are basically the Appraisal method plus some schema theory basis, added to the consideration of features on Bloom's taxonomy at different levels of analyses. The objective of this case study is to apply the aforementioned knowledge in order to model a strategy for analyzing texts which have been translated from Spanish into English, in which five participants –among professional and amateurs, both supplied with certain experience in the field of translation- contributed with renderings for the sake of establishing a line of contrast between the target texts resulting from the two groups– professional and amateurs- terms used to referred to translators with either a formal or informal training in the field, respectively. Such analyses will contribute to build a narrow path from the already existing methodology on discourse analysis bases applied to the translation field.

Key words: translation, discourse analysis, appraisal method, schema theory, professional, amateurs.

TOPIC

Analysis of Amateurs and Professional Translators' Renderings Using the Appraisal Method by Coffin & O'Halloran for Determining Differences between the Two Groups.

1. INTRODUCTION

1.1. Pre-requisites for a “successful” translation

Nowadays, in the current globalised society, translation has become a field of great importance. This is certainly true because of the unavoidable need of exchanging information throughout the globe, in an efficient and reliable fashion. One could also think of this phenomenon as an opportunity, one in which the field of translation could be regarded once more as a “bridge among cultures” through which information reaches the most hidden corners of the world. Nonetheless, translators, and those who do research in the field, are the ones who bear the burden of proof on whether they are able to cope with such a demand.

It is certainly a common view that the only pre-requisite to become a translator is to have some knowledge on a number of languages, alongside with a notion of their cultural boundaries. Such a view, however, is considerably challenged when one takes into account the linguistic intricacies found inside texts. It could thus be easily argued that much more technical knowledge on linguistic-related features of language is required to succeed in such an endeavour. This raises the question of what should be considered as the pre-requisite knowledge to achieve a successful translation.

It is also worth mentioning that for a translation to be deemed as successful there is the view that readers should understand and react upon the target text in the same way the source audience responds to the source text (Nida, 1964; Carroll, 1966; Taber, 1969). Although this view seems to be valid in a general sense, it becomes much more elusive when defining the parameters surrounding the notion of “translation quality”. Based on these views, one could at least argue that those translators who have some

linguistic knowledge should put under scrutiny some of the methods and parameters by which the quality of the translation is assessed.

As the argument continues, it is necessary to focus on the reasons why translators ought to have certain technical linguistic knowledge –or at least some theoretical bases- for their translations to bear some objective quality. That type of linguistic knowledge refers to an objective knowledge on “discourse analysis”, which will be covered in the next section.

1.2. What's the importance of Discourse Analysis in the field of translation?

The term Discourse Analysis, according to Cook (1994), is defined as ‘stretches of language’, or linguistic features which are both implied and explicit in all types of texts. In this light, one can understand language in terms of utterances which create different scenarios of meaning by functioning together. Discourse Analysis, therefore, concerns to the analysis of language in use. This means, the argument continues, that the act of translating does not only benefits from having knowledge of discourse analysis but that such an understanding should underpin all translation related acts.

Translators who have some knowledge of discourse analysis would be more likely to produce a native-like quality translation, which enhances the intended meaning of texts. Needless to say, any person who attempts to carry out translation will undergo a myriad of complex cognitive processes, such as “decoding”, “encoding” messages, or reformatting a text to fit a particular genre, and the like. It is, however, difficult to imagine a translator, who may have loads of empirical knowledge on the matter, justify and detail his decision making processes in a technical fashion.

Throughout this paper, it will be explored to what extent having some knowledge in the field of discourse analysis may help translators to stretch their judgments on what should be deemed as a good quality translation. For this it will be delved into some of the most relevant features of discourse analysis with a particular focus on two methods called “appraisal” and “schema”. The latter method will only be covered to gain insights into some

important features of discourse analysis, including the limitations at the moment of text interpretation. The former method, on the other hand, has been originally made to approach texts from a critical perspective; that is, to evaluate texts of a political nature. Such a method however proposes an interesting framework which, has not been put to a test in the translation field. By coupling both, an already accepted method of discourse analysis with the notion of parameters of quality, this project adds up, pertinently, to the body of work which attempts to bridge the field of linguistics to that of translation.

1.3. Statement of the problem and Research questions

In the field of translation there is the need to identify and classify practices that have been undertaken without formal norms and procedures. This study represents a contribution to the field of translation since it will help to frame the elements that play a role when a text is rendered into a target language. The motivation for this study is that, as a general fact, translators who work in the Ecuadorian market do not seem to possess awareness on the relevance of having formal knowledge of the features of discourse.

The purpose of this research is to assess the impact on the notion of “translation quality” when translators possess formal knowledge on the subject of discourse analysis. In other words, this paper’s intention is to answer the following research questions:

- Does possessing formal knowledge on the subject of discourse analysis bear a positive effect on the quality of translation?
- Is the appraisal method appropriate to create a model of translation quality?

2. OBJECTIVES

General: To test a model for Translation Quality Assessment based on the appraisal method features to quantify translation quality.

Specific: To analyze the source text's features to propose aspects of it to be quantified in order to convey a similar meaning in the target text by applying the appraisal method.

To examine how far do professional and amateurs convey a similar meaning of the source text into their renderings.

3. LITERATURE REVIEW

3.1. Textuality and Discourse

At this point, it is important to consider what De Beaugrande and Dressler (1981) called "the seven standards of textuality". These would be: *cohesion, coherence, intentionality, acceptability, informativity, situationality and intertextuality*. (Saldanha & O'Brien, 2013). The explanation will be narrowed by linking among these and what a text is. By this the literature review will be delimited to what it would be considered as discourse from a point of view of written-text analysis instead of conversational analysis and so on.

The first standard of textuality is cohesion. Its core is on the "grammatical" aspects of texts and the connection of ideas both at the sentence level and at the paragraph level. If a text is cohesive, one may believe that readers would make sense of it. However, there are plenty of examples in which cohesiveness is absent and yet what is being said is perfectly understandable; e.g. when reading a conversation transcript one must make assumptions of the different contexts surrounding that conversation. When a text is tied up with cohesive devices, the text can be regarded as explicitly organised. In order to clarify the difference between cohesion and cohesive devices it will be used an example made by Halliday and Hasan (1976:1). As follows:

- a. Wash and core six cooking apples. Put them into a fireproof dish.
- b. My axe is blunt. I have to get a sharper one.
- c. Did you see John? - Yes Ø.
- d. They fought a battle. Afterwards, it snowed.

On these examples, both sentences are connected by a cohesive link. Each sentence has been presented using a different cohesive item. In example (a), for instance, both sentences are linked by the pronoun “them”. Whether cohesion is simply an instance of coherence will be further explained in the coming sections. But one could at least argue that good cohesion in a text helps to both write and understand what is being written in a clear and organised fashion.

When tying up any type of text, writers try to distribute information in order to give the reader certain support in understanding the theme and rheme being discussed in it. Whilst the theme is the main topic discussed, the rheme relates to what is being said about the theme. How information is structured in a text through the theme and rheme is assessed in accordance with the ‘Functional Sentence Perspective’ (FSP). This FSP deals with the different syntactical patterns writers use to create certain effect in the text. In other words, different grammatical arrangements of sentences do play a role in how information is processed by the mind of the reader. Larger arrangements of information tend to be structured rather interestingly when one considers the theme and rheme of the text. In this light, new information tends to be fronted in the sentence or put towards the back if it relates to information already given in the text. This aids the readers to match up old with new information.

It is thus understood that what is being written in the text could be evaluated not as a monologue but as a dialogue. The writing process is therefore seen as a conversation between the writer and those whom he is addressing. All this “may be viewed as a succession of answers to imagined or unspoken questions by the receiver” (Widdowson, 1978: 25). This, “aptness of choices” according to Cook (1994) “may aid or disrupt the construction of coherence”. This is why coherence is affected by choices of FSP, those sentences depend on the statement mentioned in the sentence written before, and at the same time, the respective sentence is essentially connected or arranged to the coming information.

There is a caveat that underlies the notion of coherence and cohesion, this is that one must come to terms with the idea that regardless of how cohesive or coherent the text may seem, one can only grasp what is “done” in the text but cannot grasp what is actually intended to be used for. (Widdowson, 2004). This is because what one can only analyse is what it is contained in the text, and thus one makes sense out of a text by making a number of assumptions based on what one knows and on how one believes the utterances found in a text are customarily meant to be understood. If one would be incapable of coming up with assumptions about shared knowledge, no cohesive device could make up for it.

The view above is also somewhat echoed in Widdowson (2004), where it is said that one has “to relate the text not only to the actual situational context, but to the abstract cultural context of what we know to be conventional”. We therefore automatically connect texts to the “immediate perceptual context” and to the “conceptual context of our knowledge”. This would be the schemata that have been produced on our minds due to the experiences we have gone through.

Texts are, therefore, produced to inform and give a message across language, to communicate something, to assert on ways of doing things or to evoke a response on readers, and so on. This means that the text is a product with a communicative purpose.

Texts thus impose a way of thinking, they provoke “illocutionary” inferences on readers and also “perlocutionary” responses on them. And on this point one could say that all texts are in themselves, not neutral. This is a very intriguing aspect of translation, and it could even be argued, quite unsuccessfully, that an empirically trained translator could make the same inferences or reach similar text products without any knowledge of Discourse Analysis. However, intuition can only take translators so far until the new problem becomes out of one grasps and just then, theoretical knowledge could help to tackle a new translation-related problem. On this grounds, it could therefore be even argued that there is a great loss, in terms of translation quality, when companies hire unprepared translators, and

marginalise those much more knowledgeable, instead of considering them part of the marketing investment.

3.1.1. Some levels of analysis based on Mona Baker's Taxonomy

In this section, some important levels of analysis of discourse will be detailed. Thus, only elements which are considered important as these are in direct relation to textuality and discourse will be mentioned.

In the field of translation one could say that there are equivalences at the word level. In order to convey meaning, words are usually combined and there are restrictions to these combinations. Among the most common there are:

- Collocations, idioms and fixed expressions. These especially concern types of phrases which have a fixed meaning.

Another level of analysis is that which concerns "reference". This term is used to define the relationship between two linguistic expressions. This is also a term which refers to specific items within a text which cannot be interpreted semantically in their own right. It would also be safe, thus, to say that reference is the relation among words at a semantic level. Normally these can be studied as pro-forms:

- Anaphoric pro-form works by linking the text "retrospectively" or to preceding expressions in a text. E.g. The president delivered a speech. **It** was great.
- Cataphoric pro-form, quite differently, works prospectively, thus linking themselves with a more explicit remark. E.g. **It** was great. The speech delivered by the president.

Regarding context, there are a number of key aspects of it that are crucial to the production and interpretation of a text. These are:

- Situational context which refers to what people "know about what they can see around them".

- Background knowledge context refers to what people know about each other and the world.
- And the co-textual context, relates to what people know about how the connections of ideas in a text are saying.

3.2. Criticisms against Discourse Analysis.

3.2.1. The problem of interpretation of a text.

The problem of interpretation of a text is that it requires more than just the intuition of translators (Stubbs, 1996). In Stubbs (1996), he talks about what he calls a “circularity” problem; this is that a discourse analyst may project his own view when interpreting the purpose of using certain language choices and phrases on texts. Although Stubbs talks about discourse analysts, for the argument here to carry conviction, translators would be treated as such.

Hence, when one projects their own ideas into the interpretation of a text, one might end up deriving completely misleading results, and in the translation work, this might cause ambiguity and misunderstandings. In Widdowson (2004), he refers to this problem (quoting Dell Hymes) in which he makes the distinction between what is "said" in the text and what is being "done" in the text, as part of Discourse Analysis criteria.

There are also many other scholars who widely criticise the nature of the analysis of discourse, some of these criticisms can also be somewhat applied to discourse analysis, at least from the point of text interpretation. For example, another point of debate is the fact that, since many of our beliefs are shaped by external conditions, such as the variety of contexts in which every individual is exposed to, Stubbs (1996) continues to argue, analysts tend to internalise such external discourses, and therefore, their own views are never neutral.

