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Non-professional Translation in the City of Antwerp

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Abstract

This Master's dissertation comprises a study of non-professional translation in the city of Antwerp. In an increasingly multilingual and multicultural world, translation plays a pivotal role in bringing us closer together. But as the need for translation increases, so does the number of non-professional translators. Non-professional translation is a relatively new area in the field of Translation Studies, with the focus having mainly been on non-professional interpreting. On the other hand, translation in the context of urban spaces has also been on the uprise. Emerging from Linguistic Landscape Studies, an interdisciplinary field mainly situated in sociolinguistics, the role of the city as a site of translation has only recently begun sparking interest. Consequently, the present dissertation aims at filling that void by seeking to investigate how non-professional translators in the city approach translation in everyday situations. To do so, the non-professional translation process was investigated from two perspectives by looking at the types of shifts that took place during the non-professional translation process and at the influence of the sociolinguistic context. A comparative corpus analysis was carried out based on Chesterman's (2000) model of shift analysis. Furthermore, the non-professional translations were placed in a sociolinguistic context by looking at each neighbourhood in terms of immigration and tourism. The findings of this analysis allowed certain conclusions to be made. Firstly, most of the shifts that took place during the non-professional translation process occurred at the syntactic level. When looking at the types of shifts more closely, most of them were 'phrase structure changes' or 'spelling mistakes'. Secondly, both the aspect of immigration and of tourism influenced the number of non-professional translations. However, tourism had the biggest impact. Since this study was carried out in the framework of a Master's dissertation, time constraints limited the amount of data that was able to be collected. Therefore, further research is encouraged within this field of Translation Studies to gain more insight into the phenomenon of non-professional translation in the context of the city.

1 Introduction

In the increasingly multilingual and multicultural society of the present day, learning to live together and to accept the other is more important than ever. This is especially the case in “super-diverse” (Blommaert, 2013, p. 16) cities, urban spaces where people from an array of ethnic backgrounds come together. Translation offers us a medium to move between different languages and a gateway to create passages between them. Moreover, it is a tool that can be used to study different aspects of city life and memory throughout history, such as degrees of power, cultural relevance and zones of interaction. In this sense, translators act as journalists who illuminate ties between communities and relations between languages.

As the need for translation grows, so does the number of translations executed by non-professionals. Non-professional translation is an emerging area of research within Translation Studies. The concept that started with Harris’s (1976) notion of natural translation took off after the First International Conference on Non-Professional Interpreting and Translation was held in 2012. The founding members of this conference wrote the book *Non-professional Interpreting and Translation* in which they discuss, among other aspects, the name and nature of what they have coined non-professional translation (Antonini et al., 2017). However, as the name suggests, non-professional interpreting has been the focal point in these studies and research into the phenomenon of non-professional *translation* has remained scarce.

In the context of translation in the city, non-professional translation can often be considered a type of self-translation. This concept is defined by Popovič (1976) as “the translation of an original work into another language by the author himself” (p. 19). Moreover, non-professional translation can be the result of translanguaging. This process entails the “creative deployment of resources within the multilingual repertoire” (Baynham & Lee, 2019, p. 33). The end product of translanguaging is a monolingual text that appears without a clear source text, although it displays shifts that characterise the translation process.

The city as a site of translation is also a fairly new area in Translation Studies. Multilingualism in the urban space has been researched in Linguistic Landscape Studies, an interdisciplinary field that combines applied linguistics with sociolinguistics and language policy studies (Gorter, 2013, p. 191). Nonetheless, it was not linked to translation until Koskinen brought out her study of the suburb of Hervanta in Tampere, Finland (Koskinen, 2012). In this paper, she draws on Cronin in describing the multilingual and multicultural space that has been researched in linguistic landscape research as “first and foremost a translation space” (Cronin in Koskinen, 2012, p. 73). Moreover, Flynn and van Doorslaer discussed translation in the city and how it is linked to migration in their study on non-professional translation in a social housing project in Ghent (Flynn & van Doorslaer, 2016, p. 73).

The present thesis focuses on the city of Antwerp. This city is an interesting case study, for its multilingual character stems from different sources. As discussed in Meylaerts and Gonne, the power shift from French to Dutch throughout the history of Antwerp entailed much translational activity

(Meylaerts & Gonne, 2014, pp. 133–134). Furthermore, the different immigrant waves have brought a variety of languages into the playing field. This includes English as it is the lingua franca most often used in the city of Antwerp.

The aim of the present study is to investigate non-professional translation in the context of the city of Antwerp. For that reason, the main research question that this study will set out to answer is: “How do non-professional translators in the city approach translation in everyday situations?”. To answer this question, the non-professional translation process will be investigated from two perspectives. Therefore, the following two sub-questions will be looked into: “What types of translation shifts take place during the non-professional translation process?” and “what influence does the sociolinguistic context have on the non-professional translation process?”

In order to find an answer to the research questions, a comparative corpus analysis will be carried out. The corpus will comprise translations into English that were conducted by non-professionals in the city of Antwerp. The analysis is based on Chesterman’s (2000) model of shift analysis. Furthermore, the non-professional translations were placed in a sociolinguistic context by looking at each neighbourhood in terms of immigration and tourism.

Following this introduction, this thesis will discuss and review the literature that was briefly outlined in this chapter. The literature review in Chapter 2 will discuss the topics of Non-professional Translation (2.1), Self-translation (2.2), Translingualism (2.3), Translation in the city (2.4) and Literature on the applied methodology (2.5). In Chapter 3, the methodology used for this study will be discussed, followed by the Analysis and results in Chapter 4. Finally, the Conclusion will be set out in Chapter 5.

For the complete analysis, the reader is referred to the Interactive PDF which includes the annotated corpus. This can be consulted online at <https://tinyurl.com/nptinantwerp>

2 Literature review

2.1 Non-professional Translation

This section focuses on non-professional translation. The first Section (2.1.1) that is explored is the definition of translation in itself in order to be able to make a distinction between professional and non-professional translation in the second Section (2.1.2). Furthermore, the concept of non-translation will be elaborated on in Section 2.1.3, starting from the concept of natural translation. Finally, Section 2.1.4 will talk about non-professional translation as a research field.

2.1.1 Defining the notion of translation

Before discussing the phenomenon of non-professional translation and what it encompasses, it is crucial to look at the definition of translation as such. Throughout the history of translation studies, a variety of definitions have been formulated by theorists. They have looked at the concept of translation from different perspectives, causing it to change shape over the years.

According to the *Dictionary of Translation Studies* (Shuttleworth & Cowie, 2014, p. 181), translation is a multi-faceted, broad notion that can be seen as a process or a product. Although the term most often refers to the transfer of written texts, it can also include other media, such as interpreting. When looking at the formal definitions of translation, it is clear that each one reflects an underlying theoretical model (Shuttleworth & Cowie, 2014, p. 181).

Catford (1965, p. 20), defines translation as “the replacement of textual material in one language (SL) by equivalent textual material in another language (TL)”. Most definitions developed at the time focus on equivalence, as Sager (in Shuttleworth & Cowie, 2014, p. 181) and Halverson (2010, p. 379) point out. This approach is also reflected in Nida & Taber’s definition: “translating consists in reproducing in the receptor language the closest natural equivalent of the source-language message, first in terms of meaning and secondly in terms of style” (in Shuttleworth & Cowie, 2014, p. 182). In contrast, the equivalence theory was disputed by Jakobson (in Shuttleworth & Cowie, 2014, p. 182), who defines translation as “an interpretation of verbal signs by means of some other language” (p. 182) and the translation process as the substitution of “messages in one language not for separate code-units but for entire messages in some other language” (p. 182). In other words, the focus is on preserving the meaning and effect of the original (Jakobson in Shuttleworth & Cowie, 2014, p. 182). Moreover, Jakobson established a division of three types of translation (Jakobson, 1959, p. 233):

- 1) “Intralingual translation or *rewording* is an interpretation of verbal signs by means of other signs of the same language;

- 2) Interlingual translation or *translation proper* is an interpretation of verbal signs by means of some other language;
- 3) Intersemiotic translation or *transmutation* is an interpretation of verbal signs by means of other signs of the same language.” (Jakobson, 1959, p. 233)

Halverson (2010, pp. 378–379) classifies the approach in the aforementioned definitions as objectivist since they aim at assigning translation a “true” and “objective” definition. This is placed in the context of a standpoint which is based on the perception that the world is an independent entity and all of its objects are strictly definable. This prescriptive approach was opposed by Gideon Toury, who defines translation as “all utterances which are presented or regarded as such on whatever grounds” (in Halverson, 2010, p. 380). This is Toury’s notion of “assumed translation”, which is a target-oriented conceptualisation that considers the translation product as a text that functions in a culture or language regardless of the existence of a source text (Toury in Halverson, 2010, p. 380). At the time, there was a shift toward a functionalist approach that no longer defined translation “in terms of a set of source-target relationships but in terms of an overall textual purpose (skopos)” (Halverson, 2010, p. 380). Therefore, Vermeer defines translation as follows: “To translate means to produce a text in a target setting for a target purpose and target addressees in target circumstances” (Vermeer quoted in Halverson, 2010, p. 380) and for Nord as “translation is the production of a functional target text maintaining a relationship with a given source text that is specified according to the intended or demanded function of the target text (translation skopos)” (Nord quoted in Shuttleworth & Cowie, 2014, p. 182). As the functionalist approach has empirical purposes, it was opposed by other non-objectivists who see empiricism as inherently objectivist. This belief is connected to the postmodern and cultural studies approach, which deem definitional attempts pointless and a universal definition of translation unattainable (Halverson, 2010, p. 381). To find some common ground between empiricism and the postmodern approach, the adoption of a working definition is advised in order to be able to investigate the phenomenon of translation while taking into account that an entirely objective definition is unachievable (Halverson, 2010, p. 382).

2.1.2 The distinction between professional and non-professional translation

Making a distinction between professional and non-professional translation and defining said concepts is complicated. In Orrego-Carmona’s (2016, pp. 164–165) reception study on non-professional subtitling, he draws on Pym in contrasting non-professionalism with professionalism in order to reach a practical definition:

In line with critical sociology, the definition of a profession is constructed in terms of exclusion: a professional is someone who can provide a service that the buyers of the service cannot do themselves (Pym 2012). Clients pay translators to do their job and, as they do not necessarily

have the knowledge or expertise to revise the translation, they trust the work provided by the translators. Professional translators have different forms of being recognized as such: some have the expertise that allows them to call themselves translators, others have completed academic training that grants them a professional degree in translation, and yet others become members of translator associations that give them the prestige to perform as translators as well as the recognition of peers (Pym 2014) (Orrego-Carmona, 2016, p. 164).

This means that professionals can distinguish themselves from non-professionals by having had formal training in translation or by being recognised by their peers, proving they have the required expertise. Nevertheless, there are other instances, such as sufficient experience which can grant the translator professional status. As mentioned by Orrego-Carmona (2016), there are studies which show that “non-professional translators actually improve over time” (p. 164) and that “expertise does not necessarily equal professionalism” (p. 164). Finally, in order to set the boundaries between professional and non-professional translator, Orrego-Carmona (2016, p. 165) considers monetary reward to be the factor that differentiates the two.

Antonini et al. (2017, pp. 6–7) also define non-professional translation by contrasting it to its opposite, professional translation. A professional is recruited, receives payment, is held to certain standards and gains prestige. A non-professional translator, on the other hand, is voluntary and unpaid, may not adhere to certain norms and may remain anonymous (Antonini et al., 2017, pp. 7–8). The important aspect of monetary compensation is reiterated in Harris (2017). According to him, professional translators are people who make a living from translation (Harris, 2017, p. 34).

2.1.3 From natural to non-professional translation

The concept of ‘natural translation’ was first introduced in 1973 by Brian Harris. In his speech entitled *The Importance of Natural Translation*, which was read during the AILA World Congress in Stuttgart in August of 1975 and published in *Working Papers in Bilingualism* (Harris, 1976), Brian Harris described himself as being on a mission to persuade his audience that it was time to broaden the translation research field and to more specifically include what he calls “natural translation”. In the scientific study of translation, designated “translatology” by Harris, the object of study had almost exclusively been on professional translation and no other data appeared to have been collected outside the realm of literary, scientific and technical translation. Harris's starting point is that translation studies should include all forms of translation as it is a universal phenomenon that applies not only to the specimens which had been the focus of translation studies until then. He even goes so far as to say that everyday translation should be prioritised. For this reason, Harris proposes three postulates for a new departure in translatology (Harris, 1992, pp. 98–99):

- 1) "All bilinguals can translate. In addition to some competence in two languages, Li and Lj' they all possess a third competence, that of translating from Li to Lj and vice versa. Bilingualism is therefore a triple, not a double, competence; and the third competence is bi-directional;
- 2) Translatologists should first study natural translation, which may be defined as the translation done by bilinguals in everyday circumstances and without special training for it;
- 3) "In natural translation, transmission of information is the prime aim and criterion of success: linguistic expression is relatively unimportant so long as it does not interfere with information."
(Harris, 1992, pp. 98–99)

The notion of natural translation, and in particular the first postulate that states that translation is coextensive with bilingualism, was revisited in Harris & Sherwood (1978). The innateness hypothesis was explored by means of a number of case histories of bilinguals from birth until the age of eighteen who had never received training in translation and, in other words, practised natural translation. The objective of the paper was "to trace the stages that the young natural translator goes through" (p. 155). A tentative model of the evolution and development of translational behaviour was presented. It is divided into three main types of behaviour that are acquired one after the other: pretranslation, autotranslation and transduction (Harris & Sherwood, 1978, p. 171). The Harris-Sherwood model was criticised in Toury (1995) for multiple reasons: it is limited to natural translators of a very young age, it does not consider the transition from one phase into another and it looks at biological age instead of bilingual age (Toury, 1995, p. 280). Although translation can be regarded as innate, this innateness is confined in the sense that it is a "specialised predisposition in children" (Harris & Sherwood, 1978, p. 168). Toury (1995, p. 277) describes how he put forward the seemingly comparable notion of 'native translator'. However, although he recognises translation as an innate predisposition, he argues that there are other factors that are essential for the development of translation as a skill (Toury, 1995, p. 282).

Although Antonini (2011) adopted the term natural translation in her article *Natural translator and interpreter*, the designation was revisited in the introduction of Antonini et al. (2017). In this introductory chapter, the denomination of the concept of non-professional translation is discussed. The term "natural translation" is deemed inappropriate since it indicates "unstructured activity" (p. 6). Furthermore, the blog that Harris started in 2009 is named "Unprofessional Translation". This is criticised by Antonini et al. (2017, pp. 6–7) since it leaves a negative impression. Terms proposed by other scholars are also disregarded, such as "child language brokering" for displaying an age bias, "informal" for disregarding numerous institutional contexts and "ad hoc" for representing an action that is too spontaneous (Antonini et al., 2017, p. 6). In an attempt to standardise the terminology, Antonini et al. (2017, pp. 6–7) opt for the term "non-professional translation". It is described as the most unbiased term since it is simply the opposite of "professional" (pp. 6–7).

The consensus that was reached on the name and nature of non-professional translation form part of the introductory chapter to the book *Non-Professional Interpreting and Translation* (Antonini et al., 2017). The editors Antonini, Rossato and Torresi from the University of Bologna and Cirillo, which is associated with the University of Siena, are the founding members of the research project ‘In MedIO PUER(I)’, which was sponsored by the University of Bologna to investigate child language brokering in Italy, and were also responsible for organising the First International Conference on Non-Professional Interpreting and Translation (NPIT1) in 2012 (Antonini et al., 2017, p. 1). The book is a post-conference volume of the NPIT1 and NPIT2 conferences held at the University of Bologna which aims at providing an overview of institutional NPIT and consists of three parts (Antonini et al., 2017, pp. 2–3). Part one is on the state of the research field and the general issues (Antonini et al., 2017, pp. 14–15). It includes a chapter by Harris on his blog “Unprofessional Translation”, which he created because he felt that non-professional translation was being overlooked and that a blog would be the best platform to quickly disseminate information and spark interest (pp. 29–30). Nonetheless, he found that it was hard to assess readership and eventually concluded that the theoretical foundations of academic publications add immense value (pp. 31–32). The blog is centred around the Natural Translation Hypothesis (NTH), which “concerns the origin and natural development of the quasi-universal human ability to translate” (p. 32). The most important phenomena that are discussed on the blog belong to three different stages in the evolution of a translator: Natural Translation, Native Translation and Language Brokering (p. 30). The direction of the developmental stages is illustrated in the following diagram (Figure 1) (p. 34).

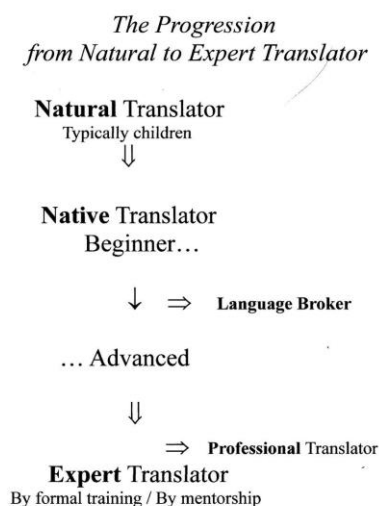


Figure 1. The Progression from Natural to Expert Translator by Harris (2017, p. 34)

This diagram demonstrates Harris’s development from the binary idea of natural versus professional to a multi-faceted representation of the phases one undergoes in the progression from a natural to an expert translator. As mentioned before, natural translators are bilinguals who have had no training in

translation and do so intuitively. Most people are natural translators during early childhood, before they have had any form of education. Once a bilingual has been exposed to examples of translation, they become a 'native translator'. Language Brokers are native translators who interpret in a particular social context, especially in the context of immigration. To Harris (2017, p. 34), professional translators are people who make a living from translation. Sometimes, they are not well trained or qualified. Expert translators, on the other hand, are not necessarily people who translate as a profession, but have had formal training or have been mentored (Harris, 2017, p. 34).

The third chapter of part one was written by Bogusława Whyatt, who also describes translation as an innate ability. As the human brain is designed to decode and encode meaning, it can be described as a translating mind (pp. 45–47). For this reason, all human translators, both professional and non-professional can be considered "legitimate intercultural mediators". (Whyatt, 2017, p. 61)

The fourth chapter of the first part was written by Marjorie Faultich Orelana, who describes the past and future of language-brokering research (Orelana, 2017, p. 65). Part two of the book deals with research into NPIT in different settings, such as healthcare, welfare institutions, prisons, religious settings, sign language translation and disaster relief. The last part is dedicated to child language brokering (Antonini et al., 2017).

The book has been reviewed by a number of authors, such as Liane Johnston Grant (2018), Michaela Albl-Mikasa (2018) and Qianhua Ouyang (2018). The consensus is that although the book succeeds in presenting an abundance of information and interesting insights into NPIT, it does have a few shortcomings. The reason for this is mainly because it focuses on interpreting and spoken translation, rather than written translation, and especially child language brokering. Furthermore, the research was mostly conducted in Italy, and some of it in the UK. However, NPIT is a global phenomenon and this should be reflected in the studies carried out on the topic.

2.1.4 Non-professional translation as a research field

Within the field of translation studies, non-professional translation has been referred to as an under-researched and underappreciated phenomenon by scholars such as Harris (1976; 1992) and the editors of *Non-Professional Interpreting and Translation* (2017), Antonini, Cirillo, Rossato and Torresi. Nevertheless, it can be considered the most widespread and longest-standing form of translational action, making it undeniable that it requires being researched by translation scholars to ensure a deeper understanding of translation in its rudimentary form and as an innate skill. Moreover, as immigration increases, so does the scope of non-professional interpreting and translation (Antonini, 2010, p. 103).

As mentioned before, Harris's second postulate is that natural translation should take precedence in translation studies. Nonetheless, this belief has been the subject of criticism by fellow scholars and the second postulate has been claimed to be unreasonable by Krings in his book *Was in den Köpfen von*

Übersetzern vorgeht (1986). In *Natural Translation: A Reply to Hans P. Krings*, Harris (1992) opposes this claim. Harris demonstrates that the debate stems from a disparity between the definition of the term 'translation' that each scholar accepts (Harris, 1992, pp. 99–102). Krings follows Wolfram Wilss's conception and Harris, on the other hand, prefers Chaim Rabin's understanding of the concept. The distinction is to be found in the fact that Wilss's definition speaks of "text" and Rabin's speaks of "written or spoken utterances". Wilss sees close equivalence at the syntactic, semantic and pragmatic level as a requirement, whereas Rabin's definition sees equivalence as the conveyance of meaning. Rabin's definition can easily be applied in research on NT. Wilss's conception, on the other hand, subjects translation to a limitation, which in turn neglects the value of natural translation (Harris, 1992, pp. 99–102). Harris continues by describing how definitions of 'translation' vary depending on the kind of translation the author is involved in, although they must all include a number of basics for they would otherwise be unacceptable (Harris, 1992, p. 102). Furthermore, Harris (1992) argues that the second postulate is not an exaggeration because it is backwards to study an advanced adult skill before studying the foundations that were created during childhood (Harris, 1992, p. 101).

2.2 Self-translation

In the context of translation in the city, non-professional translation can often be considered a type of self-translation. The notion of self-translation is defined by Popovič (1976) as “the translation of an original work into another language by the author himself” (p. 19). Although it has been practised for more than two thousand years and occurs in many different cultures, it has often been neglected as an area of research in translation studies (Râbacov, 2013, p. 66).

Hokenson and Munson (2007) define literary self-translation or what they call ‘the bilingual text’, as a text “authored by a writer who can compose in different languages and who translates his or her texts from one language into another” (p. 1). This usually implies the existence of two physical renditions that overlap. Consequently, self-translators are defined as “idiomatic bilingual writers who have two literary languages: they compose texts in both languages, *and* they translate their texts between those languages” (p. 14). Grutman (2013) makes the distinction between two types of self-translation: “delayed” or “consecutive” self-translation and “simultaneous” self-translation”. On the one hand, consecutive self-translation comes after their “other-language counterpart” has been finalised. On the other hand, simultaneous self-translation occurs at the same time as the first version (Grutman, 2013, pp. 191–192).

As expressed by García de la Puente (2014), the self-translated text is looked at from two perspectives. One considers self-translation to be a form of re-writing, a creative work similar to that of an original. The other views self-translation as an act of “true” translation (pp. 215–217). Koller (in Montini, 2010) also makes a distinction between what he calls “autotranslation” and “true” translation (p. 306). The difference is based on authority: the author-translator has more freedom to introduce changes in comparison to an “ordinary” translator since they are more intimate with the original intention, cultural context and literary intertext (Montini, 2010, p. 306). Because of the dual nature of the notion, it has been both frowned upon in literary studies (Grutman, 1997, p. 17) and neglected in translation studies (Montini, 2010, p. 306). Grutman (2013) attributes this to three ideas around self-translation:

- 1) “Self-translators are an extremely rare breed that became extinct almost as soon as it came into existence;
- 2) Self-translation is deemed impossible, or rather, it is only possible if it ceases to be a translation and becomes some other, supposedly nobler, form of rewriting;
- 3) Self-translation, even if it were possible [...] would be far too time-consuming and altogether absurd, insofar as it forces writers to revisit texts they had regarded as finished” (p. 65).

According to Hokenson and Munson (2007), self-translation has been overlooked for two reasons. On the one hand, the nationalistic ideology led to the elimination of intercultural works, classifying self-

translators as monolingual authors. On the other hand, self-translation is hard to conceptualise using the existing classifications and terminology used in translation studies (pp. 1–2). Traditional hierarchical relationships between the original and the translation, and the author and the translator, are undermined by self-translation since a self-translation is another ‘version’ or a new ‘original’ and the role of both author and translator are played by one sole person (Castro et al., 2017, p. 12). Therefore, Castro et al. (2017) propose the term ‘second-original’ (pp. 12–13). Although there are a limited number of studies on self-translation, and very few are comprehensive, Montini (2010, p. 306) lists the topics that have been discussed:

- “a single (or a few) author(s) such as Nabokov, Beckett or Julien Green;
- post-colonial studies;
- some writers issued from a linguistic minority such as Catalan, Yiddish, Chicano;
- exiled or migrated subjects such as Hannah Arendt, Klaus Mann;
- a personal account of the self-translator’s experience;
- self-translation from dialects (as in Italy).” (Montini, 2010, p. 307)

Some of the main motives for self-translation are the desire to break free from the confinement felt in a particular language and to reach out to a broader audience (Gagnon, 2015, p. 46). Râbacov (2013, p. 68) presents the incentives for self-translation by dividing them into two categories: individual factors and socio-linguistic factors. Individual factors include the bilingualism of the author-translator or their distrust towards existing translations. According to Râbacov (2013), the individual factors are outweighed by the socio-linguistic, which have a much bigger influence on self-translation (see Figure 1). Both translation and self-translation involve certain social issues since they function as an “ethnographic tool” in certain contexts. Socio-linguistic factors include the elitist character of a language, cultural dominance of one language in a multilingual society or in the international context (Râbacov, 2013, p. 68).

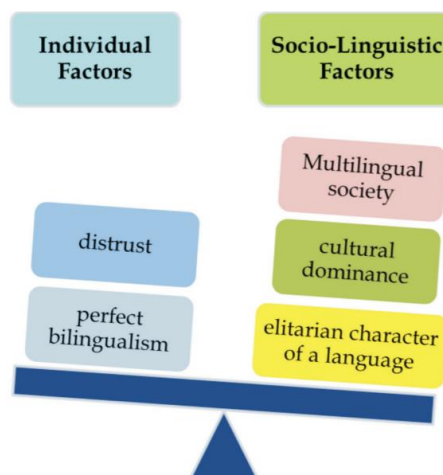


Figure 2. Factors encouraging Self-Translation (Râbacov, 2013, p. 68)

The socio-linguist factors that encourage self-translation are further elaborated on in Grutman's (2013) distinction between symmetrical and asymmetrical self-translation. Symmetric or horizontal self-translation takes place when it concerns "widely distributed languages that occupy comparable positions on the world stage" (p. 200). Asymmetric or vertical self-translation, on the other hand, occurs when there is a power imbalance between the two languages. Asymmetric self-translation takes place either uphill (into the majority language), or, downhill (into the minority language). However, the latter occurs much less frequently (Grutman, 2013, pp. 202–203). In the case of uphill asymmetric self-translation, there are three categories that can be distinguished:

- 1) "(post)colonial" writers who alternate between their native tongue(s) and the European language of the former colonial powers;
- 2) Recent immigrant writers who expand on work begun in their home country while staking out new ground for themselves in the language of their adoptive country;
- 3) Writers belonging to traditional linguistic minorities because of the multilingual make-up of the State of which they are citizens." (Grutman, 2013, p. 188)

The writers who choose to self-translate in this context are stuck in the predicament of finding a balance between the authenticity of their native language versus the universality and global recognition of their work (Grutman, 2013, p. 198). This is rooted in oppression and the hierarchical position languages fulfil in society (Grutman, 2013, p. 199). By opting for self-translation, authorship in minority languages is concealed and the position of the dominant language is reinforced (Grutman, 2013, p. 200). Although self-translation is most common in the literary domain, it does also manifest itself in the scientific field. The aim is to disseminate knowledge and to ensure the internationalisation of research (Râbacov, 2013, p. 68).

2.3 Translingualism

Non-professional translation can be the result of translanguaging, since it is often presented as a monolingual text that appears without a clear source text. Nonetheless, it displays shifts that characterise the translation process.

The terms 'translingualism' and 'translanguaging' were coined in the context of the pedagogical potential of a teaching strategy that incorporates the use of multiple languages (Conteh, 2018, p. 445). Although research into the concept has mainly focused on translingualism as an educational tool, there is some overlap with translation studies (Baynham & Lee, 2019, p. 34).