Other major criticisms are based on the fact that, as individuals, we have established schemata which function as a collection of experience, and these categories influence on the person's view of reality. From a biological viewpoint, it has been argued in Sperber (2000) that we have some

biologically endowed competence and that it comes to the fore when evaluating what is “said” in texts. This limits our already deficient translation related performance significantly, which is why it is argued that translating will depend not only on the experience as a translator itself but in the explicit knowledge we have on discourse features of a text.

3.3. Methods in use when analysing texts

3.3.1. Selective methods on Discourse analysis

It is worth noting that when focusing on methodological aspects of Discourse Analysis (DA), one can define that DA is not in itself a methodology but a general term used to refer to a series of theories and practices that share certain principles in terms of their approach to language study, a ‘school’ in Wodak and Meyer’s words. Being this such a broad area of research, the present paper will focus on both, schema theory and the Appraisal method, with a main focus to the latter. As regards to the former, some of the views of schema theory will be used in order to validate the idea that it is problematic when translators interpret texts.

3.3.2. Schema theory- useful principles

“Schemata are cognitive structures presenting generic knowledge. i.e. structures which do not contain information about particular entities, instances, instances or events, but rather about their general form.” (Alexander, 2011). “Schema” is also used as a synonym for “frame” (Minsky, 1975) to refer to mental representations of objects, settings or situations. In other words, schemata could be regarded as the collection of knowledge of the world. It could thus be argued that all translators have a collection of empirical knowledge, and that the way they carry out their own interpretations of texts is based on the assumptions they make on their schemata. The underlying assumption thus is that, one must rely on what would be called “shared knowledge” in order to translate.

In Cook’s (1994) words, schema theory can contribute to discourse analysis related studies by showing where and how coherence is not signalled by cohesion or how pragmatic inferences are made. As stated by Rumelhart (1980), schemata can represent knowledge at all levels-from ideologies and cultural truths to knowledge about the meaning of a particular

word, to knowledge about what patterns of excitations are associated with what letters of the alphabet. We have schemata to represent all levels of our experience, at all levels of abstraction.

Every individual is exposed to different situations in life. Situations which, for example, could be ways to be faced or confronted, and these are automatically settled in the box of experiences of a person's mind. Consequently, the more one experiences the same conditions, the more one's own knowledge of the world becomes "proceduralised". So that, every action takes part on a cycle of knowledge reinforcement. This cycle would never end till the way in which some factors involved in the situation make one react in such a way that it totally changes the nature of a particular schema. This, according to Cook (1994), is the basis of schema theory, which deals on the series of experiences people have created from the previous moments they have lived. It would thus be fair to define as problematic that wrong empirical knowledge could get proceduralised and accepted when carrying out a number of flawed translations.

3.3.3. The Appraisal Method

The Appraisal method is a method whose main purpose is to analyse how texts positions readers as a result of language patterning. Although this method was designed for some "critical" purposes, i.e. to unveil the secret patterns of text of a political nature; there is not a reason why such a method could not be further explored in a translation study. In fact, at its core, this method itself derives from views on systemic functional linguistics and text patterning through SFP. The underlying assumption is thus that one can trace the apparently intentional semantic build-up of meanings throughout a text which may have influenced the reader to acquire a positive or negative evaluation of what is said in the text.

Previous papers have been issued using this method for, both, descriptive and research purposes. (see Martin, 1997, 2000; White, 2003a, 2003b). However, such a method has never been articulated to the field of translation, at least not to the best of what is widely known and thus the reason for its current application in this study.

The internal methodological system of “APPRAISAL” relies on three major points of analysis; i.e. Affect, Graduation and Judgement. Firstly, Judgement concerns with the seemingly intentional appraisal of certain human behaviour, as in; e.g. his speech reflected his *stubbornness*. Secondly, Graduation refers to the lexical choices made by an author to grade the unusual intensity of, for example, an adjective. e.g. *outrage* instead of *anger*. And finally, Affect relates to the overall linguistic resources used to affect the either positive or negative value of a certain experiences e.g. it was *feared* that he might react. The internal design of this method also accounts for the evaluating of direct and indirect expressions, assuming thus that writers “explicitly signal in the text a direct judgement” (Coffin, C., et al; 2005: 148). And also assuming that writers leave indirect statements throughout the text so that it looks balanced and also so that readers unload their current emotional positions in such an indirect statement.

Whether this method can be articulated to a framework of translation quality is partly the goal of this study. As it involves important features that texts reveal, this method have been chosen for the fact of quantifying qualitative characteristics of both the source text and its renderings in order to narrow a path to assess translation quality.

3.3.4. Difficulties in defining translation quality

According to Kandler, (1963) the term translation quality refers to “meeting the end-user or customer requirements”. Translation quality is thus linked to the effect the translation is to produce on the audience, or to the purpose for which the translation is intended. This position seems, however, problematic when considering that, as mentioned in earlier sections, it is impossible to know what exactly is intended by an author and therefore one should look at the text as a self-containing set of linguistic features which have effects on readers.

Other authors, instead, propose statistical methods for making a quantitative assessment of the quality of translations. However, these studies mostly refer to the genre structures used when, for example, complying with the format of museum translations or subtitles; i.e. this amount of words, placed at the bottom of the screen. The statistical approach of matching the

macro-structures of texts goes beyond this study and therefore will not be taken into account neither in the literature, nor in the methodology. However, there are number of premises which will be considered in this paper. They will be detailed as follows:

- It has been accepted that translation quality can be appropriately researched by using function-oriented systems. This is because the functions of language are regarded as universal, i.e. these function exist across languages without variation in their taxonomies. This helps to adapt a function-oriented framework to assess translations across different environments; e.g. museums, films, and the like.
- There are no absolute standards to measure translation quality. In fact all frameworks developed on the matter are deemed as conditional and complex. This is because the appropriacy and quality are ultimately judged by members of the community.
- Assessment in translation studies are simply regarded as an unavoidable form of assessing to what degree a text bears some objective quality. Although it has been argued by a myriad of authors that the notion of quality in translation is rather subjective, this paper will be inclined to disagree insofar as it is acknowledged that each case should be studied separately and that further studies are necessary to create a relatively fixed model.

4. Research Methodology

4.1. Criteria for evaluating discourse and translation quality

The quality of the discourse will be evaluated by assessing the value, whether positive or negative, of the snippets found in both the source text and the translation. The Appraisal method will be used and subsequently its evaluative measures such as judgement, graduation and affect.

Those translators selected for this study, whose experiences range from those who are experts to amateurs, will be rendering a target text in English. From these renderings, only the features that may be linked to the appraisal method will be taken into account. Then, the translations will be compared among themselves but the focus will only be on differentiating between experts and amateurs. Also, towards the end of the paper, in the final

remarks, it will be evaluated to what degree using the APPRAISAL method proves to be an efficient method when assessing the quality of texts and whether a model of translation quality can be achieved.

The term “experts” has been allocated to refer to the group of translators which have considerable expertise in the field of translation in the source and the target languages. It is worth to mention that they have undertaken formal training and thus are certified translators. Quite differently, the term “amateur” refers to the group of translators who have occasionally worked in the translation field; and who although may have native-like level of proficiency on the target language neither have formal linguistic training nor hold a translation certificate.

4.2. Profiling participants through a survey

4.2.1. The survey and its limitations.

The survey inquiries into some strategies that translators deem as relevant tools. These translation strategies relate to the process of transferring the source text communicative intention to a target text, in this case in English. Nevertheless, it might not account for a wide variety of strategies as these may not be consistent to the intention of the study.

4.2.2. Participants.

- a) Jennifer Vera (trial)
- b) Professional Fátima Vera
- c) Amateur Ximena Jarrín
- d) Professional Sara Rivadeneira
- e) Amateur Ana Obregozo
- f) Professional Elizabeth Flores

4.2.3. Results of the survey.

The results with more recurrence through the survey will be considered for the sake of analyzing participants’ tools (strategies and background knowledge) used to render the target texts.

1. Mention some text features you give relevant importance while translating.

Cohesion was mentioned by three participants, the same as coherence. (3/6)

The author's style was also mentioned as the author's intention rendered within the appropriate context. (4/6)

2. What causes you to make occasional pauses while translating?

All the participants mentioned that looking for an appropriate reference in order to fit the source language expression conveyed in the target language. Specifically, five participants mentioned synonyms to cultural-bound references.

3. Which aspects do you consider from your product in order to be effective?

Five out of 6 participants considered the accuracy of the message by communicating similar meaning to the source text's intention (tone).

4. Click on the steps you consider as part of translation process.

- ✓ To build background information (5 participants, 83,3 %)
- ✓ To get perfect equivalence. (2 participants, 33.3%)
- ✓ To communicate the most important ideas. (2 participants, 33.3%)
- ✓ To communicate the author's intention. (4 participants, 66.7%)
- ✓ To render cultural-bound expressions from source to target text. (4 participants, 66.7%)

5. I need to be sure of...

- ✓ Following the same organization of ideas from the source text. (2 participants, 33.3%)

- ✓ Acceptable expression on the target language to communicate similar meaning from the source text. (6 participants, 100%)
- ✓ Text patterns to determine text's actual intention. (3 participants, 50%)
- ✓ Translating words and phrases literally. (3 participants, 50%)
- ✓ The hidden meaning of words and expression. (5 participants, 83.3%)

6. Translation quality is considered effective when the target text...

- ✓ Communicates the original text's intention (6 participants, 100%)
- ✓ Transcribe each detail of the original text. (0 participants, 0%)

7. Tick the terms you are familiar with:

- ✓ Intertextuality (4 participants, 66.7%)
- ✓ Cohesion (6 participants, 100%)
- ✓ Coherence (6 participants, 100%)
- ✓ Graduation (3 participants, 50%)
- ✓ Affect (3 participants, 50%)
- ✓ Judgement of words (3 participants, 50%)
- ✓ Discourse Analysis (4 participants, 66.7%)
- ✓ Schema theory (2 participants, 33.3%)

5. Data

5.1. The objects of analysis

The source text has been taken from Revista VISTAZO -the best fortnightly Ecuadorian publication circulating in Latin America- which HQ is located in Guayaquil, so that its source language is Spanish (with Ecuadorian cultural adaptations). The analysis of a text from such an important career

implies a great sort of cultural adaptations translators must be aware of in order to render a target text effectively.

The title of the article is “ESTILOS” and it was written by Alfredo Pinoargote, journalist and presenter, on August 1st in the current year.

The article is based on Politics and its topic is on the recent election of Lenín Moreno as the new Head of State of the Republic of Ecuador and the difference of opinions he shares with the Ex-Head of State, Rafael Correa.

5.1.1. Author’s background

Alfredo Pinoargote, TV presenter of the program “Contacto Directo”, which has essentially a political scent and discusses the current events in the field in Ecuador. He has written two books “República de Papel” in 1982 and “El monumento del poder” in 1987, and is nowadays columnist of the Vistazo magazine -from which he was once his Managing Editor- and has also been editor in EL UNIVERSO.

5.1.2. Establishing the background of texts

Source Text

Title:	Estilos
Author:	Alfredo Pinoargote
Year of Publication:	2017
Country of origin:	Ecuador
Language:	Spanish
Description:	described below
Author’s political position:	neutral
Source:	http://vistazo.com/seccion/estilos

COMMENTARY 1

Title:	Editorial Alfredo Pinoargote/ July 31st, 2017
Author:	Ecuavisa
Year of Publication:	2017
Country of origin:	Ecuador
Language:	Spanish
Description:	described below

Author's political position: neutral

Source: From:https://www.youtube.com/watch?v=sE_-CjeFdwY

COMMENTARY 2

Title: Editorial de Alfredo Pinoargote August 10th, 2017

Author: Ecuavisa

Year of Publication: 2017

Country of origin: Ecuador

Language: Spanish

Description: described below

Author's political position: neutral

Source: From:<https://www.youtube.com/watch?v=P2XH8KljfpQ>

Research Question: *To what extent do Pinoargote's speeches involve a marked political position and persuade readers/ audience?*

5.1.3. Exploring the production process

Before starting to analyze the various comments that the author has in the political field, it is important to frame the current events happening in the country in order to introduce the readers to the Ecuadorian political context on the days when the article and commentaries have been spread out to the public eye.