According to Gevers (2018), translingualism is the practice of mixing different language varieties or registers. The concept is also referred to as 'code-meshing', which comes from the term 'code-switching'. 'Code-meshing' allows for the integration of different linguistic resources pertaining to the author's language repertoire (p. 75). These various linguistic resources are seen as "mobile and fluid codes which can be appropriated and refashioned in a new context to create new meaning" (p. 75). The difference between translanguaging and code-switching is that the former is language-user oriented as it looks at the individual's repertoire, whereas the latter is language-oriented since it is concerned with codes or language systems (Baynham & Lee, 2019, p. 25).

The relationship between translation and translanguaging can be problematic, for "the translanguaging turn in translation studies is to move away from translation conceived as a relationship between text, and conceive of it as a creative deployment of resources within the multilingual repertoire" (Baynham & Lee, 2019, p. 33). Translation represents the process from a source to a target and the product that is the result of it. Translanguaging, on the other hand, is a process in itself that involves "the dynamic and functionally integrated use of different languages and language varieties" (p. 35). If this definition is applied to translation, it can be seen as a dynamic process that brings together the different dimensions that constitute one's repertoire (Baynham & Lee, 2019, pp. 33–36).

2.4 Translation in the city

This section deals with multilingualism in urban spaces and how this is intertwined with translation and its presence in the city. Linguistic landscape studies will be discussed in Section 2.4.1, followed by Section 2.4.2 on 'The city as a site of translation'. Finally, the city of Antwerp as a translational city will be looked at in Section 2.4.3.

2.4.1 Linguistic landscape studies

Linguistic landscape studies is an interdisciplinary field that combines applied linguistics with sociolinguistics and language policy studies (Gorter, 2013, p. 191). While it is hard to demarcate each field, it is important to look at each component and how they are connected in order to determine the scope. Sociolinguistics is concerned with the "relationship between language and the social context of language and language behaviour" (Van Hout et al. quoted in Gorter, 2003, p. 1). As monolingual societies are uncommon, sociolinguistics is often connected to the concept of multilingualism. As defined by Meylaerts (2010), multilingualism is "the co-presence of two or more languages" (p. 227). Since translation can be described as a bridge between languages, it is clear that is inextricably linked to multilingualism. In our current globalised society, multidirectional translation is inevitable in maintaining a multilingual world which is made up of monolingual entities (Meylaerts, 2010, pp. 227–228). Furthermore, translation and multilingualism are connected in terms of language policy. The language legislation that is implemented by national authorities has an impact on the language dynamics present in communication and translation (Meylaerts, 2010, p 228). According to Meylaerts (2010), national authorities have four possible language policies:

- 1) "Complete institutional monolingualism (one national language) and non-translation, often by means of a legal interdiction to translate into the minorities' or migrants' languages. [...];
- 2) Institutional monolingualism combined with occasional and temporary translation into the minorities' and migrants' languages. [...];
- 3) Complete institutional multilingualism with obligatory multidirectional translation in all languages for all. This overall translation strategy allows citizens to be always and everywhere served in 'their own language' in their communication with the authorities. [...];
- 4) Institutional monolingualism at the local, lower level combined with institutional multilingualism and multidirectional obligatory translation at the superior (e.g., federal) level. [...]" (pp. 228–229)

Pennycook and Otsuji (2015) focus on the relationship between language and space. Their book is centered around the concept of 'metrolinguism', which they define as "a way of thinking about multilingualism centred around the everyday use of mobile linguistic resources in relation to urban space" (p. 4). Linguistic landscape studies is also a form of studying "everyday multilingualism operates

in [...] social city spaces” (Pennycook & Otsuji, 2015, p. 3). According to Gorter (2013), the object of linguistic landscape studies is “any display of visible written language” (p. 190) in the public space. Blommaert (2014) defines linguistic landscapes as “visual language emplaced in the neighborhood - handwritten signs, publicity signs, shop signs, graffiti, official signs, posters and any other form of publicly visible inscription” (p. 433). It is a research tool that is used to investigate societal multilingualism in urban spaces (Gorter, 2013, pp. 190–191). As a result of globalisation and migration, societies have become increasingly multilingual and multicultural. This has led to what Blommaert (2011) calls superdiversity, a phenomenon caused by “a tremendous increase in the categories of migrants, not only in terms of nationality, ethnicity, language, and religion, but also in terms of motives, patterns and itineraries of migration, processes of insertion into the labour and housing markets of the host societies, and so on” (p. 1).

Linguistic landscapes offer us a lens through which we can conduct ethnographic research into “super-diverse sociolinguistic environments” (Blommaert, 2013, p. 16). Furthermore, linguistic landscapes have an important historical association. This aspect is highlighted in Blommaert (2013), as he describes linguistic landscapes as the “physical spaces in which speakers dwell and in which they pick up and leave [...] linguistic deposits” (p. 1). This forms a type of layering effect of different landscapes which over time allow us to look at traces from a location’s past. (Gorter, 2013, p. 203). The language policy of a location can also be reflected in its linguistic landscape (Gorter, 2013, p. 195). Linguistic landscapes can be considered a “public arena where language battles [take] place and where the choice of languages can establish domination of space” (p. 197). They can function as a medium for imposing ideologies and establishing language status. Due to globalisation and the spread of English in non-English-speaking countries, the number of English in linguistic landscapes has heavily increased. The use of English in signage is associated with “modernity, internationalism [and] technological advancement”. Moreover, English is used as a lingua franca in many countries. The incorporation of English in the linguistic landscape often leads to hybrid forms of language between English and the local language (Gorter, 2013, pp. 197–202).

2.4.2 The city as a site of translation

Research into the city as a site of translation and the links between translation and migration have gained momentum in translation studies over the last decade (Flynn & van Doorslaer, 2016, pp. 73–74). The multilingual and multicultural space that has been researched in linguistic landscape research is “first and foremost a translation space” (Cronin in Koskinen, 2012, p. 73). According to Cronin and Simon (2014), each city features translation zones. They are defined as “areas of intense interaction across languages, spaces defined by an acute consciousness of cultural negotiations and often host to the kinds of polymorphous translation practices characteristic of multilingual milieus” (pp. 119–120). Creese et al. (2018) also states that translation and translanguaging play an important role in the context of the super-diverse city. Both practices are essential tools for business as people from different backgrounds with varied linguistic repertoires engage in commercial encounters (Creese et al., 2018, pp. 841–850).

2.4.3 The city of Antwerp

Antwerp is a city in Belgium and the capital of the Antwerp province in Flanders. With a population of 527,461 (Stad in cijfers, n.d.), it is the largest city in the Flemish region and the second largest city in Belgium after Brussels, the capital city. It is an important economic centre and one of the largest diamond trade centres in the world. Moreover, the city has the second largest port in Europe after Rotterdam (Urban diversities, n.d.).

The city is frequented by tourists and has much to offer in terms of art, culture, gastronomy and nightlife. In 2018, there were 2,1 million overnight stays, an 11.8% increase compared to the previous year (Toerisme Vlaanderen, n.d.). This growth coincides with mass tourism and the European Union's 2018 report that Europe is the most frequented tourism region in the world. Coincidentally, this report features a photograph of Antwerp's Port House on the cover (World Tourism Organization, 2018).

Antwerp is a very diverse city, with 50.1% of the population comprising people with an immigrant background (Stad in cijfers, n.d.). The phenomenon of migration in Belgium has been continuous throughout its history. However, it was only in the 1960s that large-scale migration began. Foreign immigrants were brought to Belgium to work in the coal mining and steel industry as "guest workers" as part of bilateral agreements with countries such as Morocco, Turkey and Italy. Moroccans form the largest group of immigrants in Belgium, which is also reflected in the city of Antwerp. The third largest group of immigrants in Antwerp, followed by the Moroccan and Dutch, is the Turkish. After the first oil crisis, this recruitment stopped. Nonetheless, the Moroccan and Turkish communities in Antwerp continue to grow due to family reunification and natural growth. Other immigrant populations have grown because the arrival of asylum-seekers from areas of conflict (for example from Rwanda, the Balkans, Iraq or Syria), student migration and the arrival of foreigners from the European Union (Lafleur & Marfouk, 2018, pp. 27–28). Another significant immigrant group in Antwerp is the Hassidic Jewish community. During the interbellum, Antwerp became an important settlement city for Jewish mass immigration. It was in this period that they became active in the diamond industry (Vanden Daelen, 2005, p. 27). . Today Antwerp is considered to be the last shtetl, a small Jewish town or village ("Shtetl", n.d.).

Antwerp is an interesting case study in linguistic landscape research, given the fact that its multilingualism stems from different sources. Firstly, Antwerp is a Belgian city and Belgium has three official languages: Dutch, French and German. As Meylaerts and Gonne (2014) discuss, the power shift from French to Dutch during the nineteenth century and the first half of the twentieth century played an important role in shaping Antwerp's linguistic landscape because of the great number of translational activity between the two languages. (Meylaerts & Gonne, 2014, pp. 133–134). Furthermore, the different immigrant waves have brought a variety of languages into the playing field. Following Koskinen's (2012) logic, "one does not expect short-term visitors or recent immigrants to know" (pp. 73–74) Dutch since it not a global language. Consequently, English is brought into the picture as a means of communicating

with tourists and immigrants alike. As discussed before, English is often used as a lingua franca and Antwerp is no exception. Due to the coexistence of all of the aforementioned layers, Antwerp can be considered a super-diverse city.

2.5 Literature on the applied methodology

2.5.1 Corpora

Since the methodology applied in this dissertation involves a corpus-based approach, the notion will be defined and discussed in this subsection.

The use of corpora in the investigation of translation and interpreting was first put forward by Baker (1993) in her paper *Corpus linguistics and translation studies: implications and applications*. She predicted that “the availability of corpora and of corpus-driven methodology” (p. 242) of both original and translated text, would enable translation scholars to uncover “the nature of translated text as a mediated communicative event” (Baker 1993, pp. 242–243).

Corpus linguistics was thought to provide a methodology for empirical investigations, and it would work together with translation theory to make advancements in Descriptive Translation Studies (DTS). This partnership is called corpus-based translation studies (CTS) (Laviosa, 2004, p. 8). Since then, the use of corpora has increased not only in DTS, but also in translator training, Translator Quality Assessments (TQA), and Computer-aided Translation (CAT) (Laviosa, 2010, p. 83).

2.5.2.1 Classification

Laviosa (2010, p. 80) defines a corpus as “a collection of authentic texts held in electronic form and assembled according to specific design.” This is similar to House’s (2016, p. 95) definition: “a body of computer-readable texts analysable (semi-)automatically and sampled in a principled and transparent way.”

It is widely accepted that corpora can be divided into two main types: comparable and parallel corpora (House, 2015, p. 95). The two types of corpora mainly used to conduct research in Translation Studies are Monolingual Comparable Corpora and Bilingual Parallel Corpora. Monolingual comparable corpora are made up of two subcorpora. One subcorpus comprises translated texts and the other consists of non-translated texts that are comparable. Bilingual parallel corpora, on the other hand, can either be unidirectional or bidirectional. A unidirectional bilingual parallel corpus is made up of two subcorpora, one containing original texts in language A and one comprising their translations in language B. A bidirectional parallel corpus consists of four subcorpora, one containing texts in language A, another containing their translations in language B, the third containing original texts language B and the final corpus comprising their translations in language A (Laviosa, 2010, pp. 83–84).

Corpora are classified according to six parameters. Firstly, a corpus can either be a sample (or finite) corpus, which means it has a fixed size, or a monitor (or open) corpus, which means it can be continually added to. Secondly, it can either be a synchronic corpus, which means that the texts it consists of were produced at one particular moment in time or a diachronic corpus with texts which have been produced

over a long period of time. A corpus can also either be a general (or reference) corpus, consisting of general language, or a specialised corpus, consisting of language for special purposes (LSP). Language for special purposes is the language used to discuss a specialised field of knowledge. Moreover, a corpus can either be monolingual, bilingual or multilingual. If it is monolingual, it contains texts which have been produced in one particular language. Bilingual corpora include texts that have been produced in two languages, and multilingual corpora include texts that have been produced in more than two languages. Corpora can also be written, spoken, mixed (written and spoken) or multi-modal. A written corpus consists of written text, a spoken corpus consists of recorded texts and a multimodal corpus consists of texts produced by “using a combination of various semiotic models” (Laviosa, 2010, p. 80). Finally, a corpus can be annotated or non-annotated. An annotated corpus includes both the raw language data and additional textual or contextual information, whereas a non-annotated corpus only includes non-analysed text (Laviosa, 2010, pp. 80–81).

The corpus used for the analysis in this thesis is a finite, synchronic, general, bilingual, written and annotated corpus. It is finite because no data have been added to the corpus since the appropriate data were collected. It is synchronic because it was collected during a time period of no more than one academic year. Furthermore, it is a general corpus because the language included is not from a specialised field. It is a multilingual corpus because the data collected comprise texts written in more than one language. The most common language combination represented is Dutch and English. It is a written corpus that consists of written text. Finally, it is an annotated corpus which includes both the raw material and the analysis thereof.

2.5.2.2 Processing tools

In order to analyse a corpus' contents, corpus processing tools can be used. Laviosa (2010, pp. 81–82) mentions two basic corpus analysis tools: a word lister and a concordancer. A word lister counts the number of words in a corpus, as well as the occurrences of different words (or word types). A concordancer displays all occurrences of a search word while giving information on how it is used in context.

The corpus analysis tools mentioned by Laviosa are not appropriate for this research. This is due to the fact that the data collected consists of images which have not been converted into text format. They are scans of texts which were found in a physical format such as flyers, brochures, booklets, leaflets and menus. These were able to be removed from the location they were found in. When the data were unable to be removed from its original location, a photograph was taken of the text and later edited using Adobe Photoshop in order to increase the visibility and improve the legibility for the reader. These formats include shop fronts, window signs. Furthermore, the tools are not applicable because it is not necessary or beneficial to count the number of words or the occurrences of different words. However, the occurrences of the type of shifts do need to be counted. In this dissertation that was done by entering the type of shifts and the number of occurrences of this shift into an Excel workbook.

2.5.2.3 Corpus-based research

Corpus-based methods have formed a fundamental part of DTS in the search for translation universals. This is mainly due to the fact that researchers are able to draw conclusions from a large amount of data by using a corpus-based approach. Monolingual comparable and bilingual parallel corpora have been used to determine translation universals. Translation universals are defined as “the features that typically occur in translated texts, rather than original utterances and which are not the result of interference from specific linguistic systems”. They include “explicitation, simplification, normalization, the law of interference and the unique items hypothesis (IUH)” (Laviosa, 2010, p. 83).

Monolingual comparable corpora are used to explore target-oriented universals (T-universals). These are “different linguistic patterns occurring in translational and non-translational texts produced in the target culture.” Bilingual parallel corpora, on the other hand, are employed in the study of source-oriented universals (S-universals). These are “different linguistic patterns in translations and their source texts” (Laviosa, 2010, pp. 83–84).

2.5.2 Translation shifts

Since this study includes the analysis of non-professional translation in the city based on the model of shift analysis by Chesterman (2000), translation shifts will be discussed in this section.

As Rosa (2010, pp. 95–96) explains, all translation is marked by shifts that have occurred “as a result of either intentional choices made by the translator or of target system constraints” (p. 96). According to Meifang & Li (2009, p. 351), the term *translation shift* was first introduced and defined by Catford (1965) as “departures from formal correspondence in the process of going from the SL to the TL” (p. 73). In Catford’s (1965, p. 73) *A Linguistic Theory on Translation*, translation shifts are further discussed by making a distinction between *level shifts* and *category shifts*. The former comprise shifts between different linguistic levels, namely grammar and lexis. The latter refers to shifts in *structure, class, unit* and *intra-system shifts* (Catford, 1965, pp. 76–82).

The analysis conducted in this thesis is based on Chesterman’s strategies (Chesterman 2000). In Chapter 4 of Chesterman’s (2000, pp. 87–113), *Memes of translation: The spread of ideas in translation theory*, the topic of translation strategies is covered, and a comprehensive classification has been established. According to Chesterman (2000), translation strategies are what translators apply to conform to norms and create the “optimal translation” (p. 88). They are “forms of explicitly *textual* manipulation”, which can be directly observed when looking at the translation in comparison with the SL text (p. 89). There are scholars, such as Gagnon (2006), who disagree with the statement that strategies are text-based. Gagnon (2006) argues that strategies are rather “procedures used by translators to solve problems, and they are inferred from texts” (p. 207). Shifts, on the other hand, are text-based because

they manipulate the meaning or the structure of the source text. Chesterman's model includes three levels of analysis: syntactic, semantic and pragmatic. Syntactic shifts modify the textual form, semantic shifts modify the textual meaning and pragmatic shifts modify the textual message itself. It must be noted that these three levels overlap or occur at the same time (Gagnon, 2006, p. 207). In what follows, Chesterman's (2000) model and the shifts that belong to it will be discussed.

- Syntactic strategies

Syntactic strategies involve "syntactic changes" which "manipulate form" (Chesterman, 2000, p. 94). They are subdivided into *literal translation*, *loan/calque*, *transposition*, *unit shift*, *phrase structure change*, *clause structure change*, *sentence structure change*, *cohesion change*, *level shift* and *scheme change*.

1. *Literal translation* is defined as being as close to the SL text as possible while remaining grammatically correct. Some scholars consider it the default strategy which should only be deviated from if it does not work (Chesterman, 2000, p. 94).
2. *Loan* or *calque* is the "borrowing of individual items and the borrowing of syntagma". There are two variants of this strategy. The first variant is where the SL element and the TL element are placed next to each other in the TL text. The other variant is "the introduction of a loan-based neologism as a translation solution" (Chesterman, 2000, pp. 94–95).
3. The term *transposition*, taken from Vinay & Darbelnet (1995, p. 36), refers to "any change of word-class, e.g. from noun to verb, adjective to adverb" (p. 95). Moreover, this strategy entails a "structural change" (Chesterman, 2000, p. 95).
4. The term *unit shift*, taken from Catford, refers to the process of translating an "ST unit as a different unit in the TT" (p. 95). The units include: "morpheme, word, phrase, clause, sentence and paragraph" (Chesterman, 2000, pp. 95–96).
5. *Phrase structure change* is a translation strategy which makes changes at the "level of the phrase" (p. 96). This includes changes such as "number, definiteness and modification in the noun phrase, and person, tense and mood in the verb phrase" (p.96). In these cases, the unit does not change, but the internal structure does (Chesterman, 2000, p.96).
6. *Clause structure change* comprises changes to the clause structure in terms of the phrases it is made up of, including "constituent order, active vs. passive, finite vs. non-finite structure, transitive vs. intransitive" (Chesterman, 2000, pp. 96–97).

7. *Sentence structure change* affects the sentence-unit regarding the clause-units it is made up of, such as “changes between main-clause and sub-clause status” and “changes of sub-clause types” (Chesterman, 2000, pp. 97–98).
8. *Cohesion change* “affects intra-textual reference, ellipsis, substitution, pronominalisation and repetition, or the use of connectors of various kinds” (Chesterman, 2000, pp. 98–99).
9. *Level shift* is the change from one level to another, with the levels being: “phonology, morphology, syntax and lexis” (Chesterman, 2000, p. 99).
10. *Scheme change* refers to changes made when translating “rhetorical schemes such as parallelism, repetition, alliteration, metrical rhyme, etc.”. There are three basic alternatives the translator can opt for in this case. The first alternative is the preservation of the scheme, in which case there is no change. The second option is changing the scheme to another scheme which has an “appropriate or similar function” in the TL. Moreover, the scheme can be dropped altogether. Chesterman (2009, p. 101) also adds a fourth alternative which entails adding a scheme in the TT where there was no scheme in the ST (Chesterman, 2000, pp. 99–101).

- Semantic strategies

The second primary group of translation strategies described by Chesterman (2000, p. 101) are *semantic strategies*. These strategies are related to lexical semantics and the manipulation of meaning, such as emphasis at the clause-level. Furthermore, a number of these strategies are based on Vinay & Darbelnet’s (1995, pp. 36–37) concept of *modulation*. *Semantic strategies* comprise the following categories: *synonymy*, *antonymy*, *hyponymy*, *converses*, *abstraction change*, *distribution change*, *emphasis change*, *paraphrase*, *trope change* and *other semantic changes*.

1. *Synonymy* is the selection of a translation which is not the most adequate equivalent, but rather a synonym or near-synonym for it. It can be done to avoid repetition (Chesterman, 2000, p. 102).
2. *Antonymy* involves the use of an antonym in combination with a “negation element” (Chesterman, 2000, p. 102).
3. *Hyponymy* is a shift within a hyponym relation. There are three subdivisions of this type of shift:
 - a. ST superordinate => TT hyponym;
 - b. ST hyponym => TT superordinate;
 - c. ST hyponym X => TT hyponym Y (of the same superordinate) (Chesterman, 2000, pp. 102–103).

4. *Converses* are (usually verbal) pairs of opposites which express the same situation but from opposite points of view (Chesterman, 2000, p. 103).
 5. An *abstraction change* is a change in abstraction level, either from abstract to concrete or from concrete to abstract (Chesterman, 2000, p. 103).
 6. *Distribution change* is a strategy which distributes a particular semantic component over more items (expansion) or fewer items (compression) (Chesterman, 2000, p. 104).
 7. An *emphasis change* increases, decreases or changes the emphasis or thematic focus (Chesterman, 2000, p. 104).
 8. When the *paraphrase* strategy is used, the TT version “can be described as loose, free, in some contexts even undertranslated”. Some lexical items may also be ignored for pragmatic reasons. This strategy is often used for idiomatic expressions when there is no equivalent in the TL (Chesterman, 2000, p. 104).
 9. A *trope change* “applies to the translation of rhetorical tropes (i.e. figurative expressions)” (p. 105). There are four subclasses of this strategy:
 - a. ST trope X => TT trope X, which can be divided into three more subclasses:
 - i. The trope remains the same in terms of lexical semantics.
 - ii. The trope is of the same type, but it is not “semantically identical, only related” (p. 105).
 - iii. The trope is of the same type, but it is not “related lexically” (p. 106).
 - b. ST trope X => ST trope Y;
In this case, the “general feature of figurativeness has been retained, but the realisation of this feature is different” (p. 106).
 - c. ST trope X => TT trope Ø;
 - d. ST trope Ø => TT trope X (Chesterman, 2000, pp. 105–107).
 10. *Other semantic changes* include “other modulations of various kinds, such as change of (physical) sense or of deictic direction” (Chesterman, 2000, p. 107).
- Pragmatic strategies

The final group of strategies belonging to Chesterman’s (2000, p. 107) classification are *pragmatic strategies*. These strategies involve the selection of information to be incorporated in the TT based on

its target audience. Moreover, it usually involves more significant changes which means it is often accompanied by syntactic and semantic changes as well. In summary, *pragmatic strategies* “can be said to manipulate the message itself” (p. 107).

1. *Cultural filtering*, also referred to as “naturalisation, domestication or adaptation”, is the process of translating culture-specific items in the SL as “cultural or functional equivalents” in the TL in order to “conform to TL norms”. The opposite of *cultural filtering* would be “borrowing or transferring” these elements directly. This is also known as “exoticisation, foreignisation or estrangement” (Chesterman, 2000, p. 108).
2. *Explicitness change* is a change towards “more explicitness” (explicitation) or “more implicitness” (implication) (Chesterman, 2000, p. 108-109).
3. *Information change* refers to the addition of new information not present in the ST, or to the omission of ST information deemed irrelevant (including summarisation) (Chesterman, 2000, p. 109-110).
4. *Interpersonal change* affects the overall style by altering elements such as formality, degree of emotiveness and involvement and technical lexical. In other words, a change to the relationship between the text/author and the reader (Chesterman, 2000, p. 110).
5. *Illocutionary change* involves changes of speech act, such as the change from a statement to a request, adding rhetorical questions or exclamations. Moreover, there are “changes within particular classes of speech acts”, including “changes in the class of acts known as representatives”, involving a shift “from direct to indirect speech” for example (Chesterman, 2000, pp. 110–111).
6. *Coherence change* is similar to *cohesion change*. The difference is that *cohesion changes* occur at the micro-level and *coherence changes* at a higher textual level, such as the rearrangement of paragraphs (Chesterman, 2000, p. 111).
7. *Partial translation* is the translation part of the text but not its entirety. It includes “summary translation, transcription and translation of sounds only” (Chesterman, 2000, pp. 111–112).
8. *Visibility change* increases the presence of the translator through “footnotes, comments in brackets or added glosses” (Chesterman, 2000, p. 112).
9. *Transediting* refers to the extensive editing of an ST when it is badly written. It includes “re-ordering or rewriting” (Chesterman, 2000, p. 112).

10. *Other pragmatic changes* are “changes to layout” and “choice of dialect” (Chesterman, 2000, p. 112).

3 Methodology

In this chapter, the methodology used in the present thesis will be discussed. In short, the method used to conduct the research is a corpus analysis which was performed by using the model of shift analysis set out by Chesterman (2000). The purpose of the analysis was to answer the following research questions. The main research question of this thesis is “How do non-professional translators in the city approach translation in everyday situations?” In order to formulate an answer to this question, the following subquestions were looked at: “What types of translation shifts take place during the non-professional translation process?” and “What influence does the sociolinguistic context have on the non-professional translation process?”.

Section 3.1 of this chapter deals with the four criteria used for the selection of the data compiled in the corpus, followed by Section 3.2 on the method used to collect the data. Section 3.3 covers how the corpus was compiled. Finally, Section 3.4 explains what method was used to carry out the corpus analysis.

3.1 Criteria used for the data selection

To conduct the research for this Master’s dissertation and answer the research questions, a corpus analysis was carried out. The corpus used for the analysis consists of data which were collected and selected based on a number of criteria.

The first criterion was that the selected data should comprise translations. There are different ways to determine whether the data can be considered translations. In the context of non-professional translation in the city, the most obvious indicator is that the source and target text are placed in close proximity to each other, whether it be next to each other, underneath each other or in any other way that makes it clear to the audience that they are reading a text which contains the same content as another text and are thus dealing with a translation. Following Koskinen’s (2012) classification, the source text is “the one which is placed on top, on the left, in bigger letters, or in fragmentary translation as the dominant language” (p. 81). Another type of translation that is dealt with concerns target texts which do not have an explicit source text. The hypothesis can be made that they are the result of the process of translation or translanguaging, during which the non-professional translator is influenced by their linguistic repertoire. The end product that comes from this process displays clear indicators of shifts.

Secondly, the translations selected have been performed by non-professionals. As discussed in the literature study (See section 2.1.2), making a distinction between professional and non-professional translation is not evident. The consensus that can be drawn from Orrego-Carmona (2016, pp. 164–165), Antonini et al. (2017, pp. 6–8) and Harris (2017, p. 34) is that the main aspect that distinguishes non-professional translators from professional translators is the lack of monetary compensation. It is

apparent that the quality of the translation product can vary depending on the payment the translator receives. However, the possibility exists that the translation was carried out by a professional translator on a voluntary basis or without receiving any financial compensation. In this case, payment is not the determining factor as to whether the translation can be considered professional or not. The issue that arises here is that the author is often anonymous in a non-professional context and it is thus not evident to retrieve information on the translator or how much financial compensation they are receiving. Taking everything into consideration, we will propose a threefold approach in determining whether a translation has been conducted by a non-professional:

- 1) The first step is to select translations that take on a specific form. Non-professional translations in the city are most often found in the form of flyers, brochures, posters, window signage, booklets, leaflets, menus, etc.



Figure 3. Examples of non-professional translation in its different formats

- 2) The next step is to check whether the name of the translator has been mentioned. If there is a name present, the chance is high that the translation has been made by a professional translator. If there are any uncertainties, it is possible to look at the translator's website or LinkedIn profile to establish whether they have had any academic training, have sufficient experience or have been endorsed by their peers. If the author is anonymous, there are a number of indicators as to whether the translation has been done non-professionally, e.g. if it is handwritten or if the design indicates that it has not been made professionally.