Estilos is an article written by Alfredo Pinoargote and published by Vistazo magazine on July 21st 2017. It develops an idea of *styles* adopted by the current and just elected president giving shades of reference to somber actions which are finally reaching the light of the public knowledge which is now as the case Odebrecht and the intriguing participation of the ex- vice president of the Republic of Ecuador Jorge Glass as one of the main actors involve and current on it.

This article can be found on the magazine's website www.vistazo.com or in the link as follows: <http://vistazo.com/seccion/estilos>

5.1.4. Analysis of the source text -and other texts by the same author- by applying the Appraisal method

Below there are three articles by Alfredo Pinoargote –written and oral texts. One (the source text) an article written and published in Vistazo in July 21st, and two comments taken from Ecuavisa, televised on August 10th and August 14th, considered for the sake of *intertextual* analysis.

They are analyzed from the perspective of JUDGEMENT, GRADUATION and AFFECT. Note that for the sake of the analysis, a criteria has been established, for instance single underlining refers to less morally charged JUDGMENTS, whereas double underlining indicates more morally charged JUDGEMENTS concerning ethics and truth (based on Coffing and O'Halloran's model, 2005). Sentences are numbered in order to ease references.

Single underlining = JUDGEMENT (less morally charged)

Double underlining = JUDGEMENT (more morally charged)

Italics = Indirect JUDGEMENT

Bold = GRADUATION

Wave = AFFECT

+ ve = positive

- ve = negative

5.1.4.1. Source Text

ALFREDO PINOARGOTE

ESTILOS

Viernes, 21 de julio de 2017 - 11:32

Está claro que el proyecto político tiene un nuevo estilo y **1.** solo el tiempo dirá si *la agria divergencia entre Lenín Moreno y Rafael Correa es parte también de esta oxigenante alternativa* (+ve JUDGEMENT of new system).

2. Al respecto el arte de la política, que es el de lo posible, ofrece varias alternativas. *La más creíble es que el ensimismamiento del saliente lo lleva fácilmente a los exabruptos*, (-ve JUDGEMENT of Moreno's style) pero históricamente estas bravatas¹ han sido siempre bien administradas por sus autores. (-ve JUDGEMENT of old system's style)

3. *Simplemente le dan credibilidad a la discrepancia, pero el meollo está en que si la discrepancia es acordada* 4. Porque bien manejada le conviene no solo al proyecto político, *le podría también convenir a la ciudadanía y eventualmente al entrante o al saliente*, según los resultados económicos.

5. *De esa manera el proyecto político logra continuidad y cambia definitivamente de líder, o funciona la piola* (-ve JUDGEMENT of Correa's style) y vuelve el liderazgo al saliente, o no funciona y el proyecto político se fractura como cualquier populismo dando cabida a un líder de oposición que *aún no se divisa en el horizonte*.

La médula está en las modificaciones al modelo político y económico. Entre las opciones de hacerlo por vía constitucional y definitiva, 6. *que ninguno de los candidatos de oposición tuvo el coraje de proponer correctamente a través de una constituyente* (-ve JUDGEMENT of Moreno and other oppositors), y la de no ofrecer ningún cambio constitucional, que fue la postura del candidato del proyecto político, 7. ahora empieza a asomarse la de los cambios mediante reformas a leyes clave. (+ve JUDGEMENT of new system's style)

8. Lo cual apuntala la hipótesis de que los líderes lúcidos del proyecto apuntan a su vigorización(+ve JUDGEMENT of new system's style) y no al canibalismo (-ve JUDGEMENT of Correa and Moreno's style). 9. Porque si no es así el único sentido político del diálogo es bajar tensiones y pasear a la oposición en el pendejómetro (-ve JUDGEMENT of Moreno's style)

10. Pues qué sentido tienen un consejo consultivo económico y tributario o un frente anticorrupción y los diálogos si al final del camino se persevera en el déficit fiscal y el endeudamiento o en la impunidad manifiesta en el caso Odebrecht

sin que aún aparezcan sobre la palestra² los **jugosos contratos con China que superan todo.** (-ve JUDGEMENT of Correism)

11. Y superan todo porque van desde los 8 mil millones de deuda comercial a corto plazo hasta contratos en hospitales, escuelas, carreteras, puentes, plataformas arquitectónicas e hidroeléctricas pasando por la preventa del petróleo y su **injustificable** intermediación. (-ve JUDGEMENT of Correism)

12. Dados los antecedentes de impunidad histórica de liberales, velasquistas, partidocracia y revolución (-ve JUDGEMENT of old system). **13.** ese nudo gordiano³ solo se puede deshacer de un tajo y esto significa no entrar al bosque impenetrable de tanta corrupción sino cortar una sola cabeza que limpie a la revolución y a su débil oposición (-ve JUDGEMENT of Correa and Moreno).

De allí que el juicio político al vicepresidente Jorge Glas, encargado por Rafael Correa de los sectores estratégicos, es el termómetro de hasta dónde se va a llegar. **14.** El solo hecho de enjuiciarlo ya es un sacudón a todo el tablero (-ve JUDGEMENT of Correa's style) y llegar a la censura es la garantía de estabilidad del nuevo estilo (+ve JUDGEMENT of new style) aunque en la práctica cumpla con todo lo demás a medias. (-ve JUDGEMENT of Moreno).

¹Amenaza que se profiere con arrogancia; bravuconada, fanfarronada.

²Lugar donde se compite o se discute sobre cualquier asunto.

³El nudo gordiano es una de las anécdotas más famosas de Alejandro Magno. El término "nudo gordiano" ha permanecido en el lenguaje para dar nombre a una dificultad que no se puede resolver, a un obstáculo difícil de salvar.

5.1.4.2. Commentary 1

Editorial Alfredo Pinoargote- July 21st, 2017

El Presidente reconoció una crisis que la ciudadanía hace tiempo conoce, pero que oficialmente se negaba; es un mérito (+ve JUDGEMENT of Moreno's style). Pero lo planteado para el cuatrienio es incierto. El predecesor estaba presionado por la campaña de unas elecciones que ganar era de vida o muerte y por una despedida memorable que proyecte el espejismo de que no había crisis (-ve JUDGEMENT of Correa's style). Eso se logró gracias al endeudamiento y a la succión de liquidez de reservas ajenas depositadas en el Banco Central (-ve JUDGEMENT of Correa's style).

Por eso, cuando el presidente hace la lista de los ingresos más relevantes del presupuesto, el endeudamiento aparece en segundo lugar con 11'670 millones de financiamiento, luego de 14'760 millones de impuestos en primer lugar. Todos esos recursos que suman 26.430 millones dólares que constituyen el 71.18% del presupuesto de 36.818 millones vienen del sector privado. Que no solo es los grandes contribuyentes, sino la ciudadanía. Porque los grandes contribuyentes son agentes de retención del gran chanchero, el Estado que se lleva la mejor parte del jamón (-ve JUDGEMENT of Correa's style) porque los impuestos se trasladan al precio de venta al público y la deuda se sirve y se paga con impuestos.

Como contraparte, el gobierno anuncia 5 acciones para para mejorar la economía:

- ✓ Dinamizar la construcción y revisar la ley de plusvalía en una actividad del plan Casa Para Todos del gobierno, es la cereza en el pastel.
- ✓ Incentivar tributariamente la inversión y el ingreso de divisas, que no funcionará mientras se mantenga abierta la aspiradora del Banco Central, que traslada los excedentes de liquidez del sistema financiero al gobierno. (-ve JUDGEMENT of Moreno's style)

- ✓ Impulsar el dinero electrónico en la Banca Privada, pero con un costo bancario que no impulsará nada si el gran chanchero del Estado lleva su parte. (-ve JUDGEMENT of Moreno's style)
- ✓ Establecer medidas de austeridad -que difícilmente llegarán- cuando mantiene el mismo número de ministerios, solo cambia el nombre a algunos, al estilo de la revolución. Y ratifica al mismo equipo económico de la criticada desmesura con el consabido reciclaje (-ve JUDGEMENT of Moreno's style)

Se refiere a unas cifras económicas falseadas, pero no serán auditadas como lo ordena el Art. 289 de la Constitución [El Estado promoverá las instancias para que el poder ciudadano vigile y audite el endeudamiento público] y finalmente prioriza la inversión pública, pero –advierte-que en el cuatrienio se requerirá financiamiento de 8 mil millones de dólares por año. ¿Pero de dónde? Si es el mismo PIB de ahora. Son interrogantes que habrá que despejar.

5.1.4.3. Commentary 2

Editorial de Alfredo Pinoargote– August 10th, 2017

El Presidente de la República Lenín Moreno visitó la ciudad de los Sigchos, en la provincia de Cotopaxi, para conmemorar el día de los pueblos indígenas. Este, se disculpó por lo que llamó “fallas” en el sistema político por dar mayor relevancia a la construcción de escuelas del milenio sin tomar en cuenta factores de también relevancia similar tales como el transporte, alimentación etc. A lo cual el presentador Alfredo Pinoargote respondió con el siguiente comentario:

“No importa qué lleven, con tal de que hagan obras”. Este famoso estribillo engendrado por el velasquismo, amamantado por el febreorderismo (-ve JUDGEMENT of old system's style), y adoptado por el correísmo deslumbra con **obras faraónicas** que traen el tumor maligno de la corrupción (-ve JUDGEMENT of Correa's and old system's style), que roba a los pobres: educación, salud, casa y comida, pero que a los traga bolas entontece elevándoles la autoestima. (-ve JUDGEMENT of Correism)

5.1.5. Analysis of the source text by applying CDA Appraisal method

Table 1 Targets of JUDGEMENT on *Estilos*

	<i>Direct +ve JUDGEMENT</i>	<i>indirect +ve JUDGEMENT</i>	<i>Direct -ve JUDGEMENT</i>	<i>indirect -ve JUDGEMENT</i>
Correa's style	0	0	1	4
Moreno's style	0	0	0	4
new system's style	4	1	1	0
Old system's style	0	0	3	1

From a synoptic perspective, Table 1 describes a criterion in which four categories interplay through the text. They refer to four different perspectives in which he based his statements. He basically complains about the model of management set by Correa and the line that follows his path (Correa's style). Additionally, he notes some features of management which have been set for decades which involve a long corruption line before Correism (old system's style). On the other hand, he mentions Moreno, current Head of State, whom he qualifies as '*un líder de oposición que aún no se divide en el horizonte*' (Moreno's style). Hence, he recalls a model of management which does not exist, but on his mind by referring to it as ahora empieza a asomarse la de los cambios mediante reformas a leyes clave.(new system's style).

The APPRAISAL analysis of the source text reveals a negative judgment with some values of affect from Pinoargote to Correa's style so as on Moreno's style, referring to the discrepancies between Moreno and Correa as "agria divergencia", which involves a negative affect and negative graduation value, yet, at the same time he idealizes a model of management which he qualifies as an "oxigenante alternativa", giving it a judgment with a positive graduation.

Furthermore, his non-compliance is based on the historical background of the “old system’s style” –just to name it somehow-, which does not just lie on Correa’s model of management neither on Moreno’s, but on how decisions have been carried out through ‘antecedentes de impunidad histórica de liberales, velasquistas, partidocracia y revolución’ (-ve JUDGEMENT of old system), but revolución as part of Correism. ‘Ese **nudo gordiano**³ solo se puede deshacer... [al no entrar] al bosque impenetrable de tanta corrupción sino cortar una sola cabeza que limpie a la revolución y a su débil oposición. As the previous statement establishes he’s neither on Correa’s side nor Moreno’s side. By using expressions such as si funciona la piola he means that Correism is once again on domination and everyone continues acting as subordinates.

On the other hand, he criticizes the fact that Moreno has not established his personality as an authority by using the expression ‘dando cabida a un líder de oposición que aún no se divisa en el horizonte’. In particular, repeated use of GRADUATION in association to the potential negative effects of Correa’s style on Moreno’s management impacts on his opposing and refreshing idea of governability.

Thus, with each repeated association of Correism with malfunctions or failures on the system (*De esa manera el proyecto político logra continuidad y cambia definitivamente de líder; La médula está en las modificaciones al modelo político y económico; Y **superan todo** porque van desde los 8 mil millones de deuda comercial a corto plazo hasta contratos en hospitales, escuelas, carreteras, puentes, plataformas arquitectónicas e hidroeléctricas pasando por la preventa del petróleo y su **injustificable** intermediación*) the reader is positioned to perceive negatively any idea regarding Correa’s management and the future if there are strands of his power on the current government. Consequently, ideas which might seemingly appear as neutral appear for readers to indicate further disapproval by themselves.

For example, in isolation, the following clause appears to be a positive judgment of Correa’s management, although the preceding negative value of affect in the co-text changes the notions that readers understand from it ‘O

funciona la piola (-ve JUDGEMENT of Correa's style) y vuelve el liderazgo al saliente, o no funciona y el proyecto político se fractura como cualquier populismo dando cabida a un líder de oposición que *aún no se divide en el horizonte*'.

Similarly, the sentence 'El solo hecho de enjuiciarlo ya es un sacudón a todo el tablero y llegar a la censura es la garantía de estabilidad del nuevo estilo' is seemingly neutral by standing alone. Despite the meaning of some sentences or clauses appears to be neutral, the build-up of negative judgments of the predecessors in the power positions readers to relate the statements as indicating further disapproval on the system.

That is why most of the statements on the article "Estilos" written by Alfredo Pinoargote, have been analyzed as -ve judgements. And it is finally argued that those negative valuations influence on the perspective that readers have of the closing idea 'Y llegar a la censura es la garantía de estabilidad del nuevo estilo aunque en la práctica cumpla con todo lo demás a medias', even though it counterarguments the fact that the 'new style' seems to have *shades* of the preceding term.

5.1.6. Analysis of the source text by applying intertextuality on COMMENTARY 1 and 2

5.1.6.1. Commentary 1

Table 2 Targets of JUDGEMENT on *Commentary 1*

	<i>Direct +ve JUDGEMENT</i>	<i>indirect +ve JUDGEMENT</i>	<i>Direct -ve JUDGEMENT</i>	<i>indirect -ve JUDGEMENT</i>
Correa's style	0	0	1	2
Moreno's style	0	0	3	1
new system's style	0	0	0	0
Old system's style	0	0	0	0

In this commentary, Pinoargote establishes certain features of Correa’s administration which are now influenced on the current management (Moreno’s). Nevertheless, it is positioning several negative judgments on what Correa has left apart (a great amount of debts). ‘Eso se logró gracias al endeudamiento y a la **succión de liquidez de reservas ajenas depositadas en el Banco Central**’. This statement establishes a negative value of AFFECTS by making Correa and his management, responsible for all the debts that are on the name of the country which ‘se sirve y se paga con impuestos’.

5.1.6.2. Commentary 2

Table 3 Targets of JUDGEMENT on *Commentary 2*

	<i>Direct +ve JUDGEMENT</i>	<i>indirect +ve JUDGEMENT</i>	<i>Direct -ve JUDGEMENT</i>	<i>indirect -ve JUDGEMENT</i>
Correa’s style	0	0	1	1
Old system’s style	0	0	2	1
Moreno’s style	0	0	0	0
New system’s style	0	0	0	0

In this commentary -said in just few words-, Pinoargote expresses a marked GRADUATION of negative JUDGMENTS, which are directly addressed to Correa’s and old system’s style of management. This is clearly stated on the sentence [“No importa qué lleven, con tal de que hagan obras”]. Este famoso estribillo engendrado por el velasquismo, amamantado por el febreorderismo y adoptado por el correísmo deslumbra con **obras faraónicas** que traen el tumor maligno de la corrupción. The words which are more fully morally charged are “**tumor maligno**”, which involves a high GRADUATION of negative JUDGMENT.

To sum up, it has been demonstrated –by the application of the Appraisal method- that Pinoargote’s comments involve a high GRADUATION of negative JUDGMENT on the stained history of Ecuadorian politics. Which, of course influences on the readers perception of information, although some statements reflect to have just a neutral JUDGMENT but, because of the pouring of negative value of JUDGMENTS, the whole idea is converted into a managerial criticism against the current political system. Additionally, it is concluded that Pinoargote is neither on Correa’s nor Moreno’s political posture, but he criticizes the somber shades of corruption which seem to have continuity –although the ‘bitter divergencies’ between them-.

“It has been tasted that the APPRAISAL method is a useful set of tools for systematically revealing a global semantic groove of cumulative valuation through a text and showing how readers generally can be dynamically positioned to evaluate as negative sentences which would be seemingly neutral out of context.” (Coffin & O’Halloran, 2005)

5.2. Analysis of the features of the text translated by professional

5.2.1. Text translated by Sara Rivadeneira

ALFREDO PINOARGOTE

ESTILOS

viernes, 21 de julio de 2017 - 11:32

It is certain that the current political plan has anticipated a new style and 1. *only time will make it clear whether the **bitter divergence** between Lenin Moreno and Rafael Correa is also part of this oxygenating alternative.*

2. In respect of the above, the art of politics, which is that of the possible, offers several alternatives. *The most credible is that the **self-absorption** of the former president easily results in outbursts, but historically these **foolhardy** rages have always been well managed by his authors.*

3. *They simply make discrepancy credible, but the key is on knowing whether discrepancy is part of the plan.* 4. Because if all this fuss is well-

managed, it is not only convenient for the political strategy, *it could also convince the citizens and, eventually, the incoming or outgoing government,* depending on the given economic results.

5. *In this way either the political plan converges into continuity and definitively changes its leader, or the bonds work and the leadership returns to the former leader, or it does not work and gets fractured like any populism boosting the emergence of an *unforeseen political opponent*.*

The essence lies in the modifications to the political and economic model. Among the options, there was the proposal of a definite change to the constitution, 6. *which none of the opponents had the courage to propose correctly through a constituent, and the other option was not to offer any constitutional change, which was the position of the governing party's candidate. 7. Now, changes have begun to emerge through reforms to key laws.*

8. The above underpins the hypothesis that the *lucid* leaders of the governing party point to the invigoration of their ideology rather than **cannibalism** 9. since if not done this way, the only political meaning of the dialogue is to lower tensions and make opponents take a ride on the **silly meter**.

10. Nevertheless, what sense does it make to make up an economic and tax advisory council or an anti-corruption front and dialogues *if, in the end, the fiscal deficit and indebtedness persist* as well as immunity around the Odebrecht case, not to mention the **juicy contracts with China that are still to be brought to light, which are at the top of indecency**. 11. And they achieved the top because of the deals that range from 8 billion short-term commercial debts to contracts in hospitals, schools, highways, bridges, architectural platforms and hydroelectric plants going through the pre-sale of oil and its **unjustifiable** intermediation.

12. Given the background of historical impunity of the liberals, the velasco followers, the participacy and the revolution, 13. that Gordian knot can

only be undone with a single stroke. And this does not mean to enter the impenetrable forest of so much corruption but to cut a single head that cleanses the revolution and its weak opposition.

Hence the impeachment of Vice President Jorge Glas, commissioned by Rafael Correa of strategic sectors, is the thermometer of how far all this is going. **14.** The mere fact that Glas is being prosecuted is already a shock to the whole board and to reach censorship is the guarantee of stability of the new style although in practice it only fulfills half of everything.

5.2.2. Text translated by Fátima Vera

ALFREDO PINOARGOTE
STYLES
Friday, July 21, 2017 -11:32

It is clear that the political project has a new style and **1.** *with time we will know if the sour difference of opinion between Lenin Moreno and Rafael Correa is part of that oxygenated alternative,*

2. Regarding the political art, which is possible, offers several alternatives. *The most credible thing is that the self-absorption of the vacating individual easily leads him to harsh remarks, however, historically these threats have always been well managed by their authors.*

3. *They simply give credibility to the discrepancy, however, the crux of the matter is in if the discrepancy is agreed upon.* **4.** Because if it is well directed, *it could be convenient not only for the political project also for the citizens and, eventually, for the incoming or outgoing, depending on the economic results.*

5. *In this manner the political project will achieve continuity and definite change of leadership, or they will be astute and the outgoing leadership will return, or it does not work and the political project breaks like any populism allowing space for a leader in the opposition *who has not yet made out the horizon.**

The marrow is in the political and economic modifications. Between the options of doing it through the constitutional and definite, **6. that *none of the opposition candidates had the courage to correctly propose it through a constituent***, and not offering any constitutional change, which was the candidate's stance on the political project, **7. now the changes through reforms to the key laws begin to loom up.**

8. This underpins the hypothesis that the **lucid** leader of the project point towards its invigoration and not **cannibalism**. **9.** Because if this is not the only meaning of the political dialog, it is to lower tensions and walk the opposition into large foolishness.

10. For how does an economic and tax advisory council and or an anti-corruption effort in the dialog make sense if at the end of the road the fiscal deficit and the indebtedness persevere, or in the manifest impunity of the Odebrecht case, even without **juicy contracts** with China coming to the floor which surpass everything.

11. And they surpass everything because they range from the 8 billion short-term commercial debt to contracts in hospitals, schools, highways, bridges, architectural platforms, and hydroelectric plants going through the pre-sale of the oil and its **unjustifiable** intermediation.

12. Given the precedent of historical impunity of liberals, Velasco supporters, party-democracy, and revolution **13. of the large mess** can only be undone by a cut. This means not going into the forest impenetrable from so much corruption, but to cut a singular head that cleanses the revolution and its weak opposition.

Thus that the political jury of the vice-president Jorge Glas, appointed by Rafael Corrales from the strategic sectors, is the temperature gauge of how far it will go. **14.** The mere act of passing judgment is already an awakening for the entire board, and to reach censorship is the guarantee of stability of the new style; although in practice it partially fulfills everything else.

5.2.3. Text translated by Elizabeth Flores

ALFREDO PINOARGOTE

STYLES

Friday, July 21, 2017 -11:32

Clearly, the political project has developed a modern style and **1.** *with time we will get to know if the harsh differences of opinion between Lenin Moreno and Rafael Correa will become part of this volatile alternative.* (+ve JUDGEMENT of new system).

2. Concerning political art, however, it could provide several alternatives. This includes *the vacating individual whose **self-absorption** easily leads him to harsh remarks; although historically these **threats** have always been well managed by their authors.* (-ve JUDGEMENT of old system's style)

3. These acts simply give the discrepancy credibility. However, the crux of the matter is dependent on whether the discrepancy is agreed upon.

4. If this discrepancy is well directed, *it could be convenient not only for the political project but also for the citizens- and eventually, for the incoming or outgoing party,* depending on the economic results.

In this way, the political project may achieve continuity and a definite change of leadership, **5.** or they will be astute and the outgoing leadership will return (-ve JUDGEMENT of Correa's style). Or if it does not work, and the political project breaks, it will be populism; making space for a leader in the opposition *who has not made his mind about any matter.*

The core of the matter is in the political and economic modifications. These modifications could have been made through the Constitution, **6.** *but **none** of the opposition candidates **had the courage** to correctly propose it through a constituent* (-ve JUDGEMENT of Moreno and other oppositors). This way they cannot provide any constitutional change, which was the candidate's political project stance, and the changes begin to loom up through reforms of key laws. (+ve JUDGEMENT of new system's style)

This underpins the hypothesis that the **lucid leader** of the project is focused towards invigorating the project (+ve JUDGEMENT of new system's style)

rather than its self-destruction. **8.** Because if this is not the only meaning of the political dialog, then it is mainly only to decrease tensions and walk the opposition into large foolishness. (-ve JUDGEMENT of Moreno's style)

9. For how do an economic and tax advisory council and an anti-corruption effort in the dialog make sense if in the end the fiscal deficit and debt persevere? Or, like the manifest impunity of the Odebrecht case, even without juicy China contracts which surpass everything.