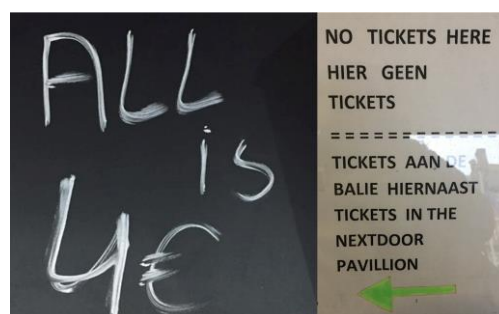


Figure 4. Example of a handwritten translation (left) and a non-professional design (right)

- 3) Finally, a conclusion can be drawn using empirical evidence by reading the translation and detecting the presence of preliminary syntactic and semantic errors.

Although it is not possible to be entirely sure, the working hypothesis is that the data collected comprise translations by non-professional translators after having taken these indicators and the findings of the analysis into account.

The third criterion for the data selected for this corpus was the language of the target text. As discussed in Section 2.4.3, the English language has a lot of influence on the linguistic landscape of Antwerp. This is mainly because it is used as lingua franca to communicate with short-term visitors and recent immigrants. For this reason, most of the non-professional translation encountered in the city is done into English. Although translation between Dutch and French has played a big role during Antwerp's history, the present linguistic landscape represents more translation into English than into French. If a French translation was encountered, it was almost always accompanied by an English equivalent.

The fourth and final criterion is that the translations were encountered in a city. The urban space that was chosen for this research is the city of Antwerp. As mentioned before (see section 2.4.3), Antwerp is an interesting case study in linguistic landscape research for it is a super-diverse city that is made up of various (socio)linguistic layers. In order to compare these layers, the linguistic landscape of each neighbourhood was looked at separately. The division of the different quarters that was used for this research was drawn up within the framework of the 'Stedelijk Wijkoverleg' (District Antwerpen, 2012). These are urban neighbourhood councils that have been assigned per quarter. The quarters that were selected for the purpose of this thesis are the twelve quarters that are situated within the ring road around Antwerp, on the right bank of the river Scheldt. These quarters have been highlighted in Figure 5.

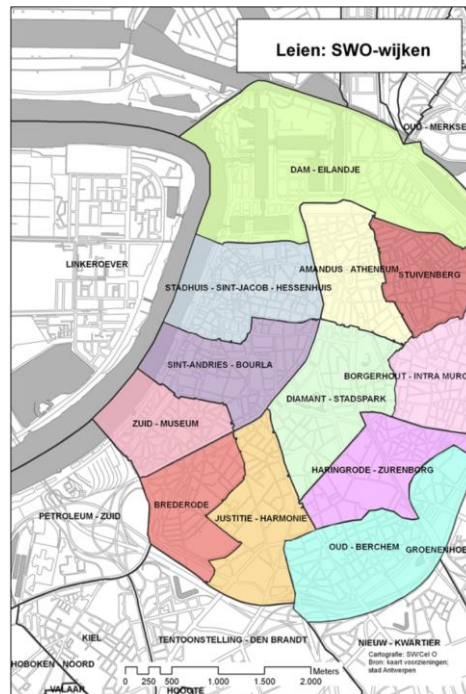


Figure 5. Map of Antwerp divided into different quarters

3.2 Method for collecting the data

To collect the data for the present dissertation, field research was conducted. Since Antwerp is the researcher's city of residence, data were constantly being collected and a number of days were dedicated solely to gathering data. During the days that were devoted to compiling data, the researcher focused on specific areas where, based on the definition and nature of non-professional translation, it was speculated that the most data could be found. These zones include the historical city centre and other tourist areas where non-professional translation can be found at information centres, tourist attractions, museums, churches, restaurants and around other landmarks. Furthermore, in areas in which there is a concentration of immigrants, non-professional translation can be found, among others, in shops and restaurants and in other businesses owned and/or run by foreigners and/or immigrants. When it was possible, the flyer, brochure, booklet, etc. including the non-professional translation was collected in order to be scanned. These could generally be taken for free or could otherwise be purchased for a small price. In some instances, however, it was not possible to remove the non-professional translation from where it was found. This includes posters, window signage and any other irremovable forms of non-professional translation. When this occurred, a photograph was taken. If there were visibility issues with any of the photographs taken, Adobe Photoshop was used to correct the image.

3.3 Compilation of the corpus

Since the corpus consists of data in JPEG format, it was not always possible to convert these images into text using optical character recognition software, especially when the translation was handwritten. For this reason, an interactive PDF was made using Adobe Indesign to compile the corpus. The first page of the PDF includes the map of the city divided into different zones. The reader can click on the quarter they would like to look at, which will bring them to the page including the data collected there. A map on which the neighbourhood is highlighted will be shown at the top of the page, along with its name and a photograph of one of its landmarks. When the map or the home button is clicked on, the reader will be redirected to the first page of the PDF.

Underneath the photograph, a series of icons can be seen that represent different genres. When one of these icons is clicked on, the name of that category pops up, along with the data that have been collected in that particular category. If there more than one instance of non-professional translation had been collected, a series of buttons appear which have been numbered. Each button represents a particular non-professional translation. When a numbered button is clicked on, a visual representation of that translation is displayed. Parts of the text have been highlighted where a shift has taken place. When the highlighted areas are clicked on, more information is given on that shift. This process can be repeated for all of the data that have been compiled in the corpus.

3.4 Method for corpus analysis

At the micro-level, the corpus was analysed used the model of shift analysis set out by Chesterman (2000), which was discussed in section 2.5.2. The three levels of analysis were maintained, however, some adjustments were made to adapt Chesterman's (2000) model to the context of non-professional translation in the city. At the syntactic level, the categories 'spelling mistakes' and 'punctuation errors' were added. At the semantic level, the category 'mismatch' was added to represent an incorrect translation. This can be due to a misinterpretation of the source text or for other reasons, such as carelessness. No changes were made to the pragmatic level. In order to analyse the shifts, different online dictionaries were consulted, such as the Oxford Online Dictionary and the Vandale Online Translation Dictionary. Furthermore, the grammar book *Exploring English Grammar* (Vandenberg, 1995) was used.

Furthermore, each occurrence of non-professional translation was placed against a sociolinguistic background by looking at the quarter in terms of immigration and tourism.

4 Analysis and results

In this chapter, each quarter will be looked at in a separate section. First an introduction will be given on the area in order to situate in geographically and to give some background information. Next, the quarter will be looked at in terms of immigration. This is based on data found in the reports on demographics and diversity that can be found on the online database 'Antwerpen: Stad in Cijfers' ('Antwerp: City in Numbers') (Stad in cijfers, n.d.). The number of people from immigrant backgrounds and the country they are associated with will be discussed. This will then be linked to the non-professional translation found there. The following aspect that will be looked at is tourism. The landmarks that attract tourists and that are promoted on websites such as 'Visit Antwerpen' (Visit Antwerpen, n.d.) will be mentioned, since they are what makes an area more attractive to tourists. This aspects will be linked to the non-professional translation in that quarter. Furthermore, the shift analysis will be discussed in the form of statistics and examples from the corpus. Finally, a general discussion will be held of the results.

4.1 Amandus - Atheneum



Figure 6. Map of the quarter Amandus – Atheneum

4.1.1 Introduction

The quarter Amandus - Atheneum is named after Saint-Amand's church and the secondary school Koninklijk Atheneum Antwerpen. St-Amand's church is dedicated to Saint Amand, who was a bishop of Tongeren-Maastricht and is considered one of the great Christian missionaries of Flanders ("Amandus", n.d.). The secondary school Koninklijk Atheneum Antwerpen is adjacent to Franklin Rooseveltplaats, a large square which functions primarily as the central bus station in Antwerp ("Franklin Rooseveltplats", n.d.). The school was founded in 1807 by Napoleon Bonaparte and is known for being the first public school in Belgium. It also played an important role during the Flemish Movement and the implementation of the Dutch language in the field of education ("Koninklijk Atheneum", n.d.).

4.1.2 Immigration in Amandus - Atheneum

Amandus - Atheneum has a population of 527,461 people, of which 70% are immigrants. The largest population group are the Belgians (5,956). The largest group of immigrants come from Morocco (1,386), followed by Turkey (1,268) and the Netherlands (1,058). There are also a significant number of Chinese (927), Afghan (900), Portuguese (675), Polish (568), Bulgarian (501), Pakistani (423), Romanian (411), Syrian (388), Russian (386), Yugoslavian (382), Iraqi (377) and Spanish (303) immigrants in Amandus - Atheneum. In other words, a lot of immigrants, with a wide variety of nationalities, live in this quarter (Stad in cijfers, n.d.). This is also reflected in the non-professional translations that were found here.

There are a lot of businesses run by foreigners around the square Sint Jansplein. Most of them are restaurants and bakeries, but there are also other examples like hair salons and supermarkets. The nationalities that are mostly found there are Moroccan, Turkish and Portuguese.

Faruk 1 Faruk Peker		
PRIJSLIJST		
HAAR KNIPPEN	12.00	SAÇ KESİMİ
KINDERSNIT	10.00	ÇOCUK SAÇ KESİMİ
HAAR KNIPPEN, WASSEN / DROGEN	15.00	SAÇ KESİMİ, YIKAMA / KURULAMA
HAAR KNIPPEN EN SCHEREN	19.00	SAÇ KESİMİ VE SAKAL TRAŞI
HAAR KNIPPEN EN BAARD MODEL SCHEREN	22.00	SAÇ KESİMİ VE MODELİ SAKAL TRAŞI
BAARD SCHEREN	7.00	SAKAL TRAŞI
BAARD MODEL SCHEREN	10.00	MODELİ SAKAL TRAŞI
BAARD SCHEREN EN HAAR WASSEN / DROGEN	10.00	SAKAL TRAŞI VE SAÇ YIKAMA / KURULAMA
HAAR KNIPPEN, BAARD SCHEREN EN WASSEN / DROGEN	22.00	SAÇ KESİMİ, SAKAL TRAŞI VE YIKAMA / KURULAMA
HAAR KNIPPEN, BAARD MODEL SCHEREN, EN WASSEN / DROGEN	25.00	SAÇ KESİMİ, MODELİ SAKAL TRAŞI VE YIKAMA / KURULAMA
BRUIDGOM SPECIAAL	45.00	DAMAT TRAŞI

Bülent Tel. 0474-87 06 34 Veli Tel. 0486-26 24 43
 Alle dagen open van 9u. tot 19u. / Zondag Rustdag
 Sint Gummarusstraat 50 - 2060 Antwerpen

Figure 7. Turkish hair salon with Dutch and Turkish translations

Most of these businesses have information in both Dutch and the foreign language. There are some exceptions, however. For example, the majority of the Portuguese restaurants and supermarkets in the area only display Portuguese information.

Genmos
Bocalhou
em
Postas 12.50 Kilo

Genmos Cubo
De Gelo
2KG Por 3.00€

Figure 8. Signage found in a Portuguese supermarket

Although not many of these businesses translate into English, a number of examples were encountered of non-professional translation into English. For example, an Indian/Pakistani restaurant (see corpus analysis), phone shops (see corpus analysis) and an administrative services company.

زبانننا الكرام
سيكون المكتب مغلق للفترة من 2019/03/27 حتى 2019/04/21
للترميمات ويسرنا ان نستقبل استفساراتكم ومعاملاتكم في مقرنا البديل
لتحديد الموعد لذلك نرجو منكم التواصل على رقم الشركة المباشر او
فايبر او واتساب او من خلال ارسال ايميل الى
devrijgevigheid@yahoo.com
0465469844
وسنقوم بخدمتكم لتنفيذ كافة معاملاتكم

Beste klanten
Wegens renovatie zijn wij uitzonderlijk gesloten voor
de periode van 27/03/2019 tot 21/04/2019
Jullie kunnen ons bereiken op het nummer
0465469844 (watsup en viber ook) of via email:
devrijgevigheid@yahoo.com

Dank u
Dear customers
Due to renovation we are exceptionally closed for the
period from 27/03/2019 to 21/04/2019
You can reach us on the number 0465469844 (watsup
and viber also) or via email:
devrijgevigheid@yahoo.com
Thank you

Figure 9. Signage in an administrative services company's window display with Arabic, Dutch and English text

Nonetheless, the largest number of non-professional translations into English were found in and around Chinatown, where most information was given in Chinese, Dutch, French and English.

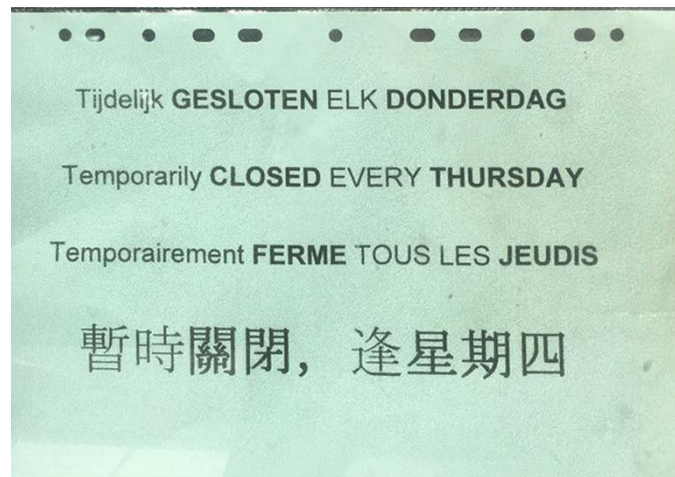


Figure 10. Example of a window sign found in Chinatown with Dutch, English, French and Chinese text

While these languages are used as a lingua franca to speak with both native Dutch speakers and the immigrants living in and around this neighbourhood, Chinatown can also be considered a tourist attraction. Therefore, a lot of the translations found there are aimed at communicating with tourists and making their businesses more appealing to them (see 6.3 Tourism in Amandus - Atheneum).

4.1.3 Tourism in Amandus - Atheneum

Although Amandus - Atheneum is not the most tourist-oriented neighbourhood in Antwerp, there are still some attractions here that are frequented by tourists. For example, the design centre De Winkelhaak and the museum Chocolate Nation, which are mentioned on tourist websites such as Visit Antwerpen and Tripadvisor. The information given by these attractions has been translated professionally most of the time.

As mentioned before, Chinatown is considered a tourist attraction. For this reason, many businesses, especially supermarkets and restaurants, have translated their information to accommodate the tourists visiting the area. Nonetheless, this is mostly done non-professionally.

4.1.4 Results Corpus Analysis in Amandus - Atheneum

In the quarter 'Amandus – Atheneum', fifteen accounts of non-professional translation were encountered. Most of the shifts that took place occurred in the category 'Food' (7), followed by 'Fashion' (2), 'Phone shops' (2), 'Drinks' (1), 'Health' (1), 'Places of worship' (1) and 'Messages to neighbours' (1).

The data collected comprised a total of 107 shifts. Most of them are **syntactic** strategies (72), followed by **semantic** strategies (23) and **pragmatic** strategies (12).

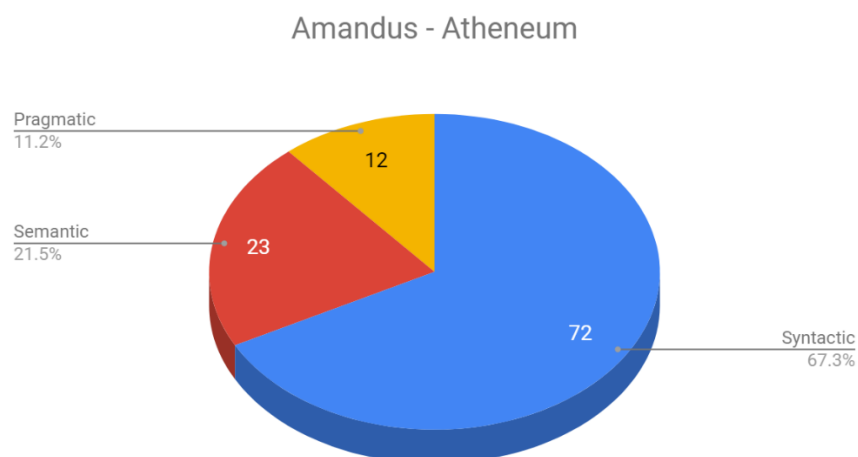


Figure 11. Pie chart of the strategies encountered in the quarter 'Amandus - Atheneum'

4.1.4.1 Syntactic strategies

Most of the syntactic changes found were **spelling mistakes** (27), followed by **loans/calques** (16) and **phrase structure changes** (12). There were also a number of **transpositions** (5) and **literal translations** (5). Moreover, there were a few **cohesion changes** (4) and **clause structure changes** (3).

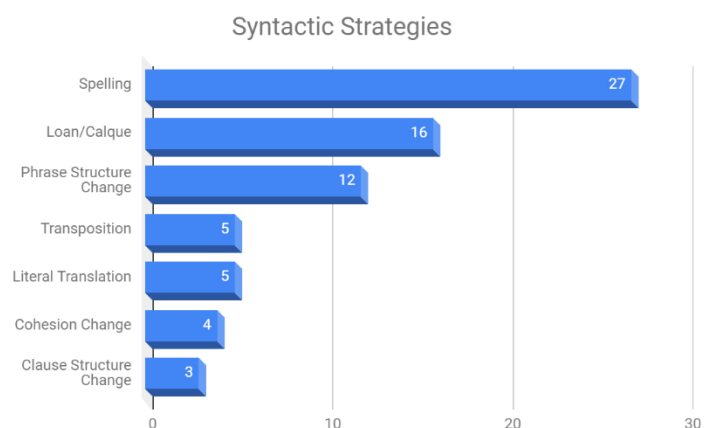


Figure 12. Bar chart of the Syntactic Strategies encountered in the quarter 'Amandus – Atheneum'

- Examples of Syntactic Strategies

There are two **spelling mistakes** in the following example. First of all, the adverbial phrase 'every day' is written in two words. It is only written in one word when it is used as an adjective. Secondly, the word 'success' has been misspelled. Furthermore, the word 'addiction' is a mass noun and does therefore not have a plural form. This is a **phrase structure change** to the number of the noun phrase.



Figure 13. Examples of Syntactic Strategies

4.1.4.2 Semantic Strategies

In terms of semantic changes, the majority encountered were cases of **synonymy** (10). There were also a number of **mismatches** (6). Finally, there were a few instances of **distribution changes** (4) and **hyponymy** (3).

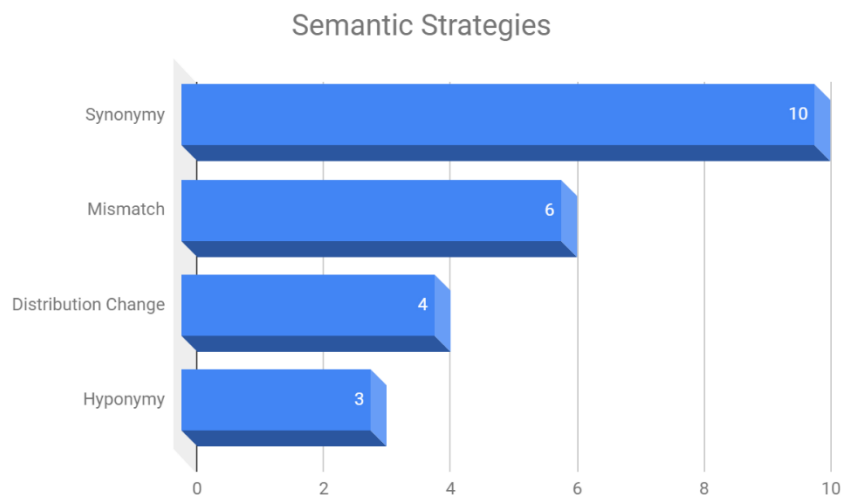


Figure 14. Bar chart of the Semantic Strategies encountered in the quarter 'Amandus - Atheneum'.

- Examples of Semantic Strategies

The following job listing contains four **mismatches**. First of all, the word function is a **mismatch** because the meaning of the word 'function' in English is different to 'functie' in Dutch. The next example is 'attend'. The word 'attend' does not have the same meaning as the Dutch word 'aanbieden', which translates to 'present'. This is a **mismatch**. Furthermore, the adjective 'personal' has been used here instead of the adverb 'personally'. This is a **transposition**. This is also a **mismatch** because 'personal' has a different meaning in English. The idiomatic expression is 'in person'. Finally, 'personal letter' is a **mismatch** because it does not mean the same as what is meant here. It should be 'cover letter' or 'application letter' instead. To view the rest of the shifts that have taken place in this translation, please refer to the interactive PDF (Appendix 1).

<u>SUN WAH SUPERMARKET NV</u>	<u>SUN WAH SUPERMARKET NV</u>
WERK AANBIEDING	JOB LISTING
GEZOCHT!!!	
Functie : kassierter, Chauffeur voor leveringen (rijbewijs B).	Function : Cashier, Driver for deliveries (License-B).
Periode : voltijdse betrekking 38u	Periode : fulltime job (38hr/w)
Extra's : kennis van Kantonees, Mandarijns, Nederlands <u>of</u> Engels.	Extra's : knowledge of Cantonees, Mandarin, Dutch <u>or</u> English.
<u>Alleen serieuze kandidaten!!!</u>	<u>Only serious candidates!!!</u>
Hier persoonlijk aanbieden met CV + begeleidende brief (evt. attest van goed gedrag)	Attend personal here with CV + Personal letter (if needed a evidence of good behavior)

Figure 15. Examples of Semantic Strategies

4.1.4.3 Pragmatic Strategies

In the category pragmatic changes, most shifts were **partial translations** (8). There were also a number of **information changes** (4).

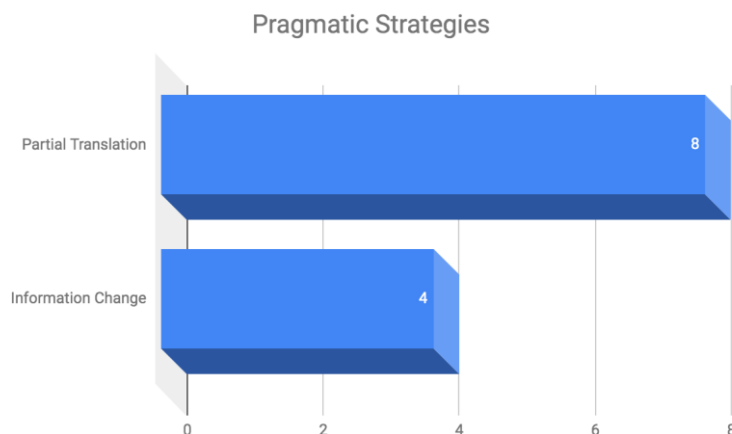


Figure 16. Bar chart of the Pragmatic Strategies encountered in the quarter 'Amandus - Atheneum'.

- Examples of Pragmatic Strategies

The translation of the next menu item includes the element 'hot', which is not mentioned in the original text. This is a **cohesion change** at the syntactic level, a **distribution change** at the semantic level and an **information change** at the pragmatic level.

10 豉汁蒸排骨	Gestoomde varkensribbetjes in een zwarte bonensaus Travers de porc à la vapeur - sauce d'haricots noirs piquante Steamed spare ribs with hot black bean sauce
----------	---

Figure 17. Examples of Pragmatic Strategies

For the full analysis, please refer to the interactive PDF (Appendix 1).

4.2 Borgerhout – Intramuros



Figure 18. Map of the quarter Borgerhout – Intramuros

4.2.1 Introduction

Borgerhout - Intramuros is part of the district Borgerhout, the smallest district in Antwerp. This district is divided into two parts, Borgerhout Intramuros (within the walls) and Borgerhout Extramuros (outside the walls). The historical walls, nowadays the ring road around Antwerp, form the dividing line between these two quarters. The extramuros section of Borgerhout is more residential and the population is older and richer, and fewer immigrants reside there. Borgerhout Intramuros, on the other hand, has a larger immigrant population (see 'Immigration in Borgerhout - Intramuros') and is home to a large boulevard and shopping street, the Turnhoutsebaan. This street mainly houses clothing stores and restaurants of which the owners are mostly of foreign descent ("Borgerhout", n.d.).

4.2.2 Immigration in Borgerhout – Intramuros

'Borgerhout Intramuros' has a population of 30,009 people, of which 69.8% are immigrants. The largest group of immigrants are of Moroccan descent (11,351). This group is even larger than the group of Belgians living in this quarter (9,072). There are also a large number of Dutch (1,522), Spanish (728), Yugoslavian (565) and Polish (552) immigrants (Stad in cijfers, n.d.).

It is important to note that there are some differences between the northern part of this quarter and the southern part, with the Turnhoutsebaan being the point of division. First of all, in the Northern area, there is a larger group of immigrants (72,2%) than in the Southern area (67,1%). Moreover, there are 6.459 inhabitants of Moroccan descent living in the Northern part, compared to 4.892 Moroccans South of the

Turnhoutsebaan. There are more or less the same number of Belgians, Dutch, Spanish and Yugoslavian on both sides. However, there are twice as many Polish immigrants living in the Southern area (170 in the Northern part, 382 in the Southern part) (Stad in cijfers, n.d.).

In 'Borgerhout - Intramuros', the large number of immigrants and the nationality of these immigrants is noticeable when you look at the types of businesses and how they present themselves. There are a number of different types of businesses in this area that are run by foreigners. The first type are food and beverage ventures. These are mainly run by immigrants of Moroccan descent and are places such as Moroccan bakeries and snack bars that serve typical Moroccan dishes. Often times, they translate the name of their business into Arabic, as well as their menus.



Figure 19. A bakery with both a Dutch and an Arabic name

The next category is places of worship. There a number of mosques in 'Borgerhout - Intramuros'. The information that is provided by these places of worship is translated. The information that was found in this quarter was in Arabic.



Figure 20. Mosque with a Dutch and an Arabic name

Furthermore, there were a couple of businesses where Polish translations were collected. One was a clothing store and the other a nightclub.



Figure 21. Polish stickers found at 'Hip-hop Maniak Shop'

Finally, in the category 'Messages to neighbours', a number of Arabic translations were found.



Figure 22. Messages to neighbours in Arabic



Figure 23. Message to neighbours in English and in French

Some of the English translations collected are examples of English used as a lingua franca among immigrants and between immigrants and natives. This includes the translation found on the front of an African supermarket (see 3.1 Supermarkets) and the English translations in the category 'Messages to neighbours'.

4.2.3 Tourism in Borgerhout – Intramuros

The quarter Borgerhout - Intramuros is not promoted on the Visit Antwerp website as quarter in itself. The only attraction mentioned is the “EcoHouse” (EcoHouse, n.d.). On Tripadvisor (www.tripadvisor.com), the concert hall ‘De Roma’ is listed as a tourist attraction. Moreover, there are a number of hotels that have been listed on Tripadvisor, two of which are considered “specialty lodging”, the rest being B&Bs.

It can be concluded that Borgerhout is not a very tourist-oriented neighbourhood, although there are a couple of places worth visiting and a few lodging options.

4.2.4 Results Corpus Analysis in Borgerhout – Intramuros

In the quarter ‘Borgerhout – Intramuros’, negen accounts of non-professional translation were encountered. Most of the shifts that took place occurred in the category ‘Food’ (3), followed by ‘Drinks’ (2) ‘Lodging’ (2), ‘Messages to neighbours’ (1) and ‘Nightclubs’ (1).

The data collected comprised a total of 42 shifts. Most of them are **syntactic** strategies (32), followed by **semantic** strategies (7) and then **pragmatic** strategies (3).