And they **surpass everything** because they range from the 8 billion short-term commercial debt to contracts with hospitals, schools, highways, bridges, architectural platforms, and hydroelectric plants going through the pre-sale of oil and its unjustifiable intermediation. (-ve JUDGEMENT of Correism)

11. Given the precedent of historical impunity of liberals, Velasquez supporters, the Democratic Party, and revolution (-ve JUDGEMENT of old system). **12.** this large mess can only be undone by a clean cut. This doesn't mean going into the dense impenetrable forest of corruptions, but instead, to create a clean-cut that may cleanse the revolution and its weak opposition. (-ve JUDGEMENT of Correa and Moreno).

Thus, the political jury of the vice-president Jorge-Glass, appointed by Rafael Correa from the strategic sectors, is the temperature gauge of how far it will go. **13.** The mere act of passing judgment is already an awakening for the entire board (-ve JUDGEMENT of Correa's style), and to reach censorship is the guarantee of stability of the modern style; although in practice it partially fulfills everything else. (-ve JUDGEMENT of Moreno).

5.3. Analysis of the translations carried out by amateurs

5.3.1. Text translated by Ana Obregozo

ALFREDO PINOARGOTE

STYLES

Friday, July 21, 2017 - 11:32

It is clear that the political project has a new style and **1. *only the time will tell if the sharp divergence between Lenín Moreno and Rafael Correa is also a part of this refreshing alternative.***

2. About this, the art of politics, that is the art of possibilities, offers various alternatives. *The most believable is that the **absorption** of the outgoing president takes him easily to the outburst, but historically these shows of **bravado** have always been well administered by their authors.*

3. *They simply give credibility to the discrepancy, but the core of the matter is set on that whether the discrepancy is agreed or not.* **4.** For a well handed discrepancy is suitable, not only to the political project, *but also to the citizenry and eventually to the outgoing or the incoming president, according to the economic outcomes.*

5. *In that way the politic Project achieves continuity and definitely change of leader, or the issue really works out very well and the leadership returns to the outgoing or doesn't work and the politic project breaks down like any other form of populism giving place to an opposition leader, *not yet seen in the politic horizon.**

The most important issue is in the modifications to the political and economic model. Among the options to carry this out by constitutional and definitive via, **6. that either of the candidates of opposition had the courage to propose correctly through a constituent,** and the one of not offering any constitutional change, that was the stance of the candidate of the politic project, **7. now starts to crop up the one of the changes through reforms to the key Laws.**

8. This supports the hypothesis that the Project **lucid** leaders pinpoint to its vigorization and not to the **cannibalism**. **9. Otherwise the only politic sense of the dialogue is to lower tensions and **outsmart and fool** the opposition as well.**

10. For what sense does it have an economic and tax advisory council or anticorruption front and the dialogues if at the very end persist the fiscal deficit, indebtedness or the evident impunity in the case Odebrecht without even coming to the fore the lucrative contracts with China that exceed anything.

11. And exceed anything because they range from 8 thousand millions of commercial indebtedness in the short term to contracts in hospitals, schools, roads, bridges, architectural platforms and hydroelectric, going through the presale of the oil and its unjustifiable intermediation.

12. Given the history of impunity of liberals, velasquistas, partidocracia and revolution, **13. that Gordian** knot can only be undo at once. And this means not entering the impenetrable forest of so much corruption but cutting one single head that cleans the revolution and its weak opposition.

Thus, the political trial to vice president Jorge Glass, commissioned by Rafael Correa on the strategic sectors, is the thermometer to what point to get to. **14.** The mere fact of prosecuting him, is a shaken all over the board and getting to the censorship is the guarantee of stability of the new style although in practice partially fulfills with overall else.

5.3.2. Text translated by Ximena Jarrín

ALFREDO PINOARGOTE

STYLES

Friday, 21 July 2017 – 11.32

It is clear that the political project has a new style **1.** *and only the time will say if the difference of opinion between Lenin Moreno and Rafael Correa is also part of this oxygenating alternative.*

2. Regarding the art in politics, it offers a variety of alternatives. *The most believable is that the self-absorption of the former president takes him to broadsides, whereas historically these **bursts of rage** have been well administered by its protagonists.*

3. *It simply gives credibility to the difference of opinion, but it is necessary to know if it has been an agreement.* **4.** Because if it is well guided, *it will be convenient not only to the political project but also to the citizens and eventually to the present and future presidents.* However this will depend on the economic results.

5. *In this way the political project can continue and definitely change its leader, or the string works and the leadership returns to the former president, or it doesn't work and the political project breaks as any populism giving the chance to an opposition leader, *who doesn't seem to appear in the future.**

The core is in the modifications to the political and economic model. Between the options to do it by constitutional and definitive via, **6. which any of the opposition candidates to the presidency had the courage to propose through a constituent**, and the one of not offering any constitutional change, that was the stance of the public project candidate, **7. now it starts showing the one of the changes through reforms to key laws.**

8. It supports the hypothesis that the leaders of the project aim to the strengthening and not to the cannibalism. **9.** Because if it is not in that way, the only political sense of the dialogue is to reduce tensions and give the opposition a ride in the "pendejómetro"

10. Then what sense has an economic and tributary consultative council or an anticorruption front and the talks if at the end of the road the fiscal deficit and the indebtedness are persevered or the impunity of the Odebrecht case without the coming out of the considerable contracts with China that exceed everything.

11. The contracts exceed everything because they go from the 8 thousand millions of the short term commercial debt to the contracts in hospitals, schools, highways, architectural and hydroelectric platforms going through the oil pre-sale and its unjustifiable intermediation.

12. Giving the records of historical impunity of liberals, "velasquistas", "partitocracy" and revolution **13.** that Gordian knot only can be routed by one hit. And this means not to enter to the impenetrable forest of the corruption but removing a head that cleans to the revolution and its weak opposition.

So the political trial to the Vicepresident Jorge Glas, commissioned by Rafael Correa of the strategic sectors, is the thermometer to where they are going. **14.** The sole fact to prosecute him is a shakedown to the board and reach the censorship is the guarantee of stability of the new style although in practice he fulfills a job half-done.

6. Analysis of target texts by using the Appraisal Method.

TT¹ Professional Sara Rivadeneira

TT² Professional Elizabeth Flores

TT³ Professional Fátima Vera

TT⁴ Amateur Ana Obregoza

TT⁵ Amateur Ximena Jarrín

ST	1.solo el tiempo dirá si la <u>agria</u> <u>divergencia</u> entre Lenín Moreno y Rafael Correa es parte también de esta <u>oxigenante alternativa</u> (+ve JUDGEMENT of new system).
TT ¹	<i>only time will make it clear whether the <u>bitter divergence</u> between Lenin Moreno and Rafael Correa is also part of this <u>oxygenating alternative</u>.</i>
TT ²	<i>with time we will get to know if the <u>harsh differences of opinion</u> between Lenin Moreno and Rafael Correa will become part of this <u>volatile alternative</u>.</i>
TT ³	<i>with time we will know if the <u>sour difference of opinion</u> between Lenin Moreno and Rafael Correa is part of that <u>oxygenating alternative</u>,</i>
TT ⁴	<i>only the time will tell if the <u>sharp divergence</u> between Lenín Moreno and Rafael Correa is also a part of this <u>refreshing alternative</u>.</i>
TT ⁵	<i>and only the time will say if the <u>difference</u> of opinion between Lenin Moreno and Rafael Correa is also part of this <u>oxygenating alternative</u>.</i>

ST	2. La más creíble es que <u>el ensimismamiento del saliente lo lleva fácilmente a los exabruptos</u> , (-ve JUDGEMENT of Moreno's style) <u>pero históricamente estas bravatas¹ han sido siempre bien administradas por sus autores</u> . (-ve JUDGEMENT of old system's style)
TT ¹	<i>The most credible is that the self-absorption of the former president easily results in <u>outbursts</u>, but historically these foolhardy rages have always been well managed by his authors.</i>
TT ²	Concerning political art, however, it could provide several alternatives. This includes <i>the vacating individual whose self-absorption easily leads him to <u>harsh remarks</u>; although historically these threats have always been well managed by their authors.</i>

TT ³	Regarding the political art, which is possible, offers several alternatives. <i>The most credible thing is that <u>the self-absorption of the vacating individual easily leads him to harsh remarks</u>, however, historically these threats have always been well managed by their authors.</i>
TT ⁴	<i>The most believable is that the absorption of the outgoing president takes him easily to the <u>outburst</u>, but historically these shows of bravado have always been well administered by their authors.</i>
TT ⁵	<i>The most believable is that <u>the self-absorption of the former president takes him to broadsides</u>, whereas historically these bursts of rage have been well administered by its protagonists.</i>

ST	3. <i>Simplemente le dan credibilidad a la discrepancia, pero el meollo está en que si la discrepancia es acordada</i>
TT ¹	<i>They simply make discrepancy credible, but <u>the key is on knowing whether discrepancy is part of the plan</u></i>
TT ²	<i>These acts simply give the discrepancy credibility. However, <u>the crux of the matter is dependent on whether the discrepancy is agreed upon.</u></i>
TT ³	<i>They simply give credibility to the discrepancy, however, <u>the crux of the matter is in if the discrepancy is agreed upon.</u></i>
TT ⁴	<i>They simply give credibility to the discrepancy, but <u>the core of the matter is set on that whether the discrepancy is agreed or not.</u></i>
TT ⁵	<i>It simply gives credibility to the difference of opinion, but <u>it is necessary to know if it has been an agreement</u></i>

ST	4. <i>Porque bien manejada le conviene no solo al proyecto político, le podría también convenir a la ciudadanía y eventualmente al entrante o al saliente, según los resultados económicos.</i>
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TT ¹	Because if all this fuss is well-managed, it is not only convenient for the political strategy, <i>it could also convince the citizens and, eventually, the incoming or outgoing government</i> , depending on the given economic results.
TT ²	If this discrepancy is well directed, <i>it could be convenient not only for the political project but also for the citizens- and eventually, for the incoming or outgoing party</i> , depending on the economic results.
TT ³	Because if it is well directed, <i>it could be convenient not only for the political project also for the citizens and, eventually, for the incoming or outgoing</i> , depending on the economic results.
TT ⁴	For a well handed discrepancy is suitable, not only to the political project, <i>but also to the citizenry and eventually to the outgoing or the incoming president</i> , according to the economic outcomes.
TT ⁵	Because if it is well guided, <i>it will be convenient not only to the political project but also to the citizens and eventually to the present and future presidents</i> .
ST	5. <i>De esa manera el proyecto político logra continuidad y cambia definitivamente de líder, o <u>funciona la piola</u> (-ve JUDGEMENT of Correa's style) y vuelve el liderazgo al saliente, o no funciona y el proyecto político se <u>fractura</u> como cualquier populismo dando cabida a un líder de oposición que <i>aún no se divisa en el horizonte</i>.</i>
TT ¹	<i>In this way either the political plan converges into continuity and definitively changes its leader, or <u>the bonds work</u> and the leadership returns to the former leader, or it does not work and <u>gets fractured</u> like any populism boosting the emergence of an <i>unforeseen political opponent</i>.</i>
TT ²	or they will be <u>astute</u> and the outgoing leadership will return. Or if it does not work, and the political project breaks, it will be populism; making space for a leader in the opposition <i>who has not made his mind about any matter</i> .
TT ³	<i>In this manner the political project will achieve continuity and definite change of leadership, or <u>they will be astute</u> and the outgoing leadership will return, or it does not work and the political project <u>breaks</u> like any populism allowing space for a leader in the opposition <i>who has not yet made out the horizon</i>.</i>

TT ⁴	<i>In that way the politic Project achieves continuity and definitely change of leader, or <u>the issue really works out</u> very well and the leadership returns to the outgoing or doesn't work and the politic project <u>breaks</u> down like any other form of populism giving place to an opposition leader, <i>not yet seen in the politic horizon.</i></i>
TT ⁵	<i>In this way the political project can continue and definitely change its leader, or the <u>string works</u> and the leadership returns to the former president, or it doesn't work and the political project <u>breaks</u> as any populism giving the chance to an opposition leader, <i>who doesn't seem to appear in the future.</i></i>

ST	6. <i>que <u>ninguno</u> de los candidatos de oposición <u>tuvo el coraje</u> de proponer <u>correctamente</u> a través de una constituyente (-ve JUDGEMENT of Moreno and other oppositors),</i>
TT ¹	<i>which <u>none</u> of the opponents <u>had the courage</u> to propose <u>correctly</u> through a constituent, and the other option was not to offer any constitutional change, which was the position of the governing party's candidate.</i>
TT ²	<i>but <u>none</u> of the opposition candidates <u>had the courage</u> to <u>correctly propose it</u> through a constituent. This way they cannot provide any constitutional change, which was the candidate's political project stance, <u>and the changes begin to loom up through reforms of key laws.</u></i>
TT ³	<i>that <u>none</u> of the opposition candidates <u>had the courage</u> to <u>correctly propose it</u> through a constituent, and not offering any constitutional change, which was the candidate's stance on the political project,</i>
TT ⁴	<i>that <u>either</u> of the candidates of opposition <u>had the courage</u> to propose <u>correctly</u> through a constituent, and the one of not offering any constitutional change, that was the stance of the candidate of the politic project,</i>
TT ⁵	<i>which <u>any</u> of the opposition candidates to the presidency <u>had the courage</u> to propose through a constituent, and the one of not offering any constitutional change, that was the stance of the public project candidate,</i>

ST	<u>7. ahora empieza a asomarse la de los cambios mediante reformas a leyes clave.</u> (+ve JUDGEMENT of new system's style)
TT ¹	<u>Now, changes have begun to emerge through reforms to key laws.</u>
TT ²	<u>and the changes begin to loom up through reforms of key laws.</u>
TT ³	<u>now the changes through reforms to the key laws begin to loom up.</u>
TT ⁴	<u>now starts to crop up the one of the changes through reforms to the key Laws.</u>
TT ⁵	<u>now it starts showing the one of the changes through reforms to key laws.</u>

ST	<u>8. Lo cual apuntala la hipótesis de que los líderes lúcidos del proyecto apuntan a su vigorización</u> (+ve JUDGEMENT of new system's style) <u>y no al canibalismo</u> (-ve JUDGEMENT of Correa and Moreno's style).
TT ¹	<u>The above underpins the hypothesis that the lucid leaders of the governing party point to the invigoration of their ideology rather than cannibalism</u>
TT ²	This underpins <u>the hypothesis that the lucid leader of the project is focused towards invigorating the project rather than its self-destruction</u>
TT ³	This underpins <u>the hypothesis that the lucid leader of the project point towards its invigoration and not cannibalism.</u>
TT ⁴	This supports <u>the hypothesis that the Project lucid leaders pinpoint to its vigorization and not to the cannibalism.</u>
TT ⁵	It supports <u>the hypothesis that the leaders of the project aim to the strengthening and not to the cannibalism.</u>

ST	<u>9. Porque si no es así el único sentido político del diálogo es bajar tensiones y pasear a la oposición en el pendejómetro</u> (-ve JUDGEMENT of Moreno's style)
TT ¹	<u>since if not done this way, the only political meaning of the dialogue is to lower tensions and make opponents take a ride on the silly meter.</u>

TT ²	Because if this is not the only meaning of the political dialogue, <u>then it is mainly only to decrease tensions and walk the opposition into large foolishness.</u>
TT ³	Because if this is not <u>the only meaning of the political dialogue, it is to lower tensions and walk the opposition into large foolishness.</u>
TT ⁴	<u>Otherwise the only politic sense of the dialogue is to lower tensions and outsmart and fool the opposition as well.</u>
TT ⁵	Because if it is not in that way, <u>the only political sense of the dialogue is to reduce tensions and give the opposition a ride in the “pendejómetro”.</u>

ST	10. Pues <u>qué sentido tienen un consejo consultivo económico y tributario o un frente anticorrupción y los diálogos si al final del camino se persevera en el déficit fiscal y el endeudamiento o en la impunidad manifiesta en el caso Odebrecht sin que aún aparezcan sobre la palestra² los jugosos contratos con China que superan todo.</u> (-ve JUDGEMENT of Correism)
TT ¹	Nevertheless, <u>what sense does it make</u> to make up an economic and tax advisory council or an anti-corruption front and dialogues <u>if, in the end, the fiscal deficit and indebtedness persist</u> as well as immunity around the Odebrecht case, <u>not to mention the juicy contracts with China that are still to be brought to light, which are at the top of indecency.</u>
TT ²	<u>For how do</u> an economic and tax advisory council and an anti-corruption effort in the dialogue <u>make sense</u> if in the end the fiscal deficit and debt persevere? Or, like the manifest impunity of the Odebrecht case, <u>even without juicy China contracts which surpass everything.</u>
TT ³	For <u>how does</u> an economic and tax advisory council and or an anti-corruption effort in the <u>dialogue make sense if at the end of the road</u> the fiscal deficit and the indebtedness <u>persevere</u> , or in the <u>manifest impunity</u> of the Odebrecht case, even <u>without juicy contracts with China coming to the floor which surpass everything.</u>

TT ⁴	For <u>what sense does it have</u> an economic and tax advisory council or anticorruption front and the dialogues <u>if at the very end persist</u> the fiscal deficit, indebtedness or the <u>evident impunity</u> in the case Odebrecht <u>without even coming to the fore</u> <u>the lucrative contracts with China that exceed anything.</u>
TT ⁵	Then <u>what sense has</u> an economic and tributary consultative council or an anticorruption front and the talks <u>if at the end of the road</u> the fiscal deficit and the <u>indebtedness are persevered</u> or the impunity of the Odebrecht case <u>without the coming out of</u> <u>the considerable contracts with China that exceed everything.</u>

ST	11. Y superan todo porque van desde los 8 mil millones de deuda comercial a corto plazo hasta contratos en hospitales, escuelas, carreteras, puentes, plataformas arquitectónicas e hidroeléctricas pasando por la preventa del petróleo y su injustificable intermediación. (-ve JUDGEMENT of Correism)
TT ¹	And they achieved the top because of the deals that range from 8 billion short-term commercial debts to contracts in hospitals, schools, highways, bridges, architectural platforms and hydroelectric plants going through the pre-sale of oil and its unjustifiable intermediation.
TT ²	And they surpass everything because they range from the 8 billion short-term commercial debt to contracts with hospitals, schools, highways, bridges, architectural platforms, and hydroelectric plants going through the pre-sale of oil and its unjustifiable intermediation.
TT ³	And they surpass everything because they range from the 8 billion short-term commercial debt to contracts in hospitals, schools, highways, bridges, architectural platforms, and hydroelectric plants going through the pre-sale of the oil and its unjustifiable intermediation.
TT ⁴	And exceed anything because they range from 8 thousand millions of commercial indebtedness in the short term to contracts in hospitals, schools, roads, bridges, architectural platforms and hydroelectric, going through the presale of the oil and its unjustifiable intermediation.
TT ⁵	The contracts exceed everything because they go from the 8

	<u>thousand millions of the short term commercial debt to the contracts in hospitals, schools, highways, architectural and hydroelectric platforms going through the oil pre-sale and its unjustifiable intermediation.</u>
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ST	12. Dados los <u>antecedentes de impunidad histórica</u> de liberales, velasquistas, partidocracia y revolución (-ve JUDGEMENT of old system).
TT¹	Given the <u>background of historical impunity</u> of the liberals, the velasco followers, the particracy and the revolution,
TT²	Given the <u>precedent of historical impunity</u> of liberals, Velasquez supporters, the Democratic Party, and revolution
TT³	Given <u>the precedent of historical impunity</u> of liberals, Velasco supporters, party-democracy, and revolution
TT⁴	Given <u>the history of impunity</u> of liberals, velasquistas, partidocracia and revolution
TT⁵	Giving <u>the records of historical impunity</u> of liberals, “velasquistas”, “partitocracy” and revolution

ST	13. ese <u>nudo gordiano</u> ³ solo se puede deshacer de un tajo y esto significa no entrar al <u>bosque impenetrable de tanta corrupción <i>sino cortar una sola cabeza que limpie a la revolución y a su débil oposición</i></u> (-ve JUDGEMENT of Correa and Moreno).
TT¹	that <u>Gordian knot</u> can only be undone with a single stroke. And this does not means <u>to enter the impenetrable forest of so much corruption <i>but to cut a single head that cleanses the revolution</i></u> and its <u>weak</u> opposition.
TT²	this <u>large mess</u> can only be undone by a clean cut. This doesn't mean going <u>into the dense impenetrable forest of corruptions</u> , but instead, <u>to create a clean-cut that may cleanse</u> the revolution and its <u>weak</u> opposition.

TT ³	of the large mess can only be undone by a cut. This means not going into <u>the forest impenetrable from so much corruption</u> , <u>but to cut a singular head that cleanses the revolution</u> and its <u>weak</u> opposition.
TT ⁴	that Gordian knot can only be undo at once. And this means not entering the <u>impenetrable forest of so much corruption</u> <u>but cutting one single head that cleans the revolution</u> and its <u>weak</u> opposition.
TT ⁵	that Gordian knot only can be routed by one hit. And this means not to enter to <u>the impenetrable forest of the corruption</u> <u>but removing a head that cleans to the revolution</u> and its <u>weak</u> opposition.

ST	14. El solo hecho de enjuiciarlo ya es un <u>sacudón a todo el tablero</u> (-ve JUDGEMENT of Correa's style) y llegar a la censura es la garantía de estabilidad del nuevo estilo (+ve JUDGEMENT of new style) <u>aunque en la práctica cumpla con todo lo demás a medias.</u> (-ve JUDGEMENT of Moreno).
TT ¹	The mere fact that Glass is being prosecuted is already <u>a shock to the whole board</u> and to reach censorship is the guarantee of stability of the new style <u>although in practice it only fulfills half of everything.</u>
TT ²	The mere act of passing judgment is already <u>an awakening for the entire</u> , and to reach censorship is the guarantee of stability of the modern style; <u>although in practice it partially fulfills everything else.</u>
TT ³	The mere act of passing judgment is already <u>an awakening for the entire board</u> , and to reach censorship is the guarantee of stability of the new style; <u>although in practice it partially fulfills everything else.</u>
TT ⁴	The mere fact of prosecuting him, <u>is a shaken all over the board</u> and getting to the censorship is the guarantee of stability of the new style <u>although in practice partially fulfills with overall else.</u>
TT ⁵	The sole fact to prosecute him is a <u>shakedown to the board</u> and reach the censorship is the guarantee of stability of the new style <u>although in practice he fulfills a job half-done.</u>

7. Interpreting data

Pinoargote's article abounds with rhetorical devices, and the presence of certain word groups that are ubiquitously repeated throughout the text which denotes strong value of judgement.

Both source and target texts convey the same value of judgment just with few subtle differences on the graduation on some context clues which denotes a more morally charged in the source text rather in some target texts.

For example,

In clause 1, the expression agria *divergencia* connotes a value of affect in such a graduation that just a difference of opinion⁵ does not completely reach on terms of judgment.