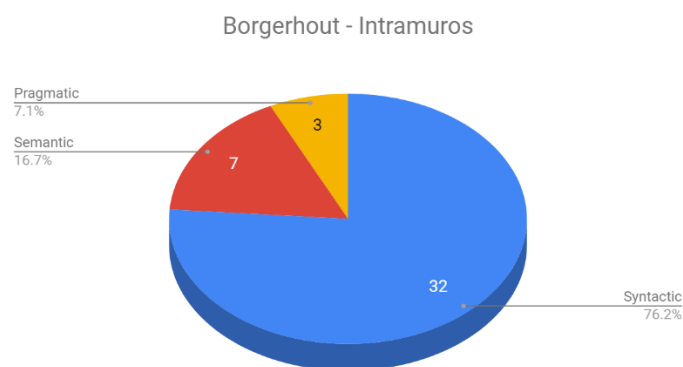


Figure 24. Pie chart of the strategies encountered in the quarter ‘Borgerhout – Intramuros’

4.2.4.1 Syntactic Strategies

Most of the syntactic changes found were **phrase structure changes** (8), followed by **spelling mistakes** (7). There were also a few **literal translations** (4), **cohesion changes** (3), **sentence structure changes** (3), **clause structure changes** (3) and **loans/calques** (3). Finally, there was one instance of a **unit shift** (1).

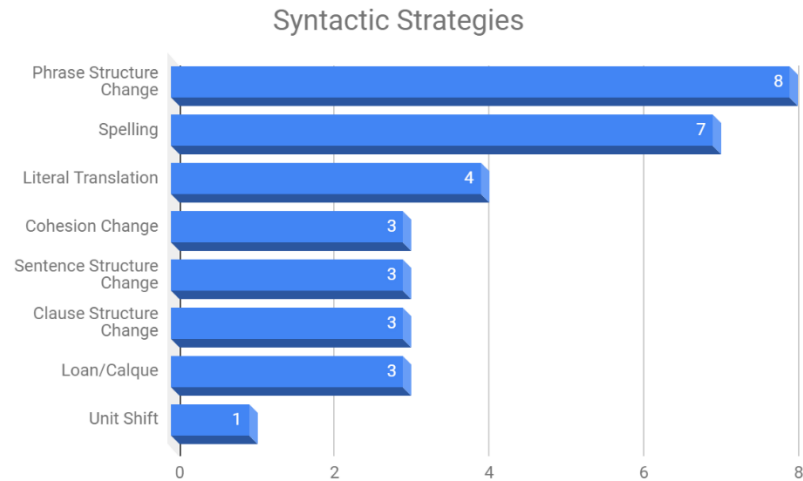


Figure 25. Bar chart of the Syntactic Strategies encountered in the quarter 'Borgerhout – Intramuros'

- Examples of Syntactic Strategies

The following text includes the phrase 'in promo'. This is a **literal translation** and a **loan/calque** of the Dutch expression 'in promotie'. In English, the idiomatic way of expressing this is 'on special'. In terms of pragmatic changes, the phrase 'en wijn', which means 'and wine' had not been translated. This is a **partial translation**.



Figure 26. Examples of Syntactic Strategies

The next translation includes a **literal translation** and **loan/calque** of the Polish sentence przed (in front of) klubem (club) obowiązuje (apply) cisza (silence) nocna (night). The whole sentence is unidiomatic in English, especially the phrase 'night silence'. It should read 'Please be silent in front of the club from 22:00-6:00'.



Figure 27. Examples of Syntactic Strategies

4.2.4.2 Semantic Strategies

In terms of semantic changes, the majority encountered were **distribution changes** (3). There were also a couple of instances of **hyponymy** (2). There was one **mismatch** (1) and one instance of **synonymy** (1).

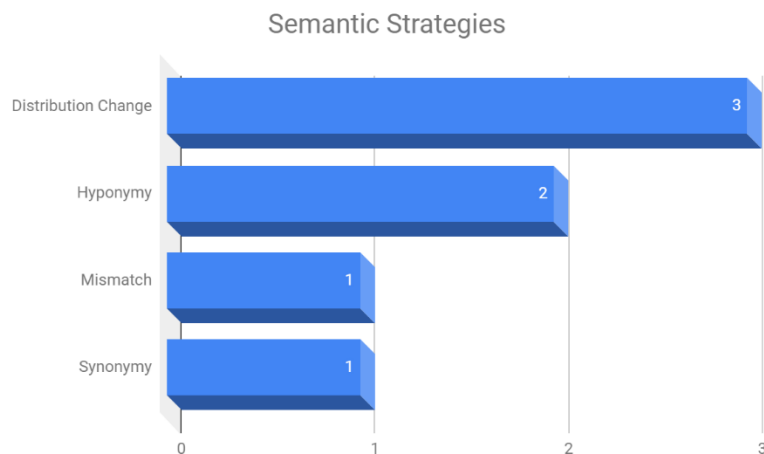


Figure 28. Bar chart of the Semantic Strategies encountered in the quarter 'Borgerhout – Intramuros'

- Examples of Semantic Strategies

This next example includes a **mismatch**. The original text reads 'voor de deur', which means 'in front of the door', the opposite of 'behind the door'. With regards to syntactic changes, the original reads 'een boete' meaning 'a fine' in the singular form. The translation is written in the plural form. This is a **phrase structure change** to the number in the noun phrase.

Het is verboden spullen achter te laten voor
de deur of in de straat.
Vermijd een boete !
It is forbidden to leave things behind the door
or in the street.
Avoid fines !
يحظر ترك الأمور وراء الباب أو في الشارع.
تجنب الغرامات

Figure 29. Examples of Semantic Strategies

4.2.4.3 Pragmatic Strategies

In the category pragmatic changes, most shifts were **information changes** (3). There were also a couple of **partial translations** (2).

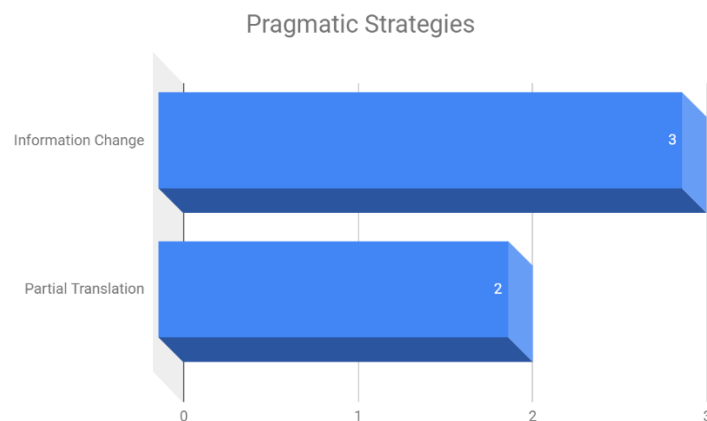


Figure 30. Bar chart of the Pragmatic Strategies encountered in the quarter 'Borgerhout – Intramuros'

- Examples of Pragmatic Strategies

In the following window sign, the days of the week Thursday, Friday and Saturday have not been translated. This is a **partial translation** and a form of code-mixing between Dutch and English.



Figure 31. Examples of Pragmatic Strategies

For the full analysis, please refer to the interactive PDF (Appendix 1).

4.3 Brederode



Figure 32. Map of the quarter Brederode

4.3.1 Introduction

Brederode is a quarter that is adjacent to the street Brederodestraat. It is a shopping street that now mainly consists of shops, bars and restaurants owned by Turkish immigrants (“Zuid-Brederode”, n.d.). Both the quarter and the street are named after Hendrik van Brederode, a member of the Dutch noble family Van Brederode and an important figure during the Eighty Years’ War (“Hendrik van Brederode (1531-1568)”, n.d.).

4.3.2 Immigration in Brederode

Brederode has a population of 11,722 people, of which 47.2% are immigrants. The largest population group are the Belgians (6,184). The largest group of immigrants are Turkish (1,300), followed by Moroccans (856) and Dutch (614) (Stad in cijfers, n.d.).

As mentioned before, there is a big community of Turkish immigrants in the neighbourhood, especially around Brederodestraat. This is where they own and operate their businesses. Translation from Dutch into Turkish and vice versa can be found here. However, no translations into English were found in this quarter in the context of communication between immigrants and other immigrants or immigrants and natives.



Figure 33. Translation from Dutch into Turkish

4.3.3 Tourism in Brederode

Brederode is not a touristy area and there are no tourist attractions or landmarks situated here. The small businesses located here are aimed at locals. However, there are some trendy bars and restaurants in the area around Montignystraat that have menus available in English, which is used as a lingua franca to communicate with tourists. Moreover, there are a few lodging options in the area. The translations found there are aimed at foreign tourists who do not speak Dutch.

4.3.4 Results Corpus Analysis in Brederode

In the quarter 'Brederode', five accounts of non-professional translation were encountered. Two of them belong to the category 'Beverages' (2) and two belong to 'Food' (2). There was also one text in the category 'Lodging' (1).

The data collected comprised a total of 52 shifts. Most of them are **syntactic** strategies (39), followed by **semantic** strategies (7) and **pragmatic** strategies (6).

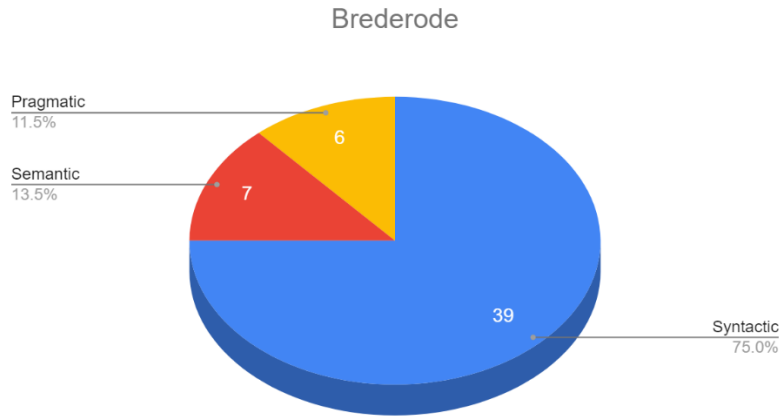


Figure 34. Pie chart of the strategies encountered in the quarter 'Brederode'

4.3.4.1 Syntactic strategies

Most of the syntactic changes found were **phrase structure changes** (17), followed by **loans/calques** (10). There were also a few **cohesion changes** (4), **spelling mistakes** (4), **clause structure changes** (3) and one **literal translation** (1).

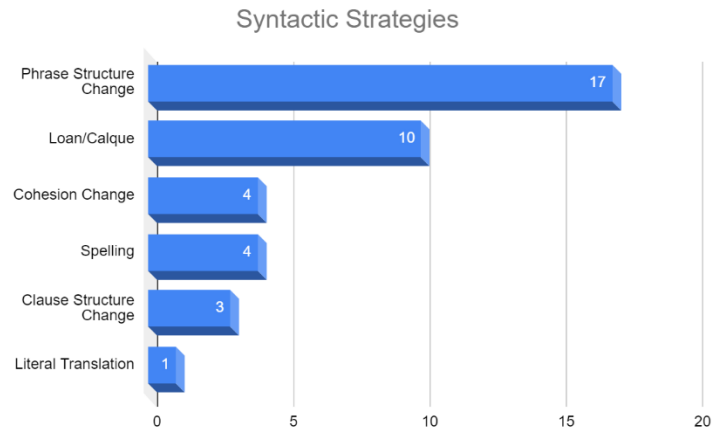


Figure 35. Bar chart of the Syntactic Strategies encountered in the quarter 'Brederode'

- Examples of Syntactic Strategies

In the following translation, the compound noun 'cinnamon roll' should be written as one word. This is a **spelling mistake** and a **loan/calque** from Dutch since compound nouns are written as one word in Dutch. Moreover, the noun 'parmesan' is spelled with an 's' instead of a 'z'. This shift is a **spelling mistake**.

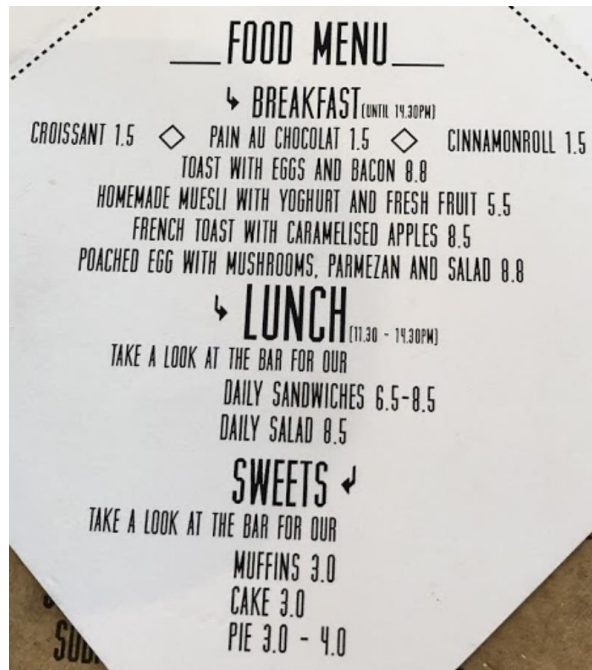


Figure 36. Examples of Syntactic Strategies

4.3.4.2 Semantic strategies

In terms of semantic changes, the majority encountered were **distribution changes** (4). There were also a number of instances of **synonymy** (3).

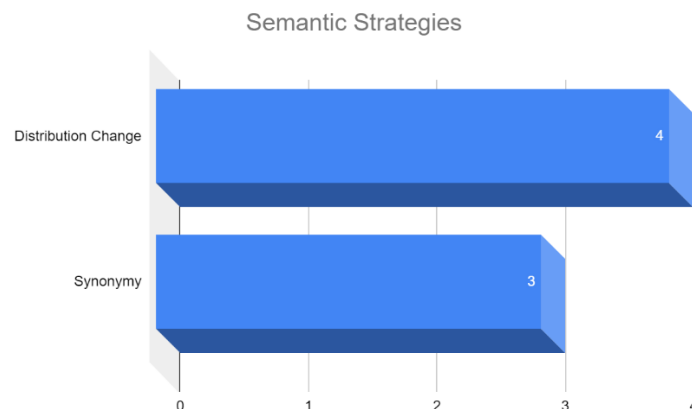


Figure 37. Bar chart of the Semantic Strategies encountered in the quarter 'Brederode'

- Examples of Semantic Strategies

In the next translation, the term 'billboard' is mentioned. This term is used to describe large outdoor boards, which display advertisements. A more apt translation would be 'specials board'. This is a case of **synonymy** (x2) because 'billboard' and 'specials board' belong to the same semantic field. In terms

of syntactic strategies, the adjective 'double-shot' is written with a hyphen. This is a **phrase structure change** to the adjective phrase. Moreover, an adjective precedes a noun, so it should be 'double-shot latte' instead of 'latte double shot', and 'chocolate latte' instead of 'latte chocolate'. These shifts are **clause structure changes** to the word order. The correct plural form of 'extra' is 'extras'. This shift is a **loan/calque** of a Dutch plural form in an English text and a **phrase structure change** to the number of the noun phrase. Furthermore, the open compound noun 'brew bar' is written as two words. This is a phrase structure change to the noun phrase and a loan/calque from Dutch since compound nouns are written as one word in Dutch. Finally, the adverb 'freshly' should be used instead of the adjective 'fresh'. This is a **phrase structure change** to the premodifier of the adjective phrase. Furthermore, it is a **loan/calque** from Dutch because in Dutch grammar there is no distinction in spelling between the adjective and the adverb.

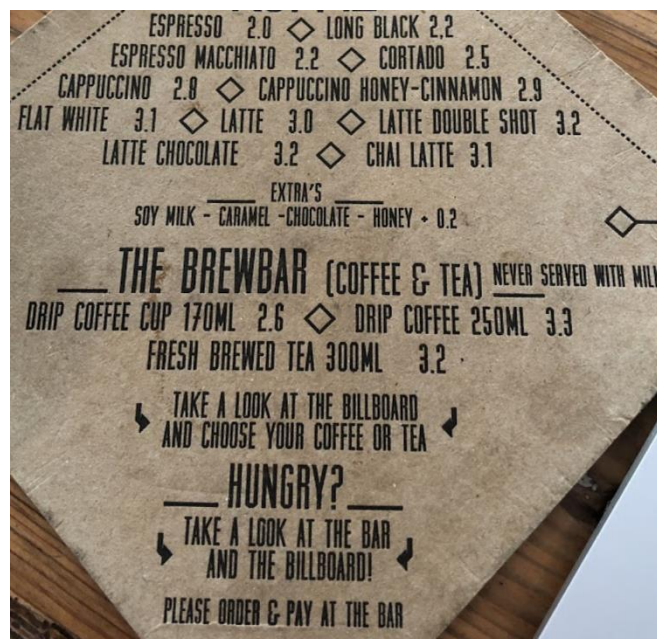


Figure 38. Examples of Semantic Strategies

4.3.4.3 Pragmatic strategies

In the category pragmatic changes, most shifts were **information changes** (4). There were also a couple of **explicitness changes** (2).

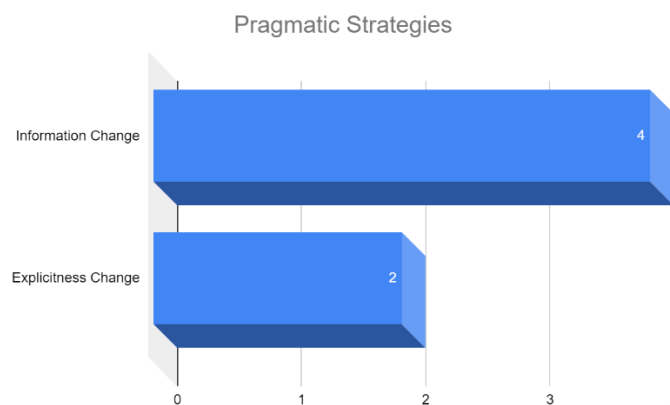


Figure 39. Bar chart of the Pragmatic Strategies encountered in the quarter 'Brederode'

- Examples of Pragmatic Strategies

The next translation features all of the **information changes** that occurred in this quarter. First of all, the proper noun 'Antwerp' has been added in the noun phrase 'the historic centre of Antwerp', whereas the original reads 'het historische stadscentrum' ('the historic city centre'). Moreover, it is an **explicitness change** because the target text is more explicit in terms of which city centre it is referring to. Furthermore, the phrase 'as a guest' and the name of the owner 'Dirk' have been added. Finally, the verb 'verwennen' meaning 'to pamper' has not been translated. To view the rest of the shifts that have taken place in this translation, please refer to the interactive PDF (Appendix 1).

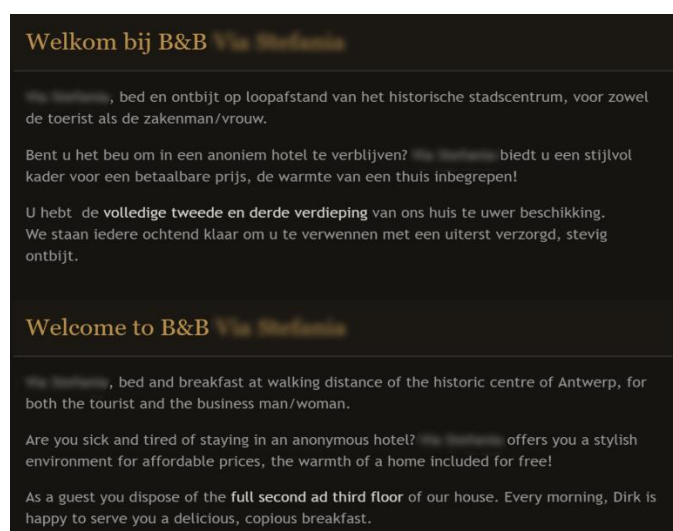


Figure 40. Examples of Pragmatic Strategies

For the full analysis, please refer to the interactive PDF (Appendix 1).

4.4 Dam – Eilandje



Figure 41. Map of the quarter Dam – Eilandje

4.4.1 Introduction

The quarter ‘Dam – Eilandje’ is made up of two areas that require separate discussions, even though they are regarded as one quarter from an administrative point of view. As the name suggests, these areas are called ‘Den Dam’ and ‘Het Eilandje’.

‘Het Eilandje’, meaning ‘The Little Island’, is an area in the northern part of Antwerp. It is the oldest harbour area in Antwerp, dating back to 1550 (City of Antwerp, n.d.), and is surrounded by water, hence its name. ‘Het Eilandje’ used to be a dilapidated neighbourhood, but in the 1980s, plans to redevelop the area began to take shape, although this did not prevent further decline. At one point, the interest of developers and investors began to grow, which was the final step in the gentrification process of this part of the city (“Eilandje”, n.d.). The area was upgraded into both a residential area and a tourist-oriented port district with a rich history celebrated through projects linking the themes of city and water such as the MAS (Museum aan de Stroom), the Red Star Line Museum and the Port House. These projects have given the neighbourhood a new lease of life and have turned it into a culinary hub with lots of trendy coffee bars, restaurants and nightclubs (City of Antwerp, n.d.).

‘Den Dam’ is a neighbourhood in the northern part of Antwerp, west of ‘Het Eilandje’. It is separated from ‘Het Eilandje’ and the rest of Antwerp by ‘Park Spoor Noord’ (Northern Rail Park), an abandoned 24-hectare railway shunting yard converted into a park (“Park Spoor Noord”, n.d.), and the road ‘Noorderlaan’. It is, therefore, an isolated area and its inhabitants often consider it a small village in the city (De Beuckeleer, 2016). The name comes from the old dam that connected the centre of Antwerp with the village of Dambrugge, where the Dam Square is located nowadays. The old, no longer used

railroad and the station 'Antwerpen-Dam' are also situated here. The renovated station building has been converted into a nightclub ("Den Dam", n.d.). The quarter emerged in 1811 and used to be inhabited mainly by dockworkers, but it has now become one of the most multicultural neighbourhoods in Antwerp ("Dam (Antwerpen)", n.d.). The economic activity at 'Den Dam' revolves around the old slaughterhouses. Many restaurants have established themselves next to the slaughterhouses and have promoted themselves as selling the best meat in Antwerp that they source straight from slaughterhouses ("Den Dam", n.d.).

4.4.2 Immigration in Dam – Eilandje

'Het Eilandje' has a population of 3,626 people, of which 39.3% are immigrants. The largest population group are the Belgians (2,202). The largest group of immigrants are of Dutch origin (386), followed by Moroccans (104) (Stad in cijfers, n.d.).

'Den Dam' has a population of 5,200 people, of which 69% are immigrants. Although the neighbourhood is very multicultural, the majority of the inhabitants are of Belgian descent (1,613). The largest group of immigrants are of Moroccan descent (1,189). They are followed by the Dutch (295), Turkish (183) and Afghan (122) immigrants (Stad in cijfers, n.d.).

It can be concluded that 'Den Dam' has a much larger immigrant population and is a more multicultural area than 'Het Eilandje'.

Although 'Den Dam' has a large immigrant population, no examples were found of translations into the foreign languages spoken by the immigrants represented here. None of the collected data were aimed at communication between immigrants among themselves, or between immigrants and natives.

4.4.3 Tourism in Dam – Eilandje

'Het Eilandje' is promoted on the Visit Antwerp website and the Atypical Antwerp city map. The three sights and attractions that are highly recommended for tourists to visit are the MAS (Museum aan de Stroom), the Red Star Line Museum and the Port House ("Eilandje", n.d.). At info centres, such as the one at the Grand Place, a lot of flyers can be found on the MAS in particular. There is also a video on Visit Antwerp's YouTube channel highlighting the best spots to eat and drink in the neighbourhood (Visit Antwerp, 2017). 'Park Spoor Noord' is also listed on Visit Antwerp. It is promoted as a "unique spot more than worth a visit" ("Park Spoor Noord", n.d.).

'Den Dam' is considered a residential area. Although there are a number of restaurants, bars and nightclubs, these are mostly visited by Antwerp locals and are not considered tourist attractions. However, the restaurants next to the slaughterhouses are promoted in city guides such as *Eat in Antwerp*, which is aimed at both locals and tourists.

In summary, 'Het Eilandje' is a far more tourist-oriented quarter. 'Den Dam' is more of a residential area. The only exception is the restaurants located near the slaughterhouses.

4.4.4 Results Corpus Analysis in Dam – Eilandje

In the quarter 'Eilandje – Dam, nine accounts of non-professional translation were encountered. Most of the shifts that took place occurred in the category 'Food' (6), followed by 'Art' (2), 'Drinks' (2) and 'Nightclubs' (2). Due to the sociolinguistics of each neighbourhood, there was a noticeable difference in terms of genre. For example, in the categories 'Art' and 'Drinks', all of the non-professional translations were found in Eilandje and none were found in Dam. However, more or less the same number of translations in the categories 'Food' and 'Nightclubs' were found in each quarter. This means that overall, there was a higher number of non-professional translation in Eilandje compared to Dam.

The data collected comprised a total of 84 shifts. Most of them are **syntactic** strategies (50), followed by **semantic** strategies (19) and then **pragmatic** strategies (15).

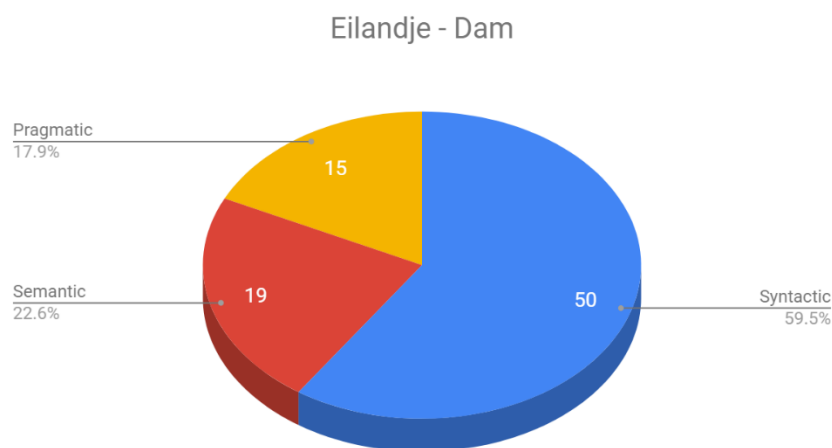


Figure 42. Pie chart of the strategies encountered in the quarter 'Eilandje – Dam'

4.4.4.1 Syntactic Strategies

Most of the syntactic changes found were **spelling mistakes** (23), followed by **cohesion changes** (14) and **unit shifts** (6). There were also a few **phrase structure changes** (3). Finally, there was one instance of a **clause structure change** (1), one **transposition** (1), one **punctuation error** (1) and one **loan/calque** (1).

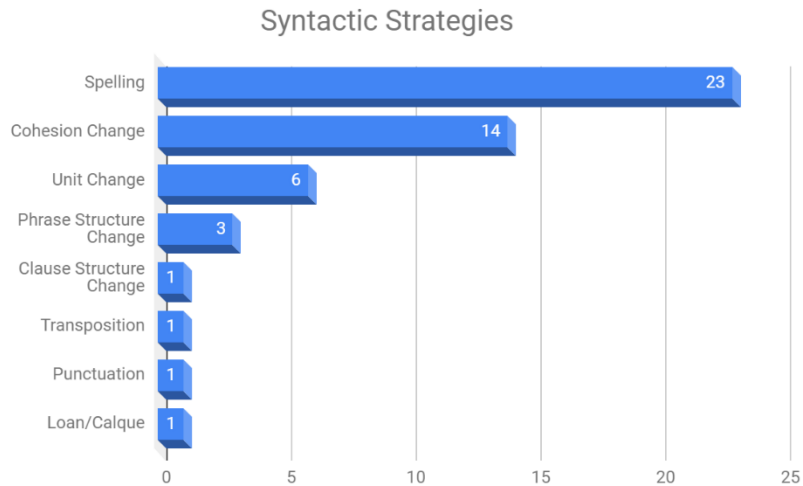


Figure 43. Bar chart of the Syntactic Strategies encountered in the quarter 'Eilandje – Dam'

- Examples of Syntactic Strategies

In the following text, 'all-day' should be hyphenated since it is being used as an adjective. This is a **spelling mistake**. Moreover, 'picnick' is a **loan/calque** of the Dutch spelling of the English word 'picnic'.