ST	1.solo el tiempo dirá si la <u>agria</u> <i>divergencia</i> entre Lenín Moreno y Rafael Correa es parte también de esta <u>oxigenante alternativa</u> (+ve JUDGEMENT of new system).
TT ¹	<i>only time will make it clear whether the <u>bitter divergence</u> between Lenin Moreno and Rafael Correa is also part of this <u>oxygenating</u> alternative.</i>
TT ²	<i>with time we will get to know if the <u>harsh differences of opinion</u> between Lenin Moreno and Rafael Correa will become part of this <u>volatile</u> alternative.</i>
TT ³	<i>with time we will know if the <u>sour difference of opinion</u> between Lenin Moreno and Rafael Correa is part of that <u>oxygenating</u> alternative,</i>
TT ⁴	<i>only the time will tell if the <u>sharp divergence</u> between Lenín Moreno and Rafael Correa is also a part of this <u>refreshing</u> alternative.</i>
TT ⁵	<i>and only the time will say if the <u>difference of opinion</u> between Lenin Moreno and Rafael Correa is also part of this <u>oxygenating</u> alternative.</i>

While in clause 5, the statement o funciona la piola conveys a marked affect and a negative value of judgment, this expression must communicate the same in the target text. Experts reached the intended meaning, yet amateurs had some difficulties to communicate the expression at the pragmatic level, having an implicature which isolated seems just to be a phrase, but working in a context, and considering the anaphoric antecedents is tied up expressing the graduation of judgment that it encloses.

ST	<p>5. <i>De esa manera el proyecto político logra continuidad y cambia definitivamente de líder, o <u>funciona la piola</u> (-ve JUDGEMENT of Correa's style) y vuelve el liderazgo al saliente, o no funciona y el proyecto político se <u>fractura</u> como cualquier populismo dando cabida a un líder de oposición que <i>aún no se divisa en el horizonte</i>.</i></p>
TT ¹	<p><i>In this way either the political plan converges into continuity and definitively changes its leader, or <u>the bonds work</u> and the leadership returns to the former leader, or it does not work and <u>gets fractured</u> like any populism boosting the emergence of an <i>unforeseen political opponent</i>.</i></p>
TT ²	<p>or they will be <u>astute</u> and the outgoing leadership will return. Or if it does not work, and the political project breaks, it will be populism; making space for a leader in the opposition <i>who has not made his mind about any matter</i>.</p>
TT ³	<p><i>In this manner the political project will achieve continuity and definite change of leadership, or <u>they will be astute</u> and the outgoing leadership will return, or it does not work and the political project <u>breaks</u> like any populism allowing space for a leader in the opposition <i>who has not yet made out the horizon</i>.</i></p>
TT ⁴	<p><i>In that way the politic Project achieves continuity and definitely change of leader, or <u>the issue really works out</u> very well and the leadership returns to the outgoing or doesn't work and the politic project <u>breaks</u> down like any other form of populism giving place to an opposition leader, <i>not yet seen in the politic horizon</i>.</i></p>
TT ⁵	<p><i>In this way the political project can continue and definitely change its leader, or the <u>string works</u> and the leadership returns to the former president, or it doesn't work and the political project <u>breaks</u> as any populism giving the chance to an opposition leader, <i>who doesn't seem to appear in the future</i>.</i></p>

By analyzing clause 8, professionals have established a particularity among the three target texts, which is on the rendering of the word “apuntala”, term that all of them have translated as “underpins” meanwhile amateurs have chosen the rendering “supports”, both renderings share a similar meaning, yet judgement cannot be applied as the term even in the source text has neither negative nor positive value of judgement; additionally graduation and affect in neutral or not established.

ST	8. Lo cual apuntala <u>la hipótesis de que los líderes lúcidos del proyecto apuntan a su vigorización(+ve JUDGEMENT of new system's style) y no al canibalismo (-ve JUDGEMENT of Correa and Moreno's style).</u>
TT¹	The above underpins the hypothesis that the <u>lucid leaders of the governing party point to the invigoration of their ideology rather than cannibalism</u>
TT²	This underpins <u>the hypothesis that the lucid leader of the project is focused towards invigorating the project rather than its self-destruction</u>
TT³	This underpins <u>the hypothesis that the lucid leader of the project point towards its invigoration and not cannibalism.</u>
TT⁴	This supports <u>the hypothesis that the Project lucid leaders pinpoint to its vigorization and not to the cannibalism.</u>
TT⁵	It supports <u>the hypothesis that the leaders of the project aim to the strengthening and not to the cannibalism.</u>

Clause 9, includes the term “pendejómetro” which denotes some cultural reference as it does not exist actually in Spanish, so the renderings got by professional from this term were *large foolishness* and *silly meter*, terms which denote somehow the fact of measurement on foolishness or silliness; and on the other hand, amateurs rendered the term as *outsmart and fool the opposition* (combination of words which somehow get the

meaning of the word from the source language) and *pendejómetro*, having borrowed the term from Spanish (strategy which do not communicate the meaning nor the value of judgement, degree of affect neither a strip of graduation).

ST	9. Porque <i>si no es así el único sentido político del diálogo es bajar tensiones y pasear a la oposición en el pendejómetro</i> (-ve JUDGEMENT of Moreno's style)
TT ¹	<u>since if not done this way, the only political meaning of the dialogue is to lower tensions and make opponents take a ride on the silly meter.</u>
TT ²	Because if this is not the only meaning of the political dialogue, <u>then it is mainly only to decrease tensions and walk the opposition into large foolishness.</u>
TT ³	Because if this is not <u>the only meaning of the political dialogue, it is to lower tensions and walk the opposition into large foolishness.</u>
TT ⁴	<u>Otherwise the only politic sense of the dialogue is to lower tensions and outsmart and fool the opposition as well.</u>
TT ⁵	Because if it is not in that way, <u>the only political sense of the dialogue is to reduce tensions and give the opposition a ride in the "pendejómetro".</u>

Clause 10 is a clear example of having totally different renderings – expressions which appeared to have an independent way of having been grouped by different persons- but which at the end of the day fulfill the language requirements in order to be accepted in the target language. At this point, the aspects of texts which have been applied in order to quantify elements of texts –judgement, graduation and affect based on the appraisal method- here appear to be null. Contributing quite insufficiently in delimiting a model to contrast the five renderings by an intralinguistic analysis in the target language.

ST	<p>10. Pues <u>qué sentido tienen</u> un consejo consultivo económico y tributario o un frente anticorrupción y los diálogos <u>si al final del camino se persevera en el déficit fiscal y el endeudamiento o en la impunidad manifiesta en el caso Odebrecht <u>sin que aún aparezcan sobre la palestra² los jugosos contratos con China que superan todo.</u>(-ve JUDGEMENT of Correism)</u></p>
TT ¹	<p>Nevertheless, <u>what sense does it make</u> to make up an economic and tax advisory council or an anti-corruption front and dialogues <u>if, in the end, the fiscal deficit and indebtedness persist</u> as well as immunity around the Odebrecht case, <u>not to mention the juicy contracts with China that are still to be brought to light, which are at the top of indecency.</u></p>
TT ²	<p><u>For how do</u> an economic and tax advisory council and an anti-corruption effort in the dialogue <u>make sense</u> if in the end the fiscal deficit and debt persevere? Or, like the manifest impunity of the Odebrecht case, <u>even without juicy China contracts which surpass everything.</u></p>
TT ³	<p>For <u>how does</u> an economic and tax advisory council and or an anti-corruption effort in the <u>dialogue make sense if at the end of the road</u> the fiscal deficit and the indebtedness <u>persevere</u>, or in the <u>manifest impunity</u> of the Odebrecht case, even <u>without juicy contracts with China coming to the floor which surpass everything.</u></p>
TT ⁴	<p>For <u>what sense does it have</u> an economic and tax advisory council or anticorruption front and the dialogues <u>if at the very end persist</u> the fiscal deficit, indebtedness or the <u>evident impunity</u> in the case Odebrecht <u>without even coming to the fore the lucrative contracts with China that exceed anything.</u></p>
TT ⁵	<p>Then <u>what sense has</u> an economic and tributary consultative council or an anticorruption front and the talks <u>if at the end of the road</u> the fiscal deficit and the <u>indebtedness are persevered</u> or the impunity of the Odebrecht case <u>without the coming out of the considerable contracts</u></p>

with China that exceed everything.

And the story is repeated again in clause 11. As follows:

ST	<p>11. Y superan todo porque van desde los 8 mil millones de deuda comercial a corto plazo hasta contratos en hospitales, escuelas, carreteras, puentes, plataformas arquitectónicas e hidroeléctricas pasando por la preventa del petróleo y su injustificable intermediación. (-ve JUDGEMENT of Correism)</p>
TT ¹	<p>And they achieved the top because of the deals that range from 8 billion short-term commercial debts to contracts in hospitals, schools, highways, bridges, architectural platforms and hydroelectric plants going through the pre-sale of oil and its unjustifiable intermediation.</p>
TT ²	<p>And they surpass everything because they range from the 8 billion short-term commercial debt to contracts with hospitals, schools, highways, bridges, architectural platforms, and hydroelectric plants going through the pre-sale of oil and its unjustifiable intermediation.</p>
TT ³	<p>And they surpass everything because they range from the 8 billion short-term commercial debt to contracts in hospitals, schools, highways, bridges, architectural platforms, and hydroelectric plants going through the pre-sale of the oil and its unjustifiable intermediation.</p>
TT ⁴	<p>And exceed anything because they range from 8 thousand millions of commercial indebtedness in the short term to contracts in hospitals, schools, roads, bridges, architectural platforms and hydroelectric, going through the presale of the oil and its unjustifiable intermediation.</p>

TT⁵	The contracts exceed everything because they go from the <u>8 thousand millions of the short term commercial debt to the contracts in hospitals, schools, highways, architectural and hydroelectric platforms going through the oil pre-sale and its unjustifiable intermediation.</u>
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Here, the appraisal method's results do not to show evidence on features which can be elements to contrast the five renderings in an intralingual analysis. The schemata that both professional and amateurs used appear to be pretty similar having no considerable variation on neither the graduation nor value of judgement of terms and expressions.

ST	12. Dados los <u>antecedentes de impunidad histórica</u> de liberales, velasquistas, partidocracia y revolución (-ve JUDGEMENT of old system).
TT¹	Given the <u>background of historical impunity</u> of the liberals, the velasco followers, the particracy and the revolution,
TT²	Given the <u>precedent of historical impunity</u> of liberals, Velasquez supporters, the Democratic Party, and revolution
TT³	Given <u>the precedent of historical impunity</u> of liberals, Velasco supporters, party-democracy, and revolution
TT⁴	Given <u>the history of impunity</u> of liberals, velasquistas, partidocracia and revolution
TT⁵	Giving <u>the records of historical impunity</u> of liberals, "velasquistas", "partitocracy" and revolution

The appraisal method has once again the gap not to cover features which are evident when carrying out an analysis applied to translation. There are subtle differences between the terms and expressions which, again, express a similar –not to say the same- value of judgement, having

no important contrast on graduation nor affect.

ST	13. ese <u>nudo gordiano</u> ³ solo se puede deshacer de un tajo y esto significa no entrar al <u>bosque impenetrable de tanta corrupción</u> <u>sino cortar una sola cabeza que limpie a la revolución y a su débil oposición</u> (-ve JUDGEMENT of Correa and Moreno).
TT ¹	that <u>Gordian knot</u> can only be undone with a single stroke. And this does not means <u>to enter the impenetrable forest of so much corruption</u> <u>but to cut a single head that cleanses the revolution</u> and its <u>weak</u> opposition.
TT ²	this <u>large mess</u> can only be undone by a clean cut. This doesn't mean going <u>into the dense impenetrable forest of corruptions</u> , but instead, <u>to create a clean-cut that may cleanse</u> the revolution and its <u>weak</u> opposition.
TT ³	<u>of the large mess</u> can only be undone by a cut. This means not going into <u>the forest impenetrable from so much corruption</u> , <u>but to cut a singular head that cleanses the revolution</u> and its <u>weak</u> opposition.
TT ⁴	that <u>Gordian</u> knot can only be undo at once. And this means not entering the <u>impenetrable forest of so much corruption</u> <u>but cutting one single head that cleans the revolution</u> and its <u>weak</u> opposition.
TT ⁵	that <u>Gordian knot</u> only can be routed by one hit. And this means not to enter to <u>the impenetrable forest of the corruption</u> <u>but removing a head that cleans to the revolution</u> and its <u>weak</u> opposition.