Figure 44. Examples of Syntactic Strategies

The next translation includes the word 'Belgium'. Since this is a nationality noun it cannot be used as an adjective. The adjective 'Belgian' should be used instead. This is a **phrase structure change** because it concerns the modifier of nightclubs. Furthermore, the correct spelling of 'night clubs' is 'nightclubs'. This is a **spelling mistake**.



Figure 45. Examples of Syntactic Strategies

4.4.4.2 Semantic Strategies

In terms of semantic changes, the majority encountered were **distribution changes** (12). There were also a couple of instances of **synonymy** (2) and **emphasis changes** (2). There was one **paraphrase** (1), one example of **antonymy** (1) and one case of **hyponymy** (1).

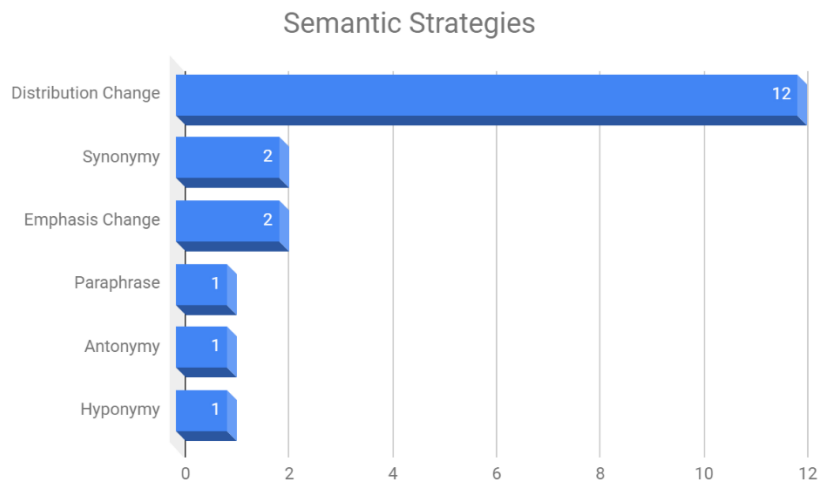


Figure 46. Bar chart of the Semantic Strategies encountered in the quarter 'Eilandje – Dam'

- Examples of Semantic Strategies

In this next example, the noun 'coffee' is used in the English translation. However, 'coffee' is less specific than 'Irish coffee'. This is a case of **hyponymy**. In terms of pragmatics, it is also a form of **cultural filtering**. 'Irish Coffee' is a cultural specific term that has been changed into 'coffee' in the target text. Furthermore, there are two **cohesion changes** in the translation since 'or tea' is not mentioned in the source text and the Dutch word 'of' ('or') has been omitted in the translation. These **cohesion changes**

also entail a **distribution change** at the semantic level and an **information change** at the pragmatic level. At the syntactic level, this translation also includes one **spelling mistake**: 'whit' instead of 'with'.

Irish Coffee of crème brûlée of dame blanche
Coffee or tea Crème brûlée or Ice cream whit chocolate sauce

Figure 47. Examples of Semantic Strategies

4.4.4.3 Pragmatic Strategies

In the category pragmatic changes, most shifts were **information changes** (12). There were also a couple of **partial translations** (2) and one instance of **cultural filtering** (1).

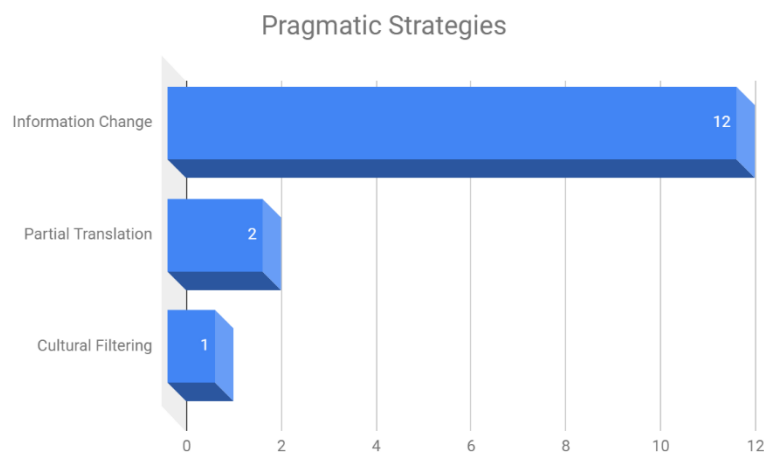


Figure 48. Bar chart of the Pragmatic Strategies encountered in the quarter 'Eilandje – Dam'

- Examples of Pragmatic Strategies

The next piece of text has been written in both Dutch and English to create a comedic effect. This is an example of code-switching which is currently very common in Flanders. The shift is a **partial translation**.

Dear klanten,

Georges is a few dagen
on vakantie.

Inspiration op doen, om u
vanaf maandag 10 april
better than ever te bedienen
again.

My excuses voor het
ongemak.
Uw barista.

In English:

“Dear customers,

Georges is on vacation for a few days. Gaining
inspiration to serve you better than ever from Monday,
10th April.

My apologies for the inconvenience.

Your barista.”

Figure 49. Examples of Pragmatic Strategies

For the full analysis, please refer to the interactive PDF (Appendix 1).

4.5 Diamant - Stadspark



Figure 50. Map of the quarter Diamant – Stadspark

4.5.1 Introduction

The quarter Diamant - Stadspark refers to Antwerp's diamond district on the one hand and the city park 'Stadspark', on the other hand. Antwerp is nicknamed 'Diamond City', as it has been the largest diamond centre in the world since the 15th century ("Diamond City", n.d.). Stadspark is a large, triangular-shaped park that features a pond, a skate park and kids play areas, along with different statues and a war memorial ("Antwerp's central park", n.d.).

4.5.2 Immigration in Diamant - Stadspark

Diamant - Stadspark has a population of 20,613 people, of which 68.7% are immigrants. It is important to look at both halves of this quarter separately since they are considerably different.

In Diamant, of the total population of 7,610, the largest group of immigrants come from Morocco (676), followed by India (651) and Israel (516) (Stad in cijfers, n.d.).

The diamond industry in this area has turned into a major occupation for the Jews in Antwerp since the first half of the 20th century, and for the Indian community since the late 20th century ("Antwerp diamond district", n.d.). Although the languages spoken by these immigrants are often used in communication, such as the use of the Jewish expression "mazel u'bracha" (luck and blessing) after reaching a deal (Expatica, n.d.), a lot of the communication occurs in Western languages such as English or French, which are used as a lingua franca to communicate with people from all over the world.

In Stadspark, of the total population of 13,003, the largest group of immigrants come from Israel (1,619), followed by the United Kingdom (995) and India (871). There are also a significant number of U.S. (765), Dutch (530) and Polish (449) immigrants in the area (Stad in cijfers, n.d.).

The significant number of Jews in this quarter is reflected in the non-professional translations that were found here. For example, the following image includes the name of the restaurant Hoffs's with the word 'kosher' in Hebrew and the English words takeaway and restaurant.



Figure 51. Restaurant 'Hoffs's' with Hebrew translation and English words 'takeaway' and 'restaurant'

4.5.3 Tourism in Diamant - Stadspark

There are a number of important tourist attractions in the quarter 'Diamant - Stadspark', especially around the area 'Diamant'. According to the website Atypical Antwerp and the Atypical Antwerp Go explore map, the main tourist attractions are the Central Station, the Antwerp Zoo and the Flemish Opera House. The Antwerp Central Station, which was built in 1905 by architect Louis Delancenserie, is Antwerp's main railway station. It is considered one of the most beautiful train stations in the world, ranked 4th by the American magazine Newsweek in 2009 ("Central Station", n.d.). The entrance to the Antwerp Zoo is located next to the Central Station. Constructed in 1856, the zoo is one of the oldest zoos in Europe ("Antwerp ZOO", n.d.).

As mentioned before, a large part of the world's diamond trade is concentrated in this area. Antwerp is advertised as being the best place to purchase diamonds and jewellery. There are different guides that have been created to help guide people looking to buy from a jeweller in the city, such as Antwerp's Most Brilliant. This is a label awarded to jewellers who meet certain quality standards ("Antwerp's Most Brilliant", n.d.). A lot of translations can be found in jewellery shops. Most of the information found there is given in Dutch, French and English, and most of it has been translated by non-professionals.

In the area around the Central Station, a lot of restaurants and bars can be found. Because they are accommodating for the many tourists in the area, translations can be found here in different languages, with English being the main language translated into.

4.5.4 Results Corpus Analysis in Diamant - Stadspark

In the quarter 'Diamant - Stadspark', twelve accounts of non-professional translation were encountered. Most of these belong to the category 'Fashion - Jewellery' (5), followed by 'Food - Restaurants' (4).

There was also one piece of data collected in the category 'Art - Art Studios', one in 'Drinks - Bars' and one in 'Public Transport'.

The data collected comprised a total of 67 shifts. Most of them are **syntactic** strategies (41), followed by **semantic** strategies (17) and then **pragmatic** strategies (9).

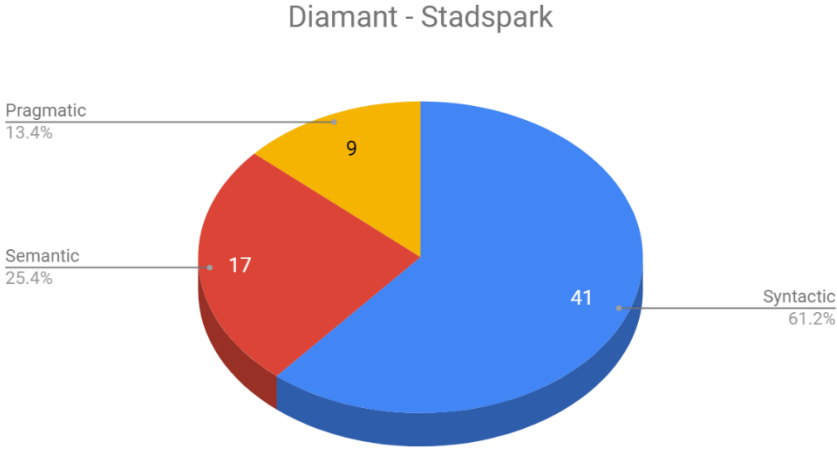


Figure 52. Pie chart of the strategies encountered in the quarter 'Diamant - Stadspark'

4.5.4.1 Syntactic Strategies

Most of the syntactic changes found were **phrase structure changes** (11), followed by **spelling mistakes** (10) and **cohesion changes** (8). There were also a few **literal translations** (3) and **clause structure changes** (3). Moreover, there were two **transpositions** (2) and two **unit changes** (2). Finally, there was one **loan/calque** (1) and one **punctuation error** (1).

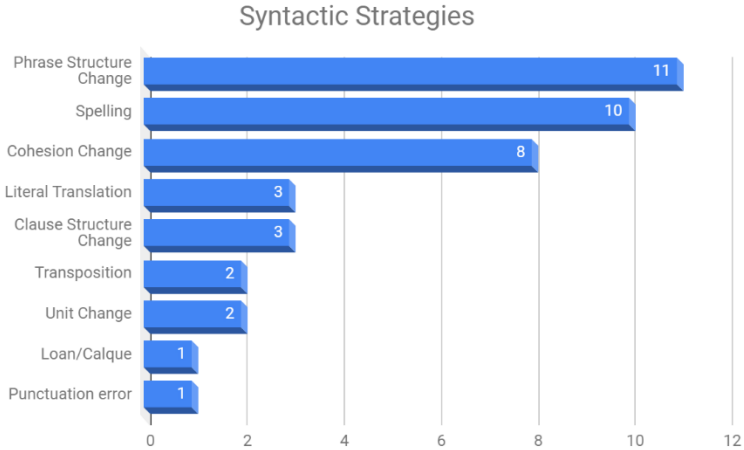


Figure 53. Bar chart of the Syntactic Strategies encountered in the quarter 'Diamant - Stadspark'

- Examples of Syntactic Strategies

In the following example there are three **cohesion changes**. The phrase 'à volonté' ('all-you-can-eat') has not been translated. The word 'required' in 'reservation required' has been added. 'See you soon' is the translation of 'tot dan', meaning 'see you then'. The element 'soon' has been added. These also entail a **distribution change** at the semantic level and an **information change** at the pragmatic level. In terms of syntactic changes, the word 'hours' has been used to express the time. This is the literal translation of 'uur' in the Dutch text. In English, you would say 'o'clock'. Furthermore, the word 'reservation' is a transposition from a verb 'reserveren' ('to make a reservation') into a noun. At the semantic level, 'come join' is a **paraphrase** of the Dutch original 'kom aanschuiven', meaning 'come queue up' or 'come join the queue'.



Figure 54. Examples of Syntactic Strategies

In the following text, there are four examples of **clause structure changes**. 'We'll have' is a **clause structure change** from personal to impersonal. The original reads 'komt er ook', which could be translated as 'there will also be' in this context. 'We'll also be organising workshops' is also a **clause structure change** from personal to impersonal. The original reads 'ook zullen er workshops plaatsvinden', which could be translated as 'there will also be workshops'. Finally, 'we'll host a brand new exhibition concept' is another **clause structure change** from personal to impersonal. The original reads 'komt er een gloednieuw tentoonstellingsconcept', which could be translated as 'there will also be a brand new exhibition concept'. To view the rest of the shifts that have taken place in this translation, please refer to the interactive PDF (Appendix 1).

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From march 2019 STUDIO HELDER will be moving Into this new **location**.

Since **eight** years we've shown design objects made by us and our favourite designers in our store at the Vrijdagmarkt 13 (Antwerp). We also give interior advice and represent DTILE.

You can still find us there until January.

Besides a **new store** and **design studio** we'll have a full-fledged **showroom** for **DTILE** and **Wilde + Spieth**. We'll also be organising **workshops** and we'll host a brand new **exhibition concept**.

We can barely wait to get started and welcome **everyone here**

Make sure you stay up to date by checking our **website** **www.studiohelder.be** and keeping an eye on our Facebookpage and **Instagram**

See you soon!
Diana & Brecht

Figure 55. Examples of Clause Structure Changes

The following translation includes the phrase 'ears piercing'. 'Piercen in je oren', meaning 'to pierce your ears', is a verb, whereas 'ear piercing' is a noun. This is a **transposition**. In English, it is written 'ear piercing'. This is a **phrase structure change** because it is written in the plural form instead of the singular form. It is also a **spelling mistake** because the correct spelling is 'piercing', not 'pearcing'. Furthermore, the plural form of 'baby' is 'babies'. This is a **loan/calque** because a Dutch plural form has been incorporated in the English text.



- Piercen in je oren, ook voor baby's vanaf 1 maand
- Ears pearcing, also for baby's from 1 month
- On perce les oreilles, aussi les bebés de 1 mois

Golden Dream

Figure 56. Examples of a Transposition

4.5.4.2 Semantic Strategies

In terms of semantic changes, the majority encountered were **distribution changes** (8). There were also a number of **mismatches** (3) and a few of instances of **synonymy** (3). Moreover, there were two **paraphrases** (2). Finally, there was one instance of **hyponymy** (1).

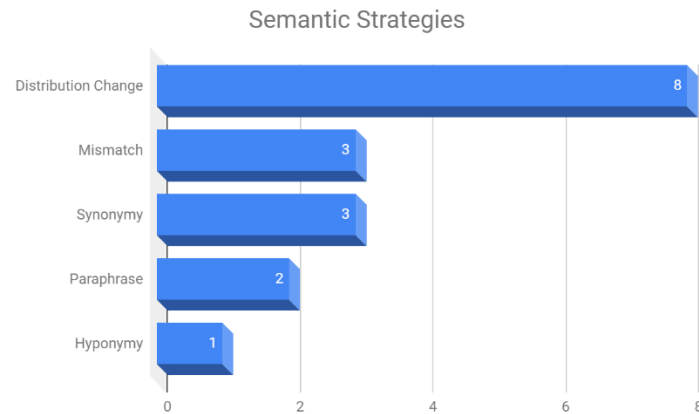


Figure 57. Bar chart of the Semantic Strategies encountered in the quarter 'Diamant - Stadspark'

- Example of Semantic Strategies

This sign features the word 'economic'. The adjective 'economic' relates to "economics or the economy" ("Economic", n.d.). It would be more idiomatic to use the expression 'good value (menu)'. This shift is a **mismatch**.



Figure 58. Examples of a Phrase Structure Change and a Mismatch

4.5.4.3 Pragmatic Strategies

In the category pragmatic changes, most shifts were **information changes** (8). There was also one **partial translation**.

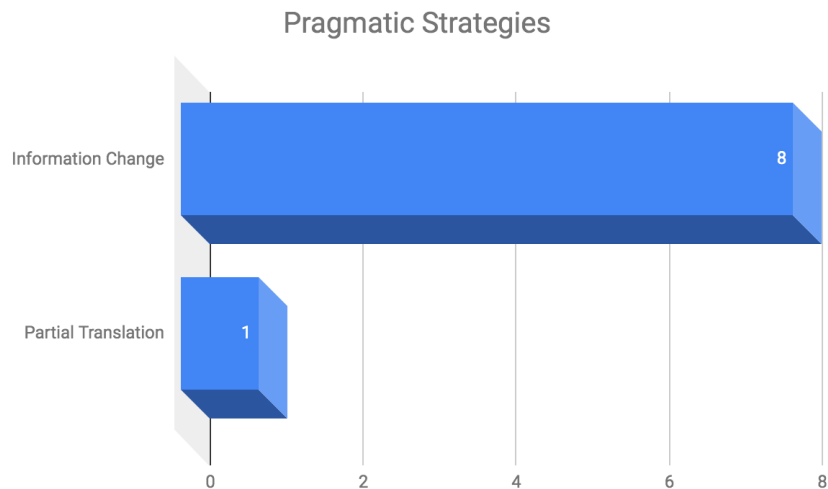


Figure 59. Bar chart of the Pragmatic Strategies encountered in the quarter 'Diamant - Stadspark'

- Example of a Synonymy and a Partial Translation

This next example includes an instance of synonymy and a partial translation. The phrase 'professional in' is unidiomatic in English in this context and 'specialised in' would be preferable. Because professional and specialised belong to the same semantic field, this is a case of **synonymy**. This example also includes the only **partial translation** encountered, since the conjunction 'en' ('and') has not been translated. To view the rest of the shifts that have taken place in this translation, please refer to the interactive PDF (Appendix 1).



Figure 60. Examples of Synonymy and a Partial Translation

For the full analysis, please refer to the interactive PDF (Appendix 1).

4.6 Haringrode - Zurenborg



Figure 61. Map of the quarter Haringrode - Zurenborg

4.6.1 Introduction

The administrative quarter Haringrode - Zurenborg is made up of two smaller quarters. Haringrode is known for its Military Hospital which is situated in what is known as the Green Quarter. In 2005, the hospital started being redeveloped to create a residential area, where people have been residing since 2011. This area is also well-known for housing the Michelin-starred restaurant ‘The Jane’, which is located in the former chapel of the Military Hospital (“Militair Hospitaal Antwerpen”, n.d.).

Zurenborg is home to numerous townhouses in Art Nouveau style that were developed according to an urban plan in the late 19th century at the same time as het Zuid was redeveloped. This was a reflection of Antwerp’s growing wealth due to growing harbour and trade activities. The southern area, around Cogels-Osylei, is where these townhouses are mainly situated. While this part of the quarter is mainly inhabited by the upper class, the northern and largest area of Zurenborg, centered around Dageraadplaats, is where the middle class mainly reside. Dageraadplaats is a lively square surrounded by restaurants and bars where people of all ages can be found (“Zurenborg”, n.d.).

4.6.2 Immigration in Haringrode - Zurenborg

Haringrode has a population of 10,749 people, of which 57.5% are immigrants. The largest population group are the Belgians (4,565). The largest group of immigrants come from the United Kingdom (947), followed by Israel (835) and the U.S.A. (668). There are also a significant number of Dutch (373), Polish (338), Swiss (321) and Moroccan (305) immigrants in Haringrode. Compared to the rest of Antwerp, there is a much larger number of West Europeans and North Americans. There is a much smaller number of North Africans compared to the rest of Antwerp (Stad in Cijfers, n.d.).

Although Haringrode has a large British and U.S. population, not many examples of translations into English were found. None of the collected data were aimed at communication between immigrants among themselves, or between immigrants and natives.

Haringrode is a quarter in which a large part of the Jewish community resides, although the majority lives in the quarter Diamant - Stadspark. The presence of Jewish immigrants is reflected in the fact that there are around six synagogues in the area and other points of interest for the Jewish community, such as schools, book shops, kosher supermarkets and restaurants serving their cuisine. The information provided at these places of interest is always in Hebrew or Yiddish, sometimes in Dutch and sometimes in English (used as a lingua franca in this case).



Figure 62. A welcome sign with the Jesode Hatora - Beth Jacob translated into Hebrew

Zurenborg has a population of 5,463 people, of which 46.3% are immigrants. The largest population group are the Belgians (2,936). The largest group of immigrants are of Moroccan descent (496). This is followed by the Dutch (340), Polish (200) and Israeli (175) immigrants. This is not much different to the rest of Antwerp (Stad in cijfers, n.d.).

Some Arabic translations were encountered in Zurenborg, especially in food businesses. Moreover, some Italian data were collected. There are a few Italian food businesses and one Italian hotel. It must be noted that there is not a significant number of Italian immigrants (55 people) residing in the area. There is thus no clarification for these findings and they are completely arbitrary.

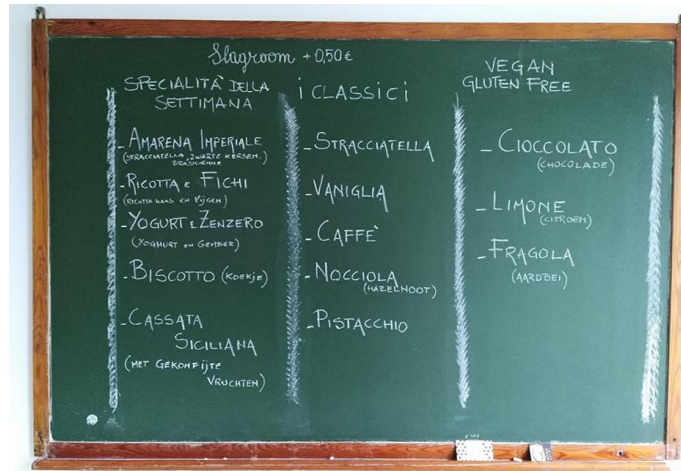


Figure 63. A blackboard in a gelato shop with a menu in Italian, Dutch and English.

4.6.3 Tourism in Haringrode - Zurenborg

Haringrode is not promoted as a quarter in itself. Zurenborg, on the other hand, is advertised, especially for its Art Nouveau architecture and streets such as Cogels-Osylei (“Zurenborg”, n.d.). This street is also mentioned as a tourist attraction in *Atypical Antwerp’s Go explore city map*.

The Brewery ‘De Koninck’, situated in Haringrode on the border with Oud Berchem is promoted as a tourist attraction on the Visit Antwerpen website and in the *Go explore city map* (“De Koninck – Antwerp City Brewery”, n.d.).

Haringrode and Zurenborg are both quarters where housing predominates, although a small number of tourist attractions can be found. These attractions have increased the number of English translations that can be found.

4.6.4 Results Corpus Analysis in Haringrode - Zurenborg

In the quarter ‘Haringrode – Zurenborg’, eleven accounts of non-professional translation were encountered. Most of the shifts that took place occurred in the category ‘Food’ (7), followed by ‘Book shops’ (1), ‘Drinks’ (5) and ‘Lodging’ (1).

The data collected comprised a total of 142 shifts. Most of them are **syntactic** strategies (79), followed by **semantic** strategies (32) and **pragmatic** strategies (31).

Haringrode - Zurenborg

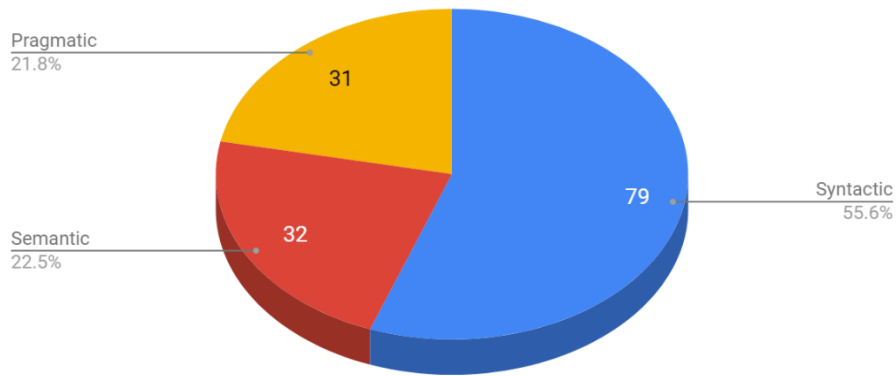


Figure 64. Pie chart of the strategies encountered in the quarter 'Haringrode - Zurenborg'

4.6.4.1 Syntactic strategies

Most of the syntactic changes found were **spelling mistakes** (19) and **cohesion changes** (19), followed by **phrase structure changes** (12). Furthermore, there were a number of **transpositions** (8), **clause structure changes** (6), **loans/calques** (6), **unit shifts** (4) and **literal translations** (3). Finally, there was one **punctuation error** (1).

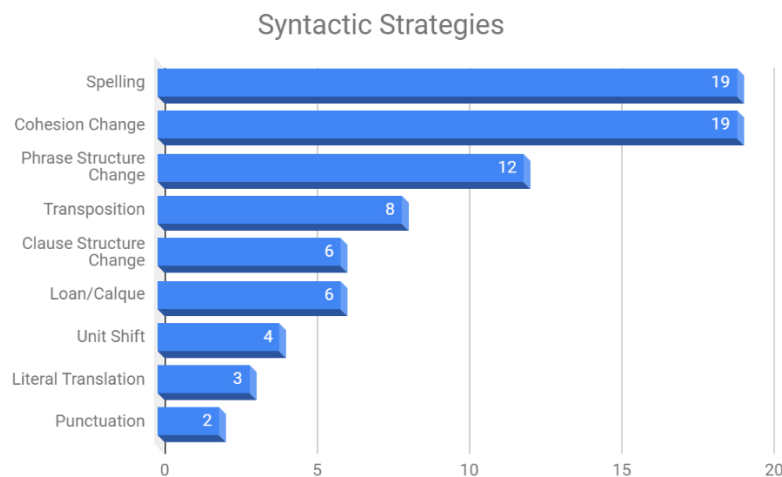


Figure 65. Bar chart of the Syntactic Strategies encountered in the quarter 'Haringrode – Zurenborg'

- Examples of Syntactic Strategies

The following text includes two **spelling mistakes**. The correct spelling of 'asperagus' is 'asparagus' and 'goat cheese' is an open compound noun which should be written in two words.

HALOUMI ✓
with pesto, avocado,
asperagus and mango

GOATY ✓
with goatcheese, figs
tomato confit and apple

Figure 66. Examples of Syntactic Strategies

4.6.4.2 Semantic strategies

In terms of semantic changes, the majority encountered were **distribution changes** (19). There were also a number of cases of **synonymy** (7) and a couple of **mismatches** (2) and **paraphrases** (2). There was one instance of **hyponymy** (1) and one example of **antonymy** (1).