Expressions such as a shock to the whole board^{1/} an awakening for the entire board^{2/} a shaken all over the board^{4/} shakedown to the board⁵ –for instance- cannot be effectively analyzed on the light of features of the appraisal method –judgement, affect and graduation- with the purpose of looking for a way to differentiate translations made by professional and amateur translators as they do not deepen on the subtle differences in meaning that those terms and expressions convey in the target language.

ST	14. El solo hecho de enjuiciarlo ya es un <u>sacudón a todo el tablero</u> (-ve JUDGEMENT of Correa's style) y llegar a la censura es la garantía de estabilidad del nuevo estilo (+ve JUDGEMENT of new style) <u>aunque en la práctica cumpla con todo lo demás a medias.</u> (-ve JUDGEMENT of Moreno).
TT ¹	The mere fact that Glass is being prosecuted is already <u>a shock to the whole board</u> and to reach censorship is the guarantee of stability of the new style <u>although in practice it only fulfills half of everything.</u>
TT ²	The mere act of passing judgment is already <u>an awakening for the entire board</u> , and to reach censorship is the guarantee of stability of the modern style; <u>although in practice it partially fulfills everything else.</u>
TT ³	The mere act of passing judgment is already <u>an awakening for the entire board</u> , and to reach censorship is the guarantee of stability of the new style; <u>although in practice it partially fulfills everything else.</u>
TT ⁴	The mere fact of prosecuting him, <u>is a shaken all over the board</u> and getting to the censorship is the guarantee of stability of the new style <u>although in practice partially fulfills with overall else.</u>
TT ⁵	The sole fact to prosecute him is a <u>shakedown to the board</u> and reach the censorship is the guarantee of stability of the new style <u>although in practice he fulfills a job half-done.</u>

8. CONCLUSIONS

It is concluded that...

8.1. Utility of applying the appraisal method

- The appraisal method is an effective tool when carrying out intralingual analyses of texts for the sake of determining features of intertextuality, while it cannot be effectively applied in the translation field when assessing translation quality.

8.2. Utility of knowing some discourse analysis techniques

- Having a basis on discourse analysis bear a positive effect on analyzing translation quality as it provided with useful elements to quantify important aspects of the source text (stripes of judgement, graduation and affect of words) before rendering a product in the target language.

8.3. Limitations of the data

- The data reflected the same value of judgement, even though there were some subtle strips of graduation in the meaning of words used by professional and amateurs which do not lead to delimit a criteria to contrast the two groups' renderings.

8.4. Limitations of the method

- It is considered a limitation of the method the fact of quantifying the quality of texts based just on values of judgement, graduation and affect of words, which applied in the translation field do not reach further boundaries, or in other words, do not lead to concrete conclusions.

9. RECOMMENDATIONS

It is recommended...

9.1. Utility of applying the appraisal method

- To consider important features of texts in order to expand the appraisal method's boundaries to encompass analyses applied in the translation field.

9.2. Utility of knowing some discourse analysis techniques

- To determine aspects of discourse analysis which would contribute to strength the effect on translation quality.

9.3. Limitations of the data

- To apply a criteria of analysis which lead to clear differences between the two groups.

9.4. Limitations of the method

- To innovate on new models of assessing translation quality.

APPENDIX: Results on the Survey

1. Mention some text features you give relevant importance while translating.

- a) intentionality, coherence, cohesion
- b) Intertextuality and cohesion.
- c) Vocabulary, subject verb agreement, coherence
- d) The field of the text The terminology (which must match the field) The register The style The mode The tenor Coherence and cohesion
- e) Titles, headings, underlined, bold, italicized or highlighted words, captions, call-out boxes, footnotes, pictures or illustrations.
- f) To communicate the authors idea and intention within the appropriate context.

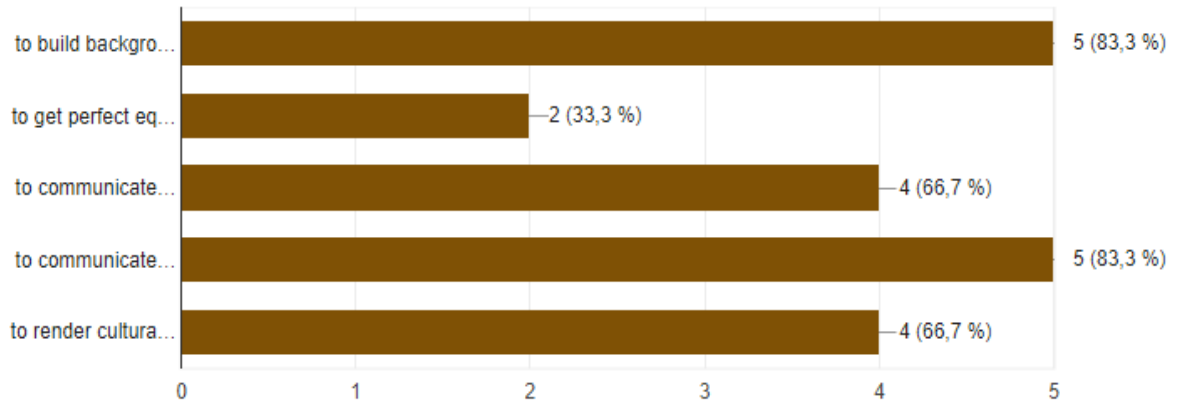
2. What causes you to make occasional pauses while translating?

- a) to check how to effectively express certain cultural-bound expression on the target text
- b) To render cultural-bound expressions from source to target text.
- c) A phrase that is not clear and require more than just literal translation.
- d) When I need to research on particular phrases or contexts I'm not very familiar with. I need to carry out intertextuality before I continue with the task.
- e) Trying to get the most accurate or suitable words or phrases that make sense in the context.
- f) Hidden messages or unusual expressions. Making sure to provide similar meaning and way to communicate.

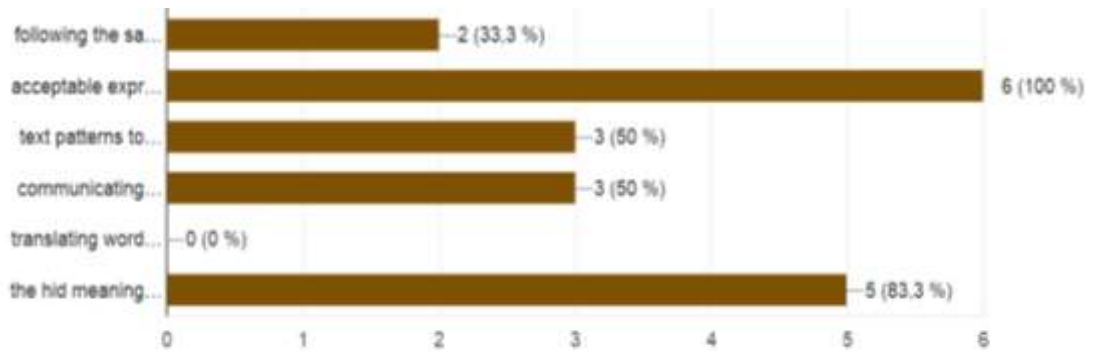
3. Which aspects do you consider from your product in order to be effective?

- a) coherence, cohesion, intentionality, judgement,
- b) Acceptable expressions on the target language to communicate similar meaning from the source text.
- c) The document should be well structured, without mistakes (grammar, spelling, etc.), with the content that it should have.
- d) Grammaticallity (including spelling and punctuation) Compliance with format Accuracy of the message Style focussed on the TL rather than the SL
- e) To communicate the writer´s main idea. To convey the writer´s tone and point of view.
- f) Communicate the original texts intention

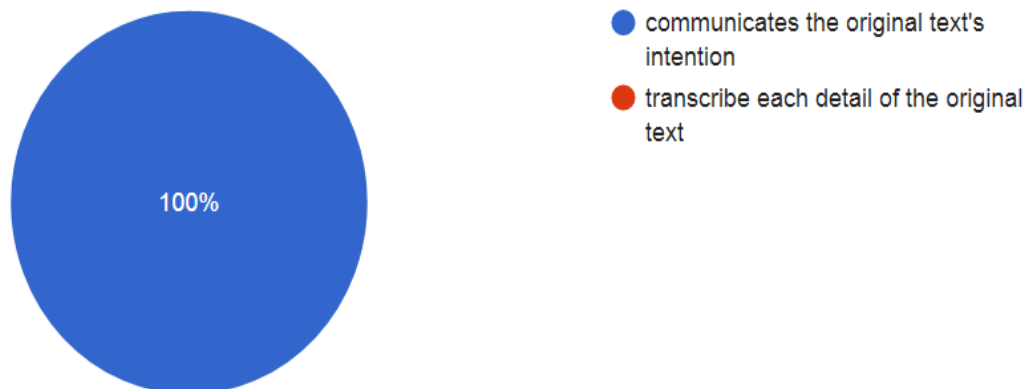
4. Click on the steps you consider as part of translation process.



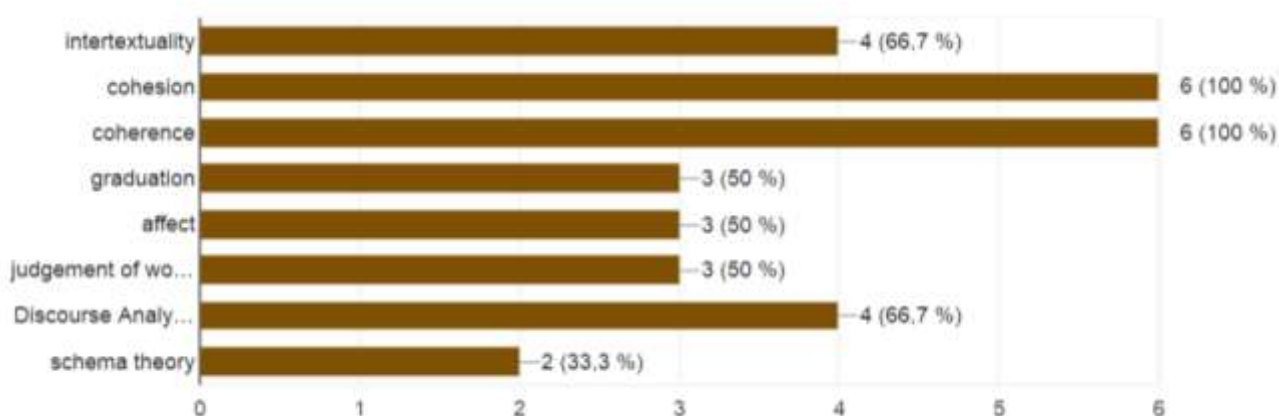
5. I need to be sure of...



6. Translation quality is considered effective when the target text...



7. Tick the terms you are familiar with:



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TEMA Y SUBTEMA:	<i>Analysis Of Amateurs And Professional Translators' Renderings Using The Appraisal Method By Coffin & O'Halloran For Determining Differences Between The Two Groups</i>		
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ÁREAS TEMÁTICAS:	Translation, Discourse Analysis, Appraisal Method		
PALABRAS CLAVES/ KEYWORDS:	<i>Translation, discourse analysis, appraisal method, schema theory, professional, amateurs.</i>		
RESUMEN/ABSTRACT:	<p>The present document is a case study carried out in the field of translation by applying some methodology on the light of discourse analysis. These are basically the Appraisal method plus some schema theory basis, added to the consideration of features on Bloom's taxonomy at different levels of analyses. The objective of this case study is to apply the aforementioned knowledge in order to model a strategy for analyzing texts which have been translated from Spanish into English, in which five participants –among professional and amateurs, both supplied with certain experience in the field of translation- contributed with renderings for the sake of establishing a line of contrast between the target texts resulting from the two groups– professional and amateurs- terms used to referred to translators with either a formal or informal training in the field, respectively. Such analyses will contribute to build a narrow path from the already existing methodology on discourse analysis bases applied to the translation field.</p>		
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