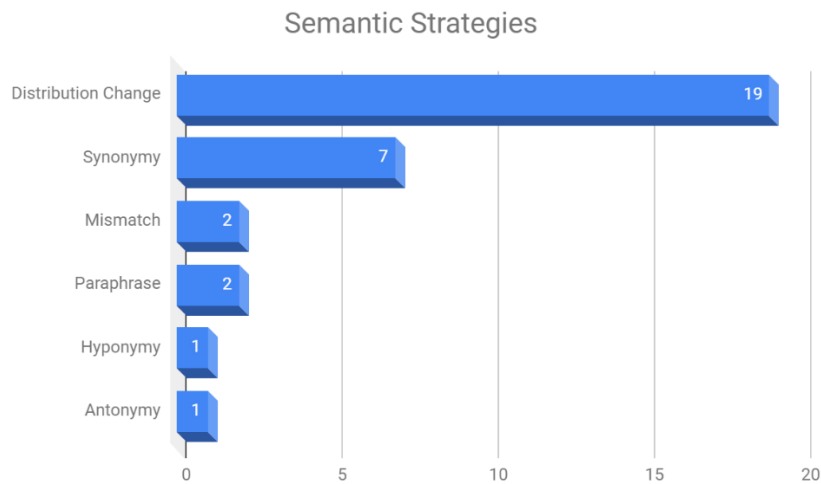


Figure 67. Bar chart of the Semantic Strategies encountered in the quarter 'Haringrode – Zurenborg'

- Examples of Semantic Strategies

The following texts includes the word 'fantasy'. The word 'fantasy', meaning 'the faculty or activity of imagining things, especially things that are impossible or improbable' has a slightly different meaning to 'imagination', which would be better fitted in this context. This is a case of **synonymy** because a word with a similar meaning has been opted for instead of the word that is the most suited in this context.



Figure 68. Examples of Semantic Strategies

4.6.4.3 Pragmatic strategies

In the category pragmatic changes, the majority of the shifts were **information changes** (19), followed by **explicitness changes** (5) and instances of **cultural filtering** (3). There were also a couple of **partial translations** (2) and **illocutionary changes** (2).

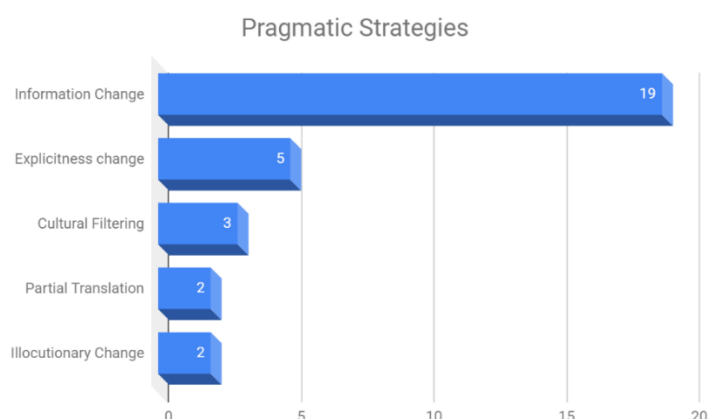


Figure 69. Bar chart of the Pragmatic Strategies encountered in the quarter 'Haringrode – Zurenborg'

- Examples of Pragmatic Strategies

The following translation includes an example of **cultural filtering**. The English translation mentions the noun phrase 'the railway station'. It is unclear what this is referring to. However, it was concluded that it is referring to Antwerp Central Station by using machine translation to translate the Hebrew information mentioned on the website. This is a form of cultural filtering because a different term has been used to describe a culture-specific term, making it less explicit for the reader because the precise railway station has not been mentioned. This example is also an **information change**. It is an information change because the reader of the English translation does not get as much information as the reader of the original text. To view the rest of the shifts that have taken place in this translation, please refer to the interactive PDF (Appendix 1).

Merkaz Judaica ONLINE CATALOG

Our books and Judaica shop has been around a twenty years in Mercator Street in the heart of Antwerp, about 500 meters from the railway station and the same of the Berchem station.

We sell hebrew books like Siddur, Machzor, Humasch, Tehilim, Mishnah, Gemarah, Tanakh, Halacha books, books special for children, English books by famous companies like ArtsCroll and Feldheim and also in the languages French and Dutch.

We have a lot of Jewish music available, most of chasidische singers.

You will find by us Mezuzahs, Tzitzit, Chamsas, Kepelech, Jewish gifts and souvenirs for special occasions and much more.

Meanwhile you can order from our catalog only by email, we send the order through the shipping company. We are working to make online ordering possible.

Figure 70. Examples of Pragmatic Strategies

For the full analysis, please refer to the interactive PDF (Appendix 1).

4.7 Justitie - Harmonie



Figure 71. Map of the quarter Justitie - Harmonie

4.7.1 Introduction

The quarter 'Justitie - Harmonie' refers to the main Law Court, the Old Palace of Justice and Harmonie Park. The Old Courthouse dates back to 1877 and its design was inspired by the Louvre. In 2006, Antwerp's courts of law were moved to the new Palace of Justice on Bolivar Square (see Zuid - Museum) (Dumarey, 2018). Harmonie is a 19th-century park that features an art-deco fountain honouring Flemish composer Peter Benoit ("Park Harmonie", n.d.).

4.7.2 Immigration in Justitie - Harmonie

Justitie - Harmonie has a population of 12,169 people, of which 35.7% are immigrants. The largest population group are the Belgians (7,830). The largest group of immigrants come from the Netherlands (742), followed by Morocco (501) and Turkey (247) (Stad in cijfers, n.d.).

The neighbourhood has a considerably lower number of immigrants than the rest of Antwerp. This is reflected in the data collected here: none of the non-professionally translated texts encountered in this area were forms of communication between immigrants themselves or between immigrants and natives.

4.7.3 Tourism in Justitie – Harmonie

Justitie - Harmonie is not a touristy area and there are no tourist attractions situated here. The small businesses located here are aimed at locals. However, there are a few lodging options in the area. The

translations found there are aimed at foreign tourists who do not speak Dutch. Furthermore, there are a couple of art galleries in this neighbourhood that attract an international audience.

4.7.4 Results corpus analysis in Justitie – Harmonie

In the quarter 'Amandus – Atheneum', eight accounts of non-professional translation were encountered. Most of the shifts that took place occurred in the category 'Food' (4), followed by 'Art' (2) and 'Lodging' (2).

The data collected comprised a total of 66 shifts. Most of them are **syntactic** strategies (36), followed by **semantic** strategies (18) and then **pragmatic** strategies (12).

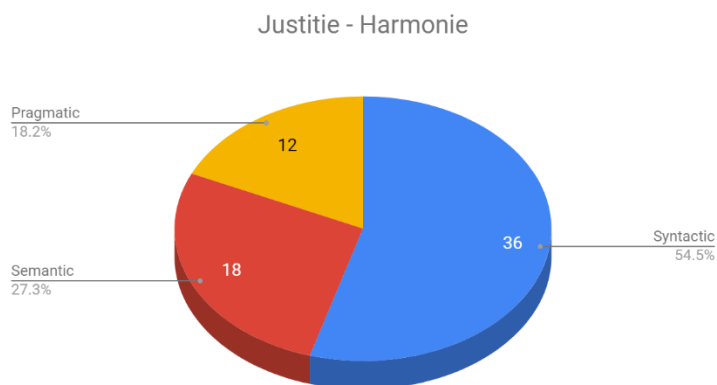


Figure 72. Pie chart of the strategies encountered in the quarter 'Justitie - Harmonie'.

4.7.4.1 Syntactic Strategies

Most of the syntactic changes found were **spelling mistakes** (13), followed by **cohesion changes** (12). There were a number of **phrase structure changes** (4) and **clause structure changes** (4). Finally, there was one **punctuation error** (1), one **unit shift** (1) and one **loan/calque** (1).

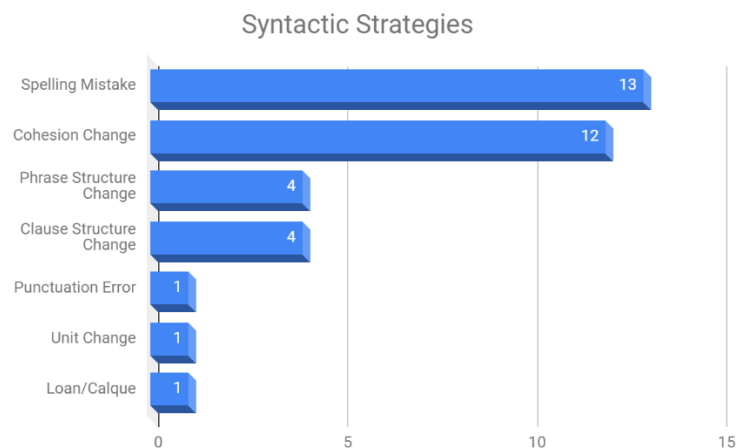


Figure 73. Bar chart of the Syntactic Strategies encountered in the quarter 'Justitie - Harmonie'.

- Examples of Syntactic Strategies

The following example includes four **clause structure changes**, which comprise incorrect word orders. 'Toast avocado' should be 'Avocado toast', 'Toast Hammock' should be 'Hammock toast', 'Sanwish Piemontese' should be 'Piemontese sandwich' and 'Sandwich vegan squash' should be 'Vegan squash sandwich'. Moreover, the hyphenated compound adjective 'home-made' should be written with a hyphen. This is a **spelling mistake**. Finally, the correct spelling of 'sandwish' is 'sandwich'. This is a **spelling mistake**.



Figure 74. Examples of Syntactic Strategies

4.7.4.2 Semantic Strategies

In terms of semantic strategies, the majority encountered were **distribution changes** (10). There were also three **mismatches** a couple of instances of **hyponymy** (2), **paraphrases** (2). Finally, there was one instance of **synonymy**.

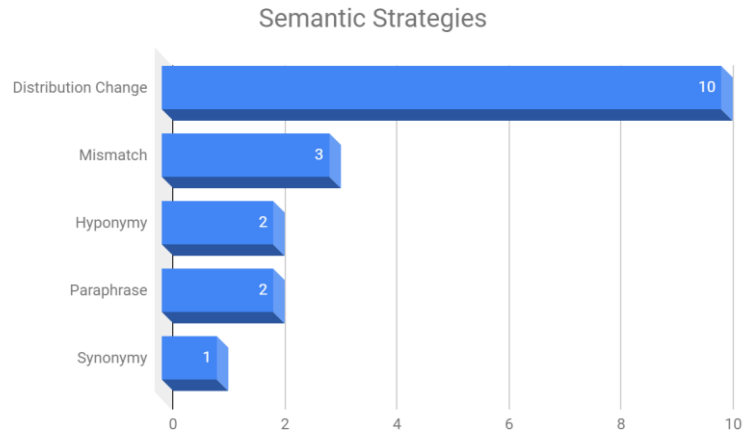


Figure 75. Bar chart of the Semantic Strategies encountered in the quarter 'Justitie - Harmonie'

- Examples of Semantic Strategies

This next example includes all of the **distribution changes** that were found in this quarter. For example, the element 'van rust' ('of peace') in 'een oase van rust', which means 'an oasis of peace' has been omitted. This is a **cohesion change** at the syntactic level, a **distribution change** at the semantic level and an **information change** at the pragmatic level. Moreover, this translation comprises all of the **mismatches** in this quarter. For example, the translation includes the phrase 'free crib'. However, the original reads 'kinderbedje op verzoek', which means 'crib on request'. This is a **mismatch** because 'on request' does not necessarily imply that it is free. The next text also includes all of the instances of **hyponymy** encountered in this quarter. For example, the word 'church' has been used instead of the translation of 'basiliek', which is 'basilica'. This is **hyponymy** because 'church' is the superordinate of the hyponym 'basilica'. The text also includes all of the **paraphrases** found in 'Justitie - Harmonie'. For example, the original says 'de suite is voorzien van', which translates to 'the suite is equipped with'. The phrase 'some features' is therefore a **paraphrase** of the original. To view the rest of the shifts that have taken place in this translation, please refer to the interactive PDF (Appendix 1).

Omani suite

De suite is gelegen op de bovenste (3de) verdieping van ons huis.

Vanuit het raam aan de achterzijde heb je een mooi uitzicht over onze tuin en de er achter gelegen basiliek. Een oase van rust in een bruisende stad! Als het weer het toe laat ontbijt je zelfs in onze tuin, of neem gewoon plaats op één van de terrassen om te genieten.

De suite is voorzien van:

- Apart zit- en slaapgedeelte
- Gratis WIFI
- Flatscreen tv met meer dan 75 kanalen
- Bureau
- Klein koelkastje
- Waterkoker voor het zetten van koffie en thee
- Slaapgedeelte met 2-persoonsbed
- Eigen ensuite badkamer (douche, toilet, wastafel)
- Haardroger
- Kinderbedje op verzoek
- Size 40m²

Er is geen lift dus schrik niet van de trappen. Uiteraard helpen wij graag met de bagage.

The Omani suite

The suite is situated on the top floor of our house.

From the window you'll have a nice view over our garden and the church behind our house. An oasis in a bustling city! Whenever the weather permits it is possible to have breakfast or a drink in our garden on one of the terrasses.

Some features:

- Seperate sitting area
- Free WIFI
- Flatscreen tv with over 75 channels
- Desk
- Smal refrigerator
- Coffee/tea maker
- Sleeping area with double bed
- Private bathroom with shower
- Hair dryer
- Free crib
- Size 40m²

There is no elevator, so make sure you can walk up to the third floor. It's a bit of a climb but you'll see it's worth it. We will carry your luggage up if you desire.

Figure 76. Examples of Semantic Strategies

4.7.4.3 Pragmatic Strategies

In the category pragmatic strategies, most shifts were **information changes** (10). There were also a couple of **illocutionary changes** (2).

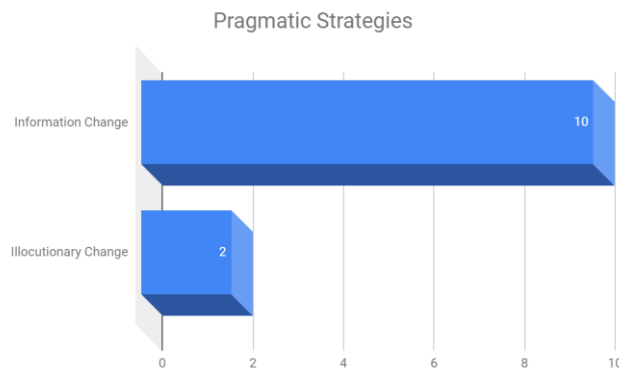


Figure 77. Bar chart of the Pragmatic Strategies encountered in the quarter 'Justitie - Harmonie'

- Examples of Pragmatic Strategies

The text (Figure 76) discussed in the previous section on the semantic strategies encountered in the quarter 'Justitie - Harmonie' also includes all of the **information changes**. For example, the word 'slaapgedeelte', which means 'sleeping area' has been omitted. This is a **cohesion change** at the syntactic level, a **distribution change** at the semantic level and an **information change** at the pragmatic level. This text (Figure 76) also includes all of the **illocutionary changes**. For example, the original reads 'ontbijt je zelfs in onze tuin', which translates to 'you will even have breakfast in our garden'. This is more assertive than the suggestion that is being made by saying 'it is possible to have breakfast in our garden'. Because there is a change in speech act, this is an **illocutionary change**.

For the full analysis, please refer to the interactive PDF (Appendix 1).

4.8 Oud - Berchem



Figure 78. Map of the quarter Oud - Berchem

4.8.1 Introduction

Oud-Berchem is part of the district Berchem, which is cut in two parts by the ring road around Antwerp, which is where the historical walls were located. The area inside the ring is called Oud-Berchem and is more urban than the area outside the ring, which is called Groenenhoek or Nieuw Kwartier (“Berchem”, n.d.). The name ‘Berchem’ comes from the Dutch word for mountain, ‘berg’. This is because Berchem is the highest part of the plain that surrounds Antwerp (“Berchem (Antwerpen)”, n.d.).

Oud - Berchem, which borders on the quarter Haringrode - Zurenborg, is also home to some of the 19th-century townhouses surrounding the street Cogels-Osylei.

4.8.2 Immigration in Oud - Berchem

Oud - Berchem has a population of 15,941 people, of which 48.1% are immigrants. The largest population group are the Belgians (8,267). The largest group of immigrants come from Turkey (1,605), followed by Morocco (1,475) and the Netherlands (798) (Stad in cijfers, n.d.).

What these numbers indicate coincides with what is written in Blommaert’s (2014) article on linguistic landscapes in Berchem: Oud - Berchem is Antwerp’s Turkish neighbourhood. It has been home to a large community of Turkish labour migrants since they came to Belgium to work in the mining industry in the 1970s. The majority of this community lives around the shopping street Statiestraat-Driekoningenstraat (Blommaert, 2014, p. 432). This street is where Turkish immigrants have established their ethnic businesses, such as restaurants, supermarkets, bakeries and hairdressing salons (p. 434). The language that is used to communicate here and that can be found in the linguistic landscapes are analysed in Blommaert’s (2014) article. He calls the vernacular used here ‘oecumenical Dutch’ that

depends on the the speaker's knowledge of the Dutch and Turkish language in his language repertoire (Blommaert, 2014, p. 434).

Given that English is either not part of these immigrant's language repertoire or is not used as a lingua franca in this neighbourhood, none of the data collected for the analysis comprised texts written in the context of communication among immigrants and between immigrants and natives.

4.8.3 Tourism in Oud - Berchem

Oud - Berchem is not promoted as a quarter in itself. The only area that is mentioned is the one surrounding the street Cogels-Osylei ("Zurenborg", n.d.). This street is also mentioned as a tourist attraction in Atypical Antwerp's *Go explore city map*.

Oud - Berchem is a quarter where housing predominates and the small businesses are aimed at locals. There are no real tourist attractions and this shows in the fact that there was not much data collected.

4.8.4 Results of Corpus Analysis in Oud - Berchem

In the quarter 'Oud - Berchem', three accounts of non-professional translation were encountered. Two of them belong to the category 'Food' (1) and one of them belongs to 'Art' (1).

A total of 9 shifts were found in the data collected. Most of them are **syntactic** strategies (7), followed by one **semantic** strategy (1) and one **pragmatic** strategy (1).

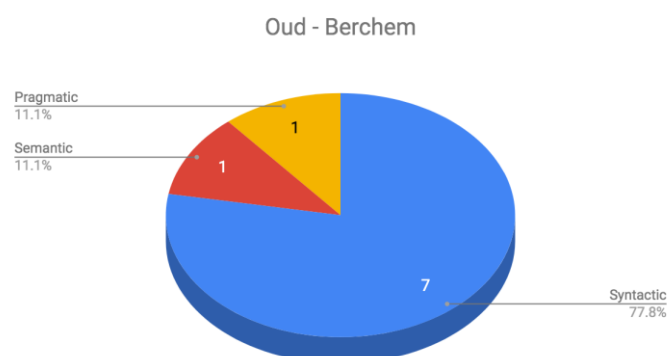


Figure 79. Pie chart of the strategies encountered in the quarter 'Oud - Berchem'

4.8.4.1 Syntactic Strategies

Most of the syntactic changes found were **spelling mistakes** (6). There was also one **loan/calque**.

- Examples of Syntactic Strategies

Months and days of the week are spelled with a capital letter in English. There are therefore **5 spelling mistakes** in the following text: 'january', 'monday', 'saturday', 'thursday' and 'january'. This example also features a **loan/calque**. This is because the Dutch equivalent of 'Antwerp' is borrowed in the text instead of using the English translation.



Figure 80. Examples of Spelling Mistakes and a Loan/Calque

4.8.4.2 Semantic Strategies

The only semantic strategy found was a case of **hyponymy**.

- Examples of Semantic Strategies

The word 'lettuce' should be used in this example instead of 'salad'. 'Salad' is a dish containing lettuce, but it is not the translation of the Dutch word 'sla'. This is a case of **hyponymy**, in which 'salad' is the superordinate of lettuce. In terms of syntactic strategies, the noun 'pepper sauce' has been misspelled. This is a **spelling mistake**.

Entrecôte Simmental met Tropea ui ,zwarte pepersaus, sla en frietjes
Entrecôte Simmental ognions de Tropea, jus de veau au poivre, salade et frites
Entrecôte Simmental with Tropea onion, black peppersauce, salad and French fries

Figure 81. Examples of Semantic Strategies

4.8.4.3 Pragmatic Strategies

In the category pragmatic changes, there was one **partial translation**.

- Examples of Pragmatic Strategies

The word 'roze', meaning 'pink', has not been translated. This is a **partial translation** and a form of code-mixing.



Figure 82. Example of a Partial Translation

For the full analysis, please refer to the interactive PDF (Appendix 1).

4.9 Sint-Andries – Bourla



Figure 83. Map of the quarter Sint-Andries – Bourla

4.9.1 Introduction

The area Sint-Andries is adjacent to Saint Andrew's church. What was once known as “the Parish of Hardship”, has now become an important fashion neighbourhood (“St. Andrew's District”, n.d.). It is home to the ModeNatie (Fashion Nation), which houses the Flanders Fashion Institute, the fashion museum MoMu and the Fashion department of the Royal Academy of Fine Arts (Screen Flanders, n.d.).

Bourla Theatre is located in Antwerp's theatre district (“Bourla Theatre”, n.d.). This district is home to the Stadsschouwburg (City Theatre), which is situated on the Theaterplein, a square where markets are held at the weekend and numerous cafés and restaurants can be found (Eat In Antwerp, n.d.). Also situated in this neighbourhood is the main shopping street Meir. This street, which features the historic shopping centre Stadsfeestzaal, is the most expensive shopping street in the Benelux (“Meir, Antwerp”, n.d.).

4.9.2 Immigration in Sint-Andries – Bourla

Sint-Andries - Bourla has a population of 12,874 people, of which 42.9% are immigrants. The largest population group are the Belgians (7,345). The largest group of immigrants are Dutch (926), followed by Moroccans (631) (Stad in cijfers, n.d.).

Compared to most other areas in the city of Antwerp, Sint-Andries – Bourla, has a much fewer number of inhabitants from an immigrant background. For this reason, the majority of the data collected in this neighbourhood did not represent communication between immigrants or immigrants and natives.

4.9.3 Tourism in Sint-Andries – Bourla

The quarter Sint-Andries – Bourla can be divided into Saint Andrew’s District and the Theatre District. Both of these districts are featured on tourist websites and are advertised as places worth visiting.

In Sint-Andries (Saint Andrew’s District), the main points of interest are Saint Andrew’s church and the Underpass (“St. Andrews’s District”, n.d.). As it is known as the fashion district, the fashion museum and the shopping streets in the area are also an important tourist attraction. Moreover, the area is frequented for its restaurants and cafés, of which the most popular are promoted on Visit Antwerp’s YouTube channel (Visit Antwerp, 2017).

The Theatre District is also promoted on Visit Antwerp’s website (“Theatre District”, n.d.), especially for the museums Rubens House, the Maiden’s House Museum, Museum Mayer van den Bergh, and for the restaurants and pubs, which are also explored in a YouTube video on Visit Antwerp’s channel (Visit Antwerp, 2017).

As this quarter is home to many landmarks and other attractions visited by tourists, a lot of translation takes place here, especially into English. Although some translations have been carried out by professionals, a lot of signage and other forms of translation can be considered examples of non-professional translation.

4.9.4 Results Corpus Analysis in Sint-Andries – Bourla

In the quarter ‘Zuid – Museum’, thirteen accounts of non-professional translation were encountered. Most of the shifts that took place occurred in the category ‘Food’ (5) followed by ‘Fashion’ (3), ‘Beverages’ (2), ‘Art’ (1), ‘Home’ (1) and ‘Schools’ (1).

The data collected comprised a total of 45 shifts. Most of them are **syntactic** strategies (33), followed by **pragmatic** strategies (7) and **semantic** strategies (5).

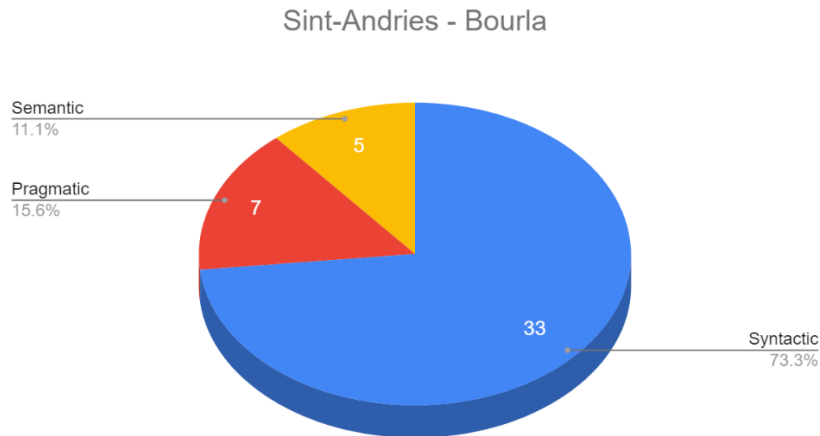


Figure 84. Pie chart of the strategies encountered in the quarter 'Sint-Andries – Bourla'.

4.9.4.1 Syntactic strategies

Most of the syntactic changes found were **phrase structure changes** (13), followed by **loans/calques** (9) and **spelling mistakes** (5). There were also a couple of **cohesion changes** (2) and **literal translations** (2). Finally, there was one **clause structure change** (1) and one **transposition** (1).

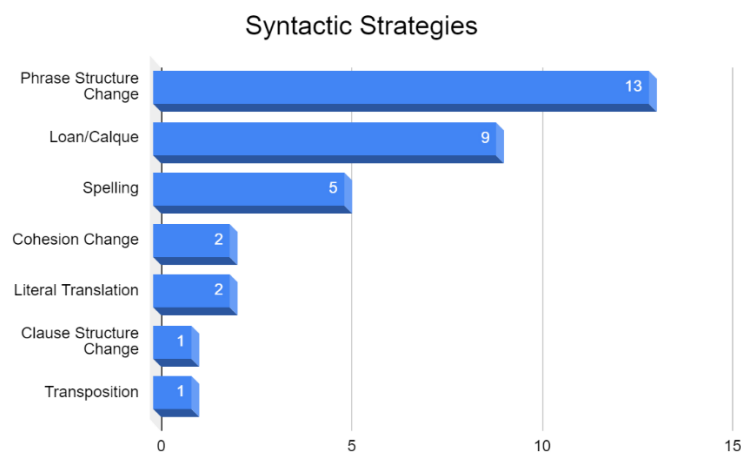


Figure 85. Bar chart of the Syntactic Strategies encountered in the quarter 'Sint-Andries – Bourla'

- Examples of Syntactic Strategies

The word 'consumption' is unidiomatic in this context. It should read 'without ordering something', for example. It is a **loan/calque** of the Dutch word 'consumptie'. Furthermore, the noun 'cent' should be written in the plural form because the determining adjective '50' is more than one. This is a **phrase structure change** to the number of the noun phrase. It is also a **loan/calque** from Dutch.



Figure 86. Examples of Syntactic Strategies

4.9.4.2 Semantic strategies

In terms of semantic changes, the majority encountered were **distribution changes** (2) and instances of **synonymy** (2). There was also one instance of **hyponymy** (1).

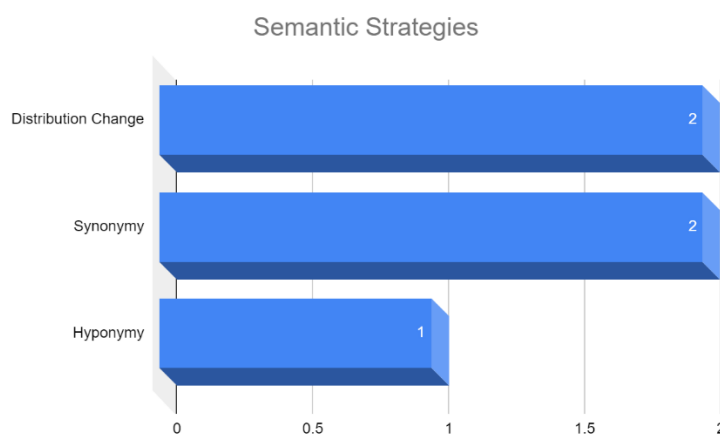


Figure 87. Bar chart of the Semantic Strategies encountered in the quarter 'Sint-Andries – Bourla'

- Examples of Semantic Strategies

In the next example, the original reads 'balie', which translates to 'counter' or 'desk'. The translation 'pavillion' is not the direct equivalent. It has been used because it is the building in which the 'counter' is present. For this reason, this shift is a case of **hyponymy**, in which pavilion is the superordinate. Moreover, the word is spelled 'pavilion'. This shift is a **spelling mistake**. In terms of syntactic changes, the use of the preposition 'in' is not appropriate in this context. The preposition 'at' should be used instead. The sentence should read 'tickets at the...'. This shift constitutes a **phrase structure change**. Finally, the adjective 'next-door' is spelled with a hyphen. This shift is a **loan/calque** since compound adjectives in Dutch are written as one word. Moreover, this is a **spelling mistake**.

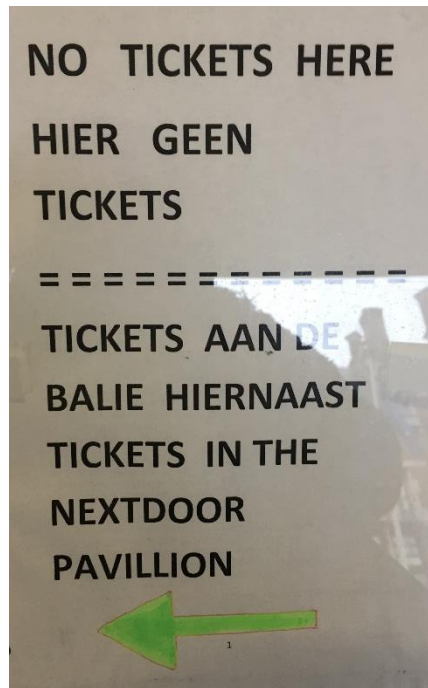


Figure 88. Examples of Semantic Strategies

4.9.4.3 Pragmatic strategies

In the category pragmatic changes, the majority of the shifts were **information changes** (2) and **explicitness changes** (2). There was also one **illocutionary change** (1), one example of **cultural filtering** (1) and one **partial translation** (1).

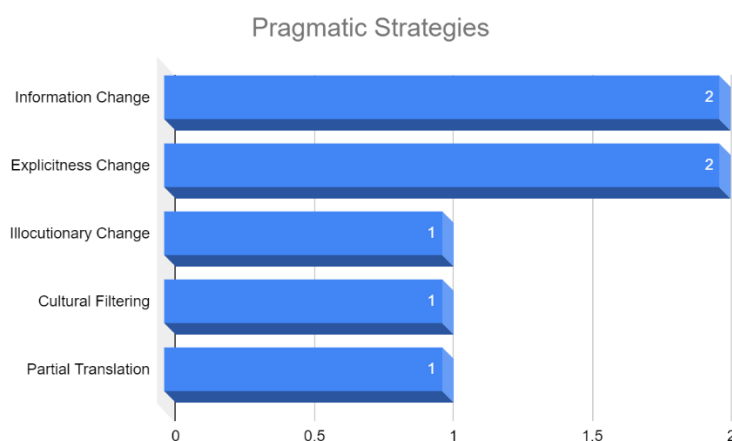


Figure 89. Bar chart of the Pragmatic Strategies encountered in the quarter 'Sint-Andries – Bourla'

- Examples of Pragmatic Strategies

In Dutch, the English word 'cake' is used to refer to a sponge cake or a Madeira cake. Because all other forms of cake are referred to as 'taart' in Dutch, the term 'normal cake' is presumably a reference to a

sponge cake. This is a form of **cultural filtering** since the term being used to the concept of sponge cake is clear to the Dutch-speaking reader but not to an English-speaking audience. With regards to syntactic changes, the word 'coffe' is a **spelling mistake**. The correct spelling is 'coffee'.

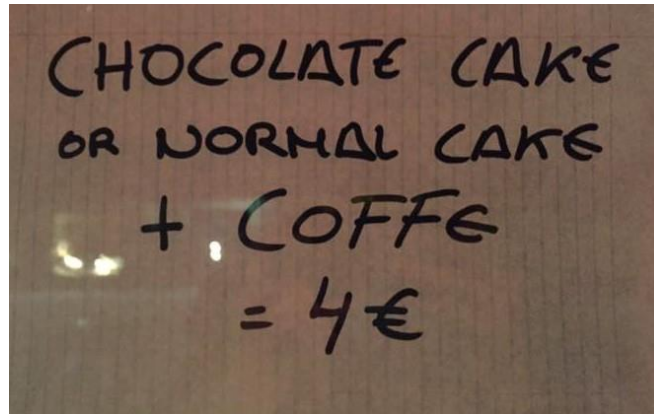


Figure 90. Examples of Pragmatic Strategies

For the full analysis, please refer to the interactive PDF (Appendix 1).

4.10 Stadhuis – Sint-Jacob – Hessenhuis



Figure 91. Map of the quarter Stadhuis – Sint-Jacob – Hessenhuis

4.10.1 Introduction

The quarter Stadhuis – Sint-Jacob – Hessenhuis includes the historic centre of Antwerp. The Stadhuis (City Hall) of Antwerp stands on the Grote Markt (Great Market Square), close to the Onze-Lieve-Vrouwekathedraal (Cathedral of Our Lady) (Vlaanderen is erfgoed, n.d.). Both the City Hall and the Antwerp Cathedral are inscribed on UNESCO's World Heritage List (Antwerpen, n.d.). Sint-Jacob refers to Saint James's church, another monumental church that is known for being a stop on the route to Santiago de Compostela and for containing Rubens's grave ("Saint James's church", n.d.). Finally, Hessenhuis is a building which used to serve as a warehouse and is now used as an exhibition space and a café (Openbaar Kunstbezit Vlaanderen, n.d.). Another important part of this quarter that is not represented in its designation, is the University district. This area includes historic sites such as the Royal Academy of Fine Arts and the University of Antwerp ("University District", n.d.).

4.10.2 Immigration in Stadhuis – Sint-Jacob – Hessenhuis

Stadhuis – Sint-Jacob – Hessenhuis has a population of 11,567 people, of which 46.8% are immigrants. In Antwerp's database Stad in cijfers (City in numbers), this quarter is divided into Historisch Centrum (Historic Centre) and 'Universiteitsbuurt' ('University District'). In Historisch Centrum, the largest population group are the Belgians (3,280). The largest group of immigrants are Dutch (541), followed by Moroccans (157). In Universiteitsbuurt, the largest population group are also the Belgians (2,871) and the largest immigrant group is also the Dutch (493). The second largest group of immigrants are the Spanish (139) (Stad in cijfers, n.d.).

The quarter Stadhuis – Sint-Jacob – Hessenhuis houses a fewer number of immigrants compared to the rest of the city of Antwerp. This is reflected in the data that have been collected here, given none include communication among immigrants and between immigrants and natives.

4.10.3 Tourism in Stadhuis – Sint-Jacob – Hessenhuis

As the historic centre of Antwerp, this quarter is one of the most frequented by tourists. The neighbourhood features numerous important landmarks, with the most famous being the Cathedral of Our Lady, the City Hall and the Great Market Square. The area houses a large number of museums, such as DIVA (Antwerp Home of Diamonds), Museum Van Mieghem, Letterenhuis, Museum De Reede, Museum Vleeshuis, Sniijders & Rockoxhuis and Museum Plantin-Moretus (“Museums”, n.d.). The latter is the only museum in the world to be classified as a UNESCO World Heritage site (“Historic Centre”, n.d.). Besides the Cathedral of Our Lady and Saint James’s Church, there are other monumental churches in the quarter, such as Saint Carolus Borromeus Church and Saint Paul’s Church (“Architecture & monuments”, n.d.). There are also important architectural landmarks, namely the Beguinage, the Boerentoren (Skyscraper), the Library of Heritage Hendrik Conscience, the Hessenhuis, the Royal Academy of Fine Arts, the Town Hall and the Steen Castle. Moreover, the entrance to the Ruien, the old sewers of the city, can be found in this quarter. It is possible to visit these sewers on a guided group walk (“The Ruien”, n.d.).

Besides landmarks that are worth visiting, this area houses a great deal of restaurants, bars and pubs. To promote this aspect of the quarter, Visit Antwerp’s YouTube channel features a video clip which captures the atmosphere common for the restaurants and bars of this neighbourhood.

Stadhuis – Sint-Jacob – Hessenhuis is also home to a few shopping streets and souvenir shops.

The touristy character of this neighbourhood is heavily reflected in the signage and non-professional translation found here. To accommodate people visiting the city, most signs are translated into English. Some translations were also found into French and an even fewer number into German.

4.10.4 Results Corpus Analysis in Stadhuis – Sint-Jacob – Hessenhuis

In the quarter ‘Stadhuis – Sint-Jacob – Hessenhuis’, 43 accounts of non-professional translation were encountered. Most of the shifts that took place occurred in the category ‘Food’ (19), followed by ‘Fashion’ (6), ‘Beverages’ (5), ‘Schools’ (4), ‘Tourism’ (4), ‘Art’ (2), ‘Transport’ (2) and ‘Places of Worship’ (1).

The data collected comprised a total of 150 shifts. Most of them are **syntactic** strategies (150), followed by **semantic** strategies (32) and **pragmatic** strategies (18).

Stadhuis - Sint-Jacob - Hessenhuis

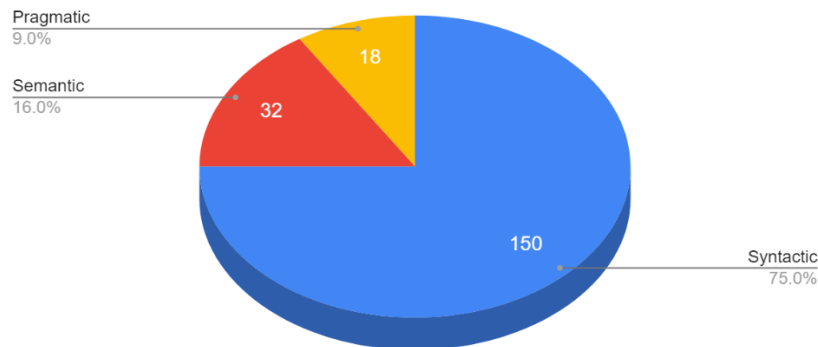


Figure 92. Pie chart of the strategies encountered in the quarter 'Stadhuis – Sint-Jacob – Hessenhuis'

4.10.4.1 Syntactic strategies

Most of the syntactic changes found were **phrase structure changes** (51), followed by **loans/calques** (39). Furthermore, there were a large number of **punctuation errors** (15), **cohesion changes** (12), **literal translations** (12), **spelling mistakes** (11) and **clause structure changes** (8). Finally, there was one **sentence structure change** (1) and one **unit change** (1).

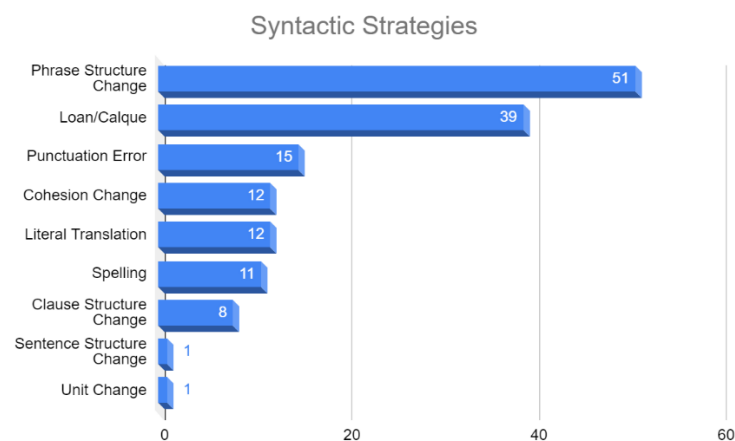


Figure 93. Bar chart of the Syntactic Strategies encountered in the quarter 'Stadhuis – Sint-Jacob – Hessenhuis'.

- Examples of Syntactic Strategies

The phrase 'getting into traffic' is incorrect in the following translation. The present simple tense should be used in this sentence because a habitual action is being expressed, which is made clear by the use

of the adverb of frequency 'almost all the time'. This phrase should thus read 'get into traffic'. This shift is a **phrase structure change**. Moreover, the clause 'I can be arrive a little later' includes the verb 'to arrive' and not 'to be arrive', so the phrase should be 'I can arrive'. This shift is therefore a **phrase structure change**. Furthermore, the original reads 'kan het water later zijn'. This clause translates as 'it may be a bit later'. This shift is a **paraphrase**. In terms of semantic strategies, the original text 'bijna dagelijks' translates as 'almost daily'. Since 'almost all the time' is not the exact equivalent but does convey almost the same meaning, this shift is an instance of **synonymy**. To view the rest of the shifts that have taken place in this translation, please refer to the interactive PDF (Appendix 1).

Open 7/7 13 -> 18u

Maar...

AANGEZIEN IK VAN OOSTENDE KOMENDE BIJNA DAGELIJKS
IN DE FILE STA

KAN HET WAT LATER ZIJN!

OM TE WETEN WAAR IK BEN EN HOELANG HET NOG DUURT,
GELIEVE TE BELLEN OP 0475.265.009 (geen verkopers he!)

Danku. Christian

But...

AS I COME FROM OSTEND AND GETTING INTO TRAFFIC
JAMS ALMOST ALL THE TIME, I CAN BE ARRIVE

A LITTLE LATER!

YOU CAN FIND OUT HOW FAR AWAY I AM AND AROUND
WHAT TIME I SHOULD ARRIVE

PLEASE CALL 0475.265.009 Thanks!

Christian(no salesmen!)

Figure 94. Examples of Syntactic Strategies

The following example features numerous shifts that are syntactic strategies. Firstly, the nickname given to the inhabitants of Antwerp is not 'the Sinjoren', but 'Sinjoren'. The article 'the' should thus be omitted. This shift is a **phrase structure change**. It is also not clear to an English-speaking reader that 'Sinjoren' is the plural form and that a single person would be called a 'Sinjoor'. This shift is a **phrase structure change** to the number of the noun phrase. This phrase should be '*Sinjoor*'. Secondly, the expression 'the (nick)name for the inhabitants' would not be used in English. Instead, the expression 'the (nickname) given to the inhabitants' should be used. This is a **literal translation** of the Dutch original. The expression 'dates from' should also not be used in this context and 'dates back to' should be used instead. This is a **phrase structure change**. The word 'periode' has been misspelled. The correct spelling is 'period'. This is also a **spelling mistake**. Furthermore, the phrase 'the Spanish señor' could be interpreted as referring to a particular Spanish gentleman. To avoid confusion, it should read 'the Spanish word señor'. The original Dutch phrase 'het Spaanse señor' also implies 'the Spanish word', with the definite article 'het' referring to 'het woord' ('the word'). This shift is a **loan/calque** of Dutch syntax and a **phrase structure change**. The word 'señor' is written with a tilde on the letter n. This is a

phrase structure change. Moreover, because this is a foreign word, it should be italicised. This shift is a **punctuation error**. The noun ‘gentlemen’ should be written in singular (‘gentleman’) because ‘señor’ is also written in singular and this phrase is explaining its meaning/ translation. This shift is a **phrase structure change**. In the phrase ‘where born’, the verb ‘were’, which is the simple past of the verb to be, should be used instead. The word ‘where’ is usually used to refer to a location or destination. This is a **phrase structure change** and a **transposition** from a verb to an adverb. There are also a few more **punctuation errors** in this translation. There should be a space after ‘Antwerp.’ Because a full stop is followed by a space. ‘Sinjoor’ should be but between brackets like it has been in all other occurrences. In order to be consistent, ‘Sinjoor’ should also be placed between brackets in this case. This shift is a **punctuation error**. Moreover, ‘The Leien’, a number of streets in the centre of Antwerp, should be written with a capital letter in English and the article ‘the’ should be used instead of the Dutch article ‘de’. This is a **phrase structure change** and a **loan/calque** from Dutch. Finally, the name of the river called ‘Schelde’ in Dutch is ‘Scheldt’ in English. This noun phrase should therefore read ‘the river Scheldt’. This shift is a **loan/calque**. To view the rest of the shifts that have taken place in this translation, please refer to the interactive PDF (Appendix 1).



Figure 95. Examples of Syntactic Strategies

4.10.4.2 Semantic strategies

In terms of semantic changes, the majority encountered were instances of **synonymy** (8), followed by **paraphrases** (6). There were also a couple of **mismatches** (2), a couple of instances of **hyponymy** (2) and a couple of **emphasis changes** (2).

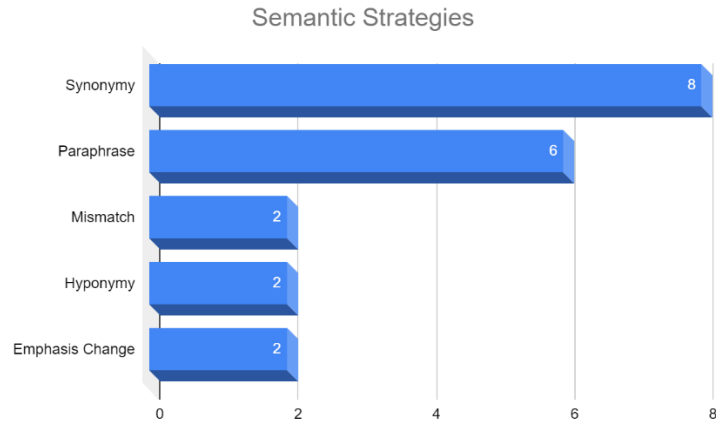


Figure 96. Bar chart of the Semantic Strategies encountered in the quarter 'Stadhuis – Sint-Jacob – Hessenhuis'

- Examples of Semantic Strategies

Given the context in which the next translation was found, namely on the deck of a boat exposed to the outside, the use of the word 'room' is incorrect. A room is defined by the Oxford dictionary as "a part or division of a building enclosed by walls, floor and ceiling". The translation should be 'space' or 'area'. An idiomatic translation could also be 'leave the/ this deck at once'. This shift is an instance of **synonymy** since 'room' belongs to the same semantic field but is not the most suitable equivalent in this context. Moreover, the use of the word 'fire alarm system' instead of 'fire sprinkler system', which is the most apt equivalent of 'brandblusmeldinstallatie', is a case of **hyponymy**. 'Fire alarm system' is the hypernym or superordinate of the subordinate noun 'fire sprinkler system' in English, just like 'brandmeldinstallatie' is the superordinate of the subordinate noun 'brandblusmeldinstallatie'. To view the rest of the shifts that have taken place in this translation, please refer to the interactive PDF (Appendix 1).



Figure 97. Examples of Semantic Strategies

4.10.4.3 Pragmatic strategies

In the category pragmatic changes, the majority of the shifts were **information changes** (12) and **partial translations** (3). There were also a couple of **explicitness changes** (2) and one example of **cultural filtering** (1).

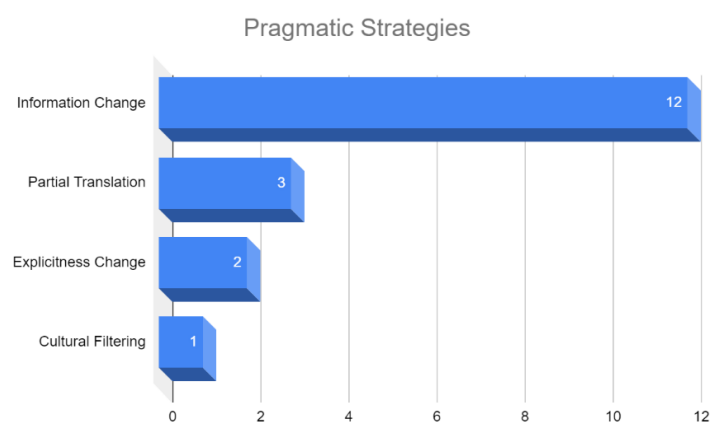


Figure 98. Bar chart of the Pragmatic Strategies encountered in the quarter 'Stadhuis – Sint-Jacob – Hessenhuis'.

- Examples of Pragmatic Strategies

The following translation includes an instance of **cultural filtering**. The original reads 'Zelfs onze gidsen zijn meestal vriendelijk' which translates as 'Even our guides are usually friendly'. This is a *sotto voce* allusion to the stereotypically negative image of Antwerp people in Flanders. This shift is a form of **cultural filtering** because the English-speaker may not get it. To view the rest of the shifts that have taken place in this translation, please refer to the interactive PDF (Appendix 1).



Figure 99. Examples of Pragmatic Strategies

For the full analysis, please refer to the interactive PDF (Appendix 1).

4.11 Stuivenberg



Figure 100. Map of the quarter Stuivenberg

4.11.1 Introduction

Stuivenberg is a quarter in the northern part of Antwerp. Though, Stuivenberg is the official administrative name, it is also called “Seefhoek” by locals. In Antwerp, Stuivenberg and Seefhoek are sometimes considered two separate areas, although they overlap and there is no clear boundary. In that case, Stuivenberg refers to the area around the hospital, whereas Seefhoek refers to a larger area. Nevertheless, Seefhoek and Stuivenberg are more often used as synonyms than to refer to two separate quarters. Stuivenberg used to mainly consist of sand dunes surrounded by marshland. This is where the name Stuivenberg comes from, meaning a hill consisting of drifting sand raised by the wind (“Stuivenberg”, n.d.).

The quarter was developed during the late industrial revolution around 1860 as a working-class neighbourhood. Stuivenberg became well-known when the television programme *Panorama* broadcasted a documentary in 1988 about the origins of Vlaams Blok, the far-right and anti-immigration party now called Vlaams Belang. The documentary caused a commotion because of the language used to describe immigrants. In recent decades, the immigrant population has grown immensely (see 11.2 ‘Immigration in Stuivenberg’). This has changed the appearance of the quarter, although it has always been a poor neighbourhood (“Seefhoek”, n.d.).

4.11.2 Immigration in Stuivenberg

Stuivenberg has a population of 18,894 people, of which 78.5% are immigrants. The biggest group of immigrants are of Moroccan descent (4,524). This group is even larger than the group of Belgians living in this quarter (4,069). There are also a large number of Turkish (1,832), Dutch (911) and Afghan (632) immigrants (Stad in cijfers, n.d.).

In 'Stuivenberg', the large number of immigrants and the nationality of these immigrants is noticeable when you look at the types of businesses and how they present themselves. The main types of businesses in this area are food and beverage establishments. These are aimed at the people of those nationalities that are mainly represented in this district. The food of their culture is served, the businesses are given a foreign name and sometimes the menu is translated into their mother tongue.



Figure 101. Afghan restaurant with text in Dutch, Dari and Pashto

4.11.3 Tourism in Stuivenberg

The quarter has remained a residential area throughout history ("Stuivenberg", n.d.) with very few points of interest. The cultural sites that are of importance in this quarter, such as Stuivenberg hospital, Het Oude Badhuis (The Old Bathhouse) and the Church of Sint Willibrordus, are all aimed at locals. Therefore, it can be concluded that the non-professional translation found in Stuivenberg is not aimed at tourists.

4.11.4 Results of Corpus Analysis in Stuivenberg

In the quarter 'Stuivenberg', thirteen accounts of non-professional translation were encountered. Most of the shifts that took place occurred in the category 'Fashion' (2), 'Food' (2), 'Home' (2) and 'Schools'

(2), followed by 'Art' (1), 'Drinks' (1), 'Language' (1), 'Messages to neighbours' (1) and 'Places of Worship' (1).

A total of 57 shifts were found in the data collected. Most of them are **syntactic** strategies (34), followed by **semantic** strategies (16) and **pragmatic** strategies (7).

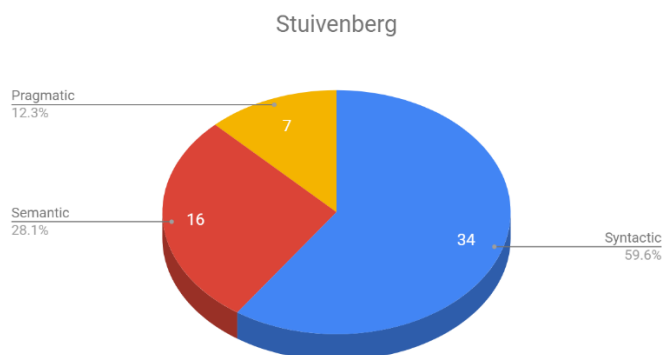


Figure 102. Pie chart of the strategies encountered in the quarter 'Stuivenberg'.

4.8.4.1 Syntactic Strategies

Most of the syntactic changes found were **clause structure change** (7) and **cohesion changes** (7). There were also a few **spelling mistakes** (5). Finally, there were two **literal translation** (2) and two **loans/calques** (2).

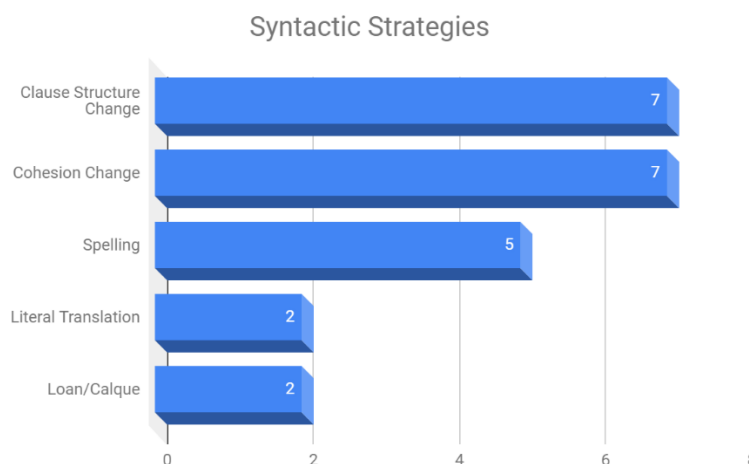


Figure 103. Bar chart of the Syntactic Strategies encountered in the quarter 'Stuivenberg'.

- Examples of Syntactic Strategies

The follow example includes numerous shifts at the syntactic level. Firstly, the closed compound noun 'takeaway' is written as one word. This is a **spelling mistake**. Moreover, the word order of the phrase 'all days open' is incorrect. This is a clause structure change. Furthermore, this is probably a **literal translation** of the Dutch phrase "alle dagen open". It is unidiomatic in English, as you would say 'open every day' instead. The word order of 'free delivery home' is also incorrect. This phrase should be 'free home delivery'. This is a **clause structure change**. The phrase 'all kind of parties' should show a plural marking. In other words, it should read 'kinds' instead of 'kind'. This a **phrase structure change** in number. In terms of semantic changes, the phrase 'time' has been used instead of 'opening hours'. This is synonymy because the less immediately available unit has been chosen instead of the more apt equivalent.



Figure 104. Examples of Syntactic Strategies

4.8.4.2 Semantic Strategies

In terms of semantic changes, the majority encountered were **distribution changes** (7). There were also a number of instances of **synonymy** (4). Moreover, there were two **emphasis changes** (2) and two cases of **hyponymy** (2). Finally, there was one **paraphrase** (1).

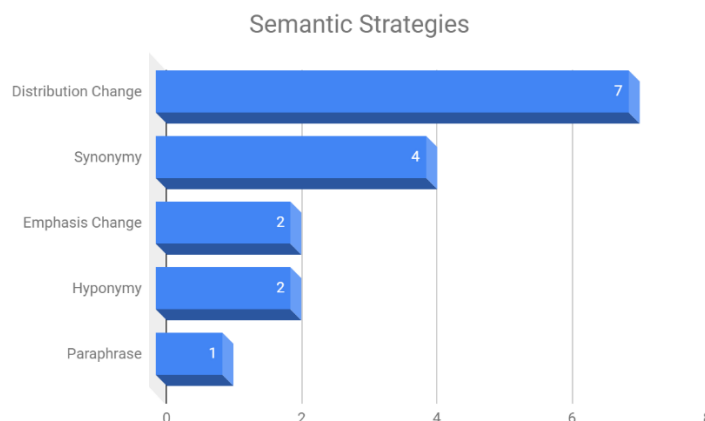


Figure 105. Bar chart of the Semantic Strategies encountered in the quarter 'Stuivenberg'

- Examples of Semantic Strategies

The next translation includes examples of semantic strategies. The phrase 'are in' is a translation of the Dutch phrase "bevinden zich in", meaning "are located in". This is an instance of **synonymy** because the less immediately available unit has been chosen instead of the more apt equivalent. Furthermore,

the word 'underneath' means something is covered by another thing. Here it should be 'below'. This is an example of **synonymy** because the less immediately available unit has been chosen instead of the more apt equivalent. Finally, this translation includes two **distribution changes**, which also entail a **cohesion change** at the syntactic level and an **information change** at the pragmatic level. 'Here you go outside' is the translation of the Dutch phrase "je gaat hier terug buien". The adverb 'terug' meaning 'back' has been omitted. Moreover, the element 'back of the playground' is the translation of 'rechts achteraan in de hoek' meaning 'in the back corner on the right'. The element 'playground' has been added.

De **aula's** bevinden zich in een ander gebouw. Je gaat hier terug buiten, steekt de speelplaats over en gaat rechts achteraan in de hoek onder de letter '**G**' het gebouw binnen.

The **auditoriums** are in another building. Here you go outside, you cross the playground and enter the building in the right corner at the back of the playground, underneath the letter '**G**'.

Figure 106. Examples of Semantic Strategies

4.8.4.3 Pragmatic Strategies

In the category pragmatic changes, most shifts were **information changes** (7). There was also one **interpersonal change** (1).

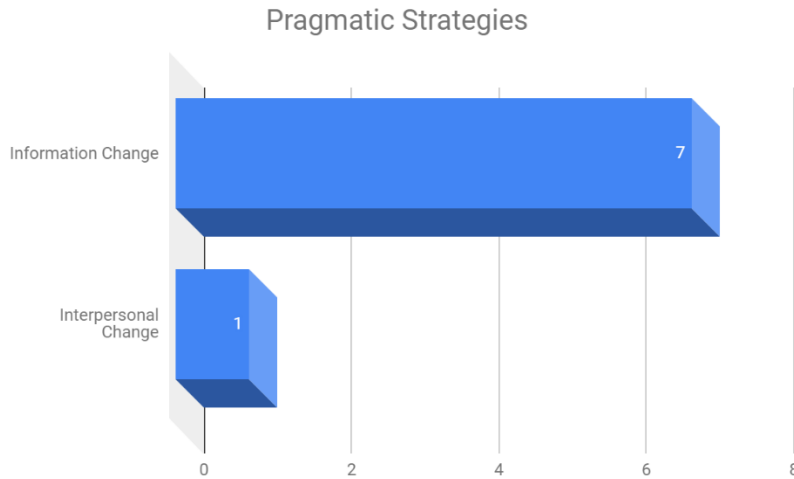


Figure 107: Bar chart of the Pragmatic Strategies encountered in the quarter 'Stuivenberg'.

- Examples of Pragmatic Strategies

The following translation features the only **interpersonal change** that was encountered in this quarter: the pronoun 'uw' meaning 'your' in the second person singular has been translated as 'our'. This is a **phrase structure change** affecting the person. It is also an **interpersonal change** because it is more inclusive than the original. The Dutch phrase 'aan de bewoners', meaning 'to the residents' has not been translated. This is a **cohesion change** because an element has been omitted (ellipsis). This is a **distribution change** because less lexical items are present in the TT and an **information change** at the pragmatic level. Furthermore, the sentence "het is verboden en strafbaar uw vuilzakken elke dag op de straat te plaatsen!" means 'It is prohibited and punishable by law to place your garbage bags on the street every day!' has not been translated. This is a **cohesion change** at the syntactic level, a **distribution change** at the semantic level and **information change** at the pragmatic level. Moreover, the element 'vuilzakken' ('garbage bags') has been moved to another sentence. This is a **clause structure change**. 'Garbage' is the translation of 'vuilzakken', meaning 'garbage bags'. This is a case of **hyponymy**, in which 'garbage bags' is the hyponym of the superordinate 'garbage'. Moreover, this element appears in the preceding sentence in the source text. This is a **clause structure change**. The phrase 'de avond van ophaling', which means 'the evening of collection', has been omitted. This is a **cohesion change** at the syntactic level, a **distribution change** at the semantic level and **information change** at the pragmatic level. Furthermore, the text in Dutch is incorrect. It should say 'de avond voor ophaling', which means 'the evening before collection' because rubbish bags are collected in the morning and not in the evening. 'Can only be' is the translation of 'het is enkel toegelaten', meaning 'it is only allowed'. This is an example of **synonymy** because the less immediately available unit has been chosen instead of the more apt equivalent. Moreover, the phrase 'on Wednesday evening' has been added. This is a cohesion change at the syntactic level, a distribution change at the semantic level and information change at the pragmatic level. Finally, 'street' is the translation of 'buurt', which means 'neighbourhood'. This is a case of **hyponymy**, in which 'street' is the hyponym of the superordinate 'neighbourhood'.

AAN DE BEWONERS

HET IS **VERBODEN EN**
STRAFBAAR UW VUI LZAKKEN
ELKE DAG OP DE STRAAT TE
PLAATSEN!

HET IS ENKEL TOEGELATEN OP
DE AVOND VAN OPHALING.
HOUD UW BUURT PROPER!

GARBAGE CAN ONLY BE
PUT OUTSIDE ON
WEDNESDAY EVENING
(WOENSDAG)
KEEP OUR STREET CLEAN!

Figure 108. Example of Pragmatic Strategies

For the full analysis, please refer to the interactive PDF (Appendix 1).

4.12 Zuid - Museum



Figure 109. Map of the quarter Zuid – Museum

4.12.1 Introduction

The quarter Zuid - Museum is located south of the city centre of Antwerp and is referred to as ‘Zuid’, which means ‘South’ in Dutch. The neighbourhood was constructed following a street plan that includes Art Nouveau buildings and long boulevards. The area, which used to house the Antwerp Citadel known as “Zuidkasteel”, is one of the trendiest areas in Antwerp with its many restaurants, bars, art galleries, clothes shops and boutiques. It is known as the Museum District as it houses the FOMU (Photo Museum), M HKA (Museum of Contemporary Art Antwerp) and The Royal Museum of Fine Arts Antwerp (“Zuid, Antwerp”, n.d.).

4.12.2 Immigration in Zuid - Museum

Zuid - Museum has a population of 8,853 people, of which 44.1% are immigrants. The largest population group are the Belgians (4,952). The largest group of immigrants are Dutch (636), followed by Turkish (434) and Moroccan (419) (Stad in cijfers, n.d.)

In comparison to the rest of the city, this neighbourhood is home to a fewer number of inhabitants with an immigrant background. The fact that there are fewer immigrants is also reflected in the translations that can be found in the area. None of the translations that were encountered here showed any significant characteristics indicating they were produced in the context of communication among immigrants or between immigrants and natives.

4.12.3 Tourism in Zuid - Museum

The quarter Zuid - Museum is promoted on the website Visit Antwerpen. The main attractions are the three museums: FOMU (Photo Museum), M HKA (Museum of Contemporary Art Antwerp) and The Royal Museum of Fine Arts Antwerp. Cinema Zuid is also mentioned, which is a film theatre operated by the M HKA and located in the building of the Photo Museum. In the city map *Go Explore!*, the focus is also on these three museums. Other points of interest include het Justitiepaleis (the Antwerp courthouse), the theatre Zuiderkroon and Cinema Zuid (“Het Zuid”, n.d.).

The three museums are important landmarks as well as tourist attractions. As such, all of their information, which can be found in the form of brochures, flyers, signage and their online website, is translated from Dutch into English and French. As the neighbourhood is considered one of the trendy and hip areas in Antwerp, a lot of the restaurants and other food businesses offer information translated into English to accommodate tourists.

4.12.4 Results Corpus Analysis in Zuid – Museum

In the quarter ‘Zuid – Museum’, twelve accounts of non-professional translation were encountered. Most of the shifts that took place occurred in the category ‘Food’ (7). The second biggest category is that of ‘Art’ (4).

The data collected comprised a total of 26 shifts. Most of them are **syntactic** strategies (22), followed by **pragmatic** strategies (3) and **semantic** strategies (1).

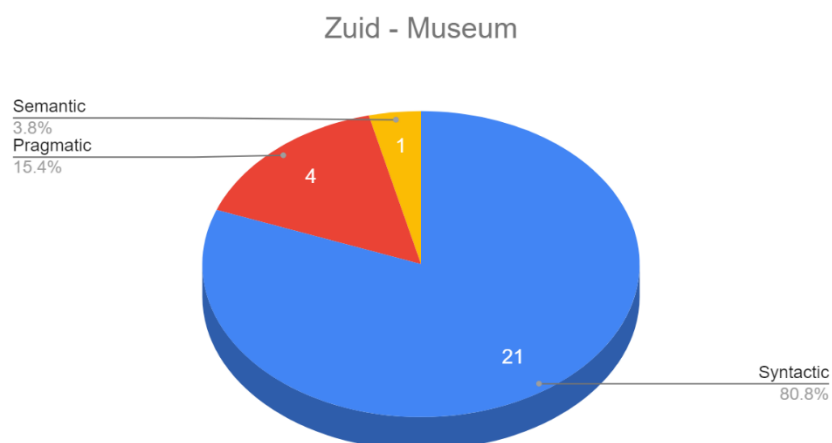


Figure 110. Pie chart of the strategies encountered in the quarter ‘Zuid – Museum’

4.12.4.1 Syntactic strategies

Most of the syntactic changes found were **spelling mistakes** (10), followed by **phrase structure changes** (6). There were also a couple of **loans/calques** (2) and **unit changes** (2). Finally, there was one **clause structure change** (1).

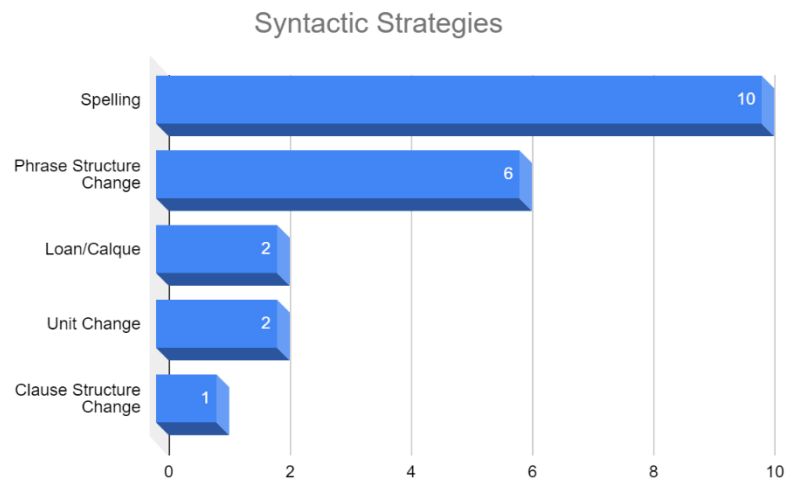


Figure 111. Bar chart of the Syntactic Strategies encountered in the quarter 'Zuid – Museum'

- Examples of Syntactic Strategies

The following signage includes the word 'sun flower seeds'. The noun 'sunflower' is a closed compound noun, which means it is written as one word. This is a **spelling mistake**. Moreover, the words 'poppy seed' and 'peanut sauce' have been spelled incorrectly. These shifts are also **spelling mistakes**.

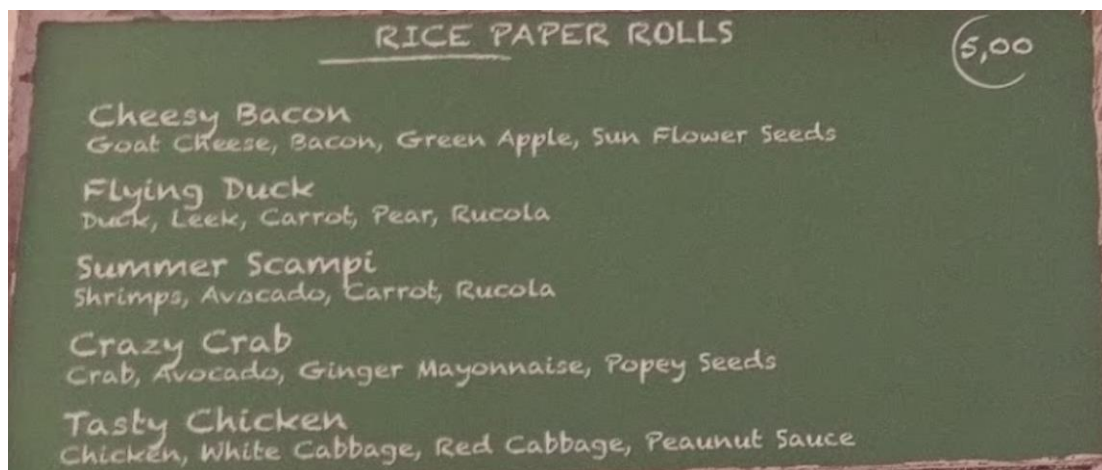


Figure 112. Examples of Syntactic Strategies

4.12.4.2 Semantic strategies

In terms of semantic changes, one case of **synonymy** was encountered.

- Examples of Semantic Strategies

The verb 'can' refers to the capacity or physical ability to be able to do something. When expressing permission, the verb 'may' is used instead. As such, the verb 'may' should be used in this context. The shift that has taken place is **synonymy**, since the two verbs belong to the same semantic field but 'may' is the more apt equivalent in this context.

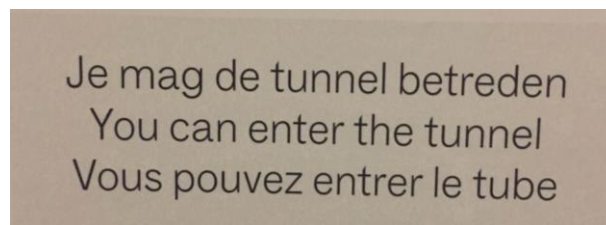


Figure 113. Examples of Semantic Strategies

4.12.4.3 Pragmatic strategies

In the category pragmatic changes, all shifts were **partial translations** (4).

- Examples of Pragmatic Strategies

This sign is a play on the expression 'An apple a day keeps the doctor away'. It is a form of code-switching between English and a type of Antwerp dialect of Dutch. In English this text would read 'A little butcher (referring to a coffee served at Butchers Coffee) a day will make your day very okay'. This shift is a **partial translation**.

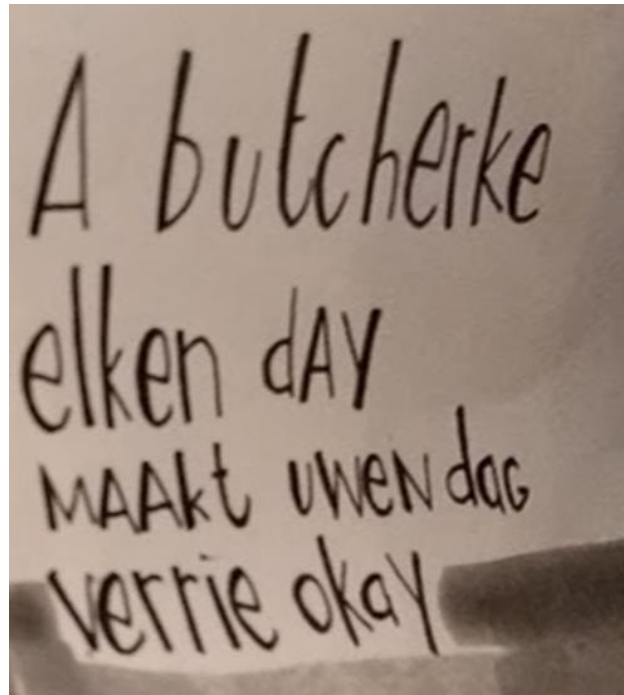


Figure 114. Examples of Pragmatic Strategies

For the full analysis, please refer to the interactive PDF (Appendix 1).

4.13 Discussion

The general findings that were discovered as a result of the corpus analysis of the data that were compiled for the purpose of this study, will be presented by means of a structured discussion. The research questions that were formulated at the beginning of this study are the following:

- How do non-professional translators in the city approach translation in everyday situations?
 - What types of translation shifts take place during the non-professional translation process?
 - What influence does the sociolinguistic context have on the non-professional translation process?

The results indicate that most of the shifts that occurred in the context of non-professional translation in the city belonged to the syntactic level. By a large margin, this was followed by the semantic level and then the pragmatic level. However, it must be noted that the difference between the number of shifts belonging to the semantic level and the pragmatic level is very small, especially in comparison to the number of shifts at the syntactic level.

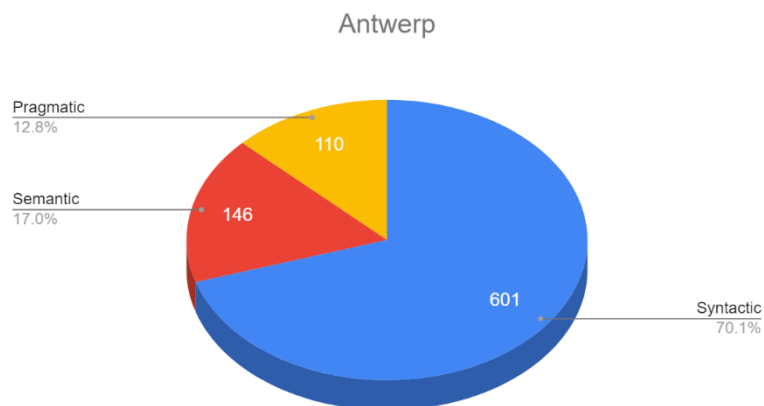


Figure 115. Levels of shifts in Antwerp

This appeared to be true for every single quarter, with the syntactic shifts outweighing the other types of shifts across the board. Although most of the quarters were alike in terms of displaying slightly more semantic than pragmatic shifts, there were a couple of exceptions. In the area 'Oud - Berchem', there was an even number of semantic and pragmatic shifts. This could be explained by the small number of translations that were collected. Moreover, in the quarters 'Sint-Andries - Bourla' and 'Zuid - Museum', there were slightly more pragmatic shifts than semantic shifts. However, the difference was so small that it could be deemed insignificant.

The reason why most of the shifts occurred at the syntactic level can be explained by looking at the nature of non-professional translation, especially in the context of the city. In non-professional translation, the primary objective is getting the message across to the target audience. Therefore, the linguistic form is often dismissed, or not paid as much attention to. The communicative goal is given more importance than presenting a linguistically flawless translation. The semantic and pragmatic aspects of the text, on the other hand, are more important because they account for the meaning and the textual message.

This reasoning can also be supported by looking at the exact types of shifts that took place at the syntactic level. Most of the syntactic shifts encountered were phrase structure changes and spelling mistakes. These are shifts that affect the smaller structural units in the grammatical system, i.e. morphemes, words and phrases. The larger structural units, such as the clauses and sentences, were much less affected (Vandenberghe, 1995, p. 31–35). Although phrase structure changes and spelling mistakes affect the readability, we can presume that they will not hinder the target audience as much as some of the other shifts. Another phenomenon that was strongly present were shifts that took place due to interference from the target text or the translator’s linguistic repertoire. These shifts include loans/calques and literal translations. The final category that needs mentioning is ‘cohesion change’. This shift comprises the omission of elements that were present in the target text, or the addition of elements that were absent in the original. This shift has a direct influence at the semantic and the pragmatic level since a cohesion change at the syntactic level implies a distribution change at the semantic level and an information change at the pragmatic level.

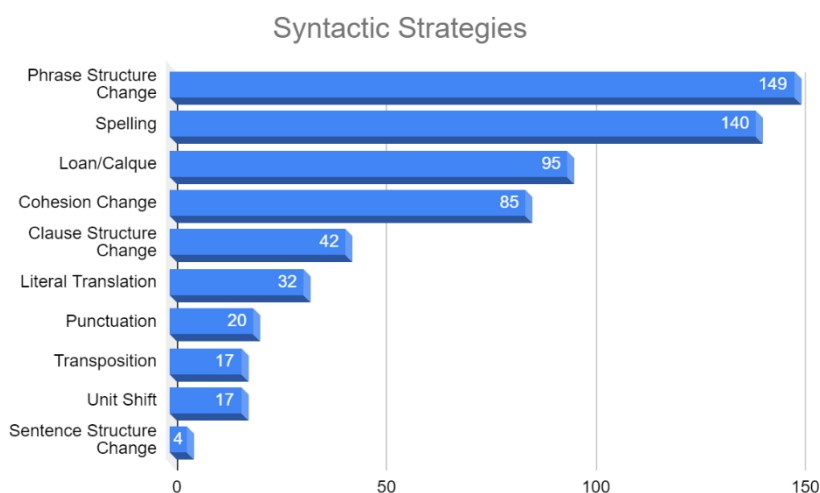


Figure 116. Syntactic Strategies in Antwerp

Although there were fewer semantic and pragmatic shifts, they can still be considered inevitable consequences of the non-professional translation process. Moreover, a number of semantic and pragmatic shifts are inextricably connected to shifts that occur at the syntactic level. Figure 117 demonstrates that distribution changes, amounted to the majority of the semantic shifts. This is the direct

result of the large number of cohesion changes at the syntactic level. Cases of synonymy were also very prominent. The choice of word that is not the most apt equivalent in a certain context but does belong to the same semantic field can be linked to the translator's lack of language knowledge as they show signs of not having mastered the nuances of that language.

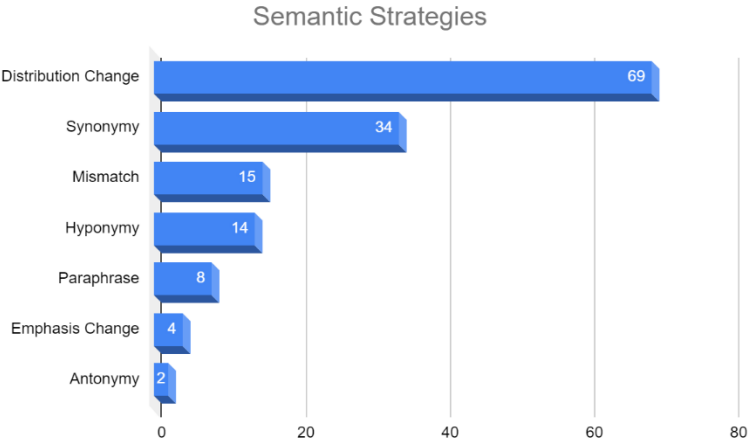


Figure 117. Semantic Strategies

Consequently, the large number of cohesion changes at the syntactic level and distribution changes at the semantic level resulted in a great number of information changes at the pragmatic level. This turned out to be the largest category. The second largest category was that of partial translation, which includes forms of code-switching between English and Dutch. In recent years there has been a shift towards a new vernacular spoken by the Flemish youth that features code-switching, especially in spoken dialect. It is interesting that this spoken variety has made its way into a city's linguistic landscape in written format.

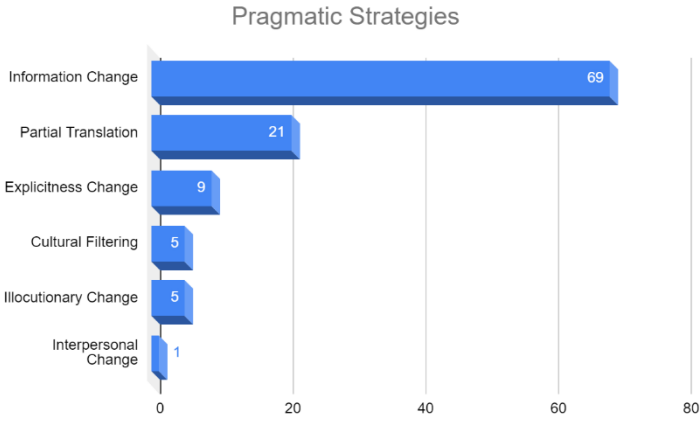


Figure 118. Pragmatic Strategies

The sociolinguistic context in which the non-professional translation was gathered was linked to two phenomena: immigration and tourism. If we look at the amount of data that were collected in Antwerp,

we can clearly see that the quarter with the highest amount of non-professional translation was 'Stadhuis - Sint-Jacob - Hessenhuis'. This is where the historic centre of Antwerp is situated and consequently the highest number of tourist attractions can be found. The neighbourhood that came second was 'Amandus - Atheneum'. This area is home to the second largest number of immigrants in Antwerp. However, most of the non-professional translation was found in and around Chinatown, which can be considered a tourist attraction. It is important to note that a lot of non-professional translation was found in this neighbourhood into languages other than English, such as Arabic, Turkish and Portuguese. Because they were not collected for analysis, they do not count towards the total number of translations present in the corpus. 'Sint-Andries - Bourla' is another popular tourist destination, second to 'Stadhuis - Sint-Jacob - Hessenhuis'. 'Stuivenberg', on the other hand, is the neighbourhood where most immigrants live. It is interesting that the same amount of data were collected in the neighbourhood that is considered the second most tourist-oriented as the neighbourhood with the highest percentage of inhabitants with an immigrant background. Taking all of this into consideration, it would appear that the tourism aspect has a higher influence on the presence of non-professional translation. The choice of English as the target language has a lot to do with this and the hypothesis can be made that if other languages had been included, the neighbourhoods with high counts of people from an immigrant background would have evidently displayed more accounts of non-professional translation. However, since the quarter most frequented by tourists showed a significantly higher amount of data, we can conclude that tourism was the primary instigator of the non-professional translation in the city collected for this study.

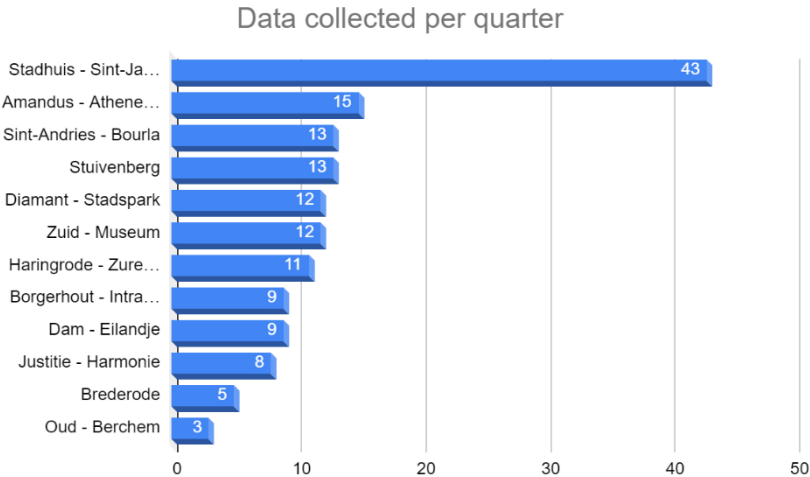


Figure 119. Data collected per quarter

With regards to genre, most of the non-professional translation were found in the category 'Food'. The other genres in which a large amount of data were found were 'Drinks', 'Fashion' and 'Art'. All of these genres are linked to the city of Antwerp and what is known for. Antwerp portrays itself as a city with a great culinary scene, an eye for fashion, in particular diamonds and jewellery, and an important art history. Since these categories attract a lot of tourists, it is logical that they would also entail a lot of translation to be able to cater for them. On the other hand, it is interesting that in the neighbourhoods with a high count of immigrants, different genres appeared. For example, the category 'messages to

neighbours' was only found in 'Amandus - Atheneum', 'Stuivenberg' and 'Borgerhout', the quarters with the highest number of immigrants. This indicates that non-professional translation can serve as a way for immigrants to communicate with each other and with natives. It also highlights the function of English as a global language and a lingua franca.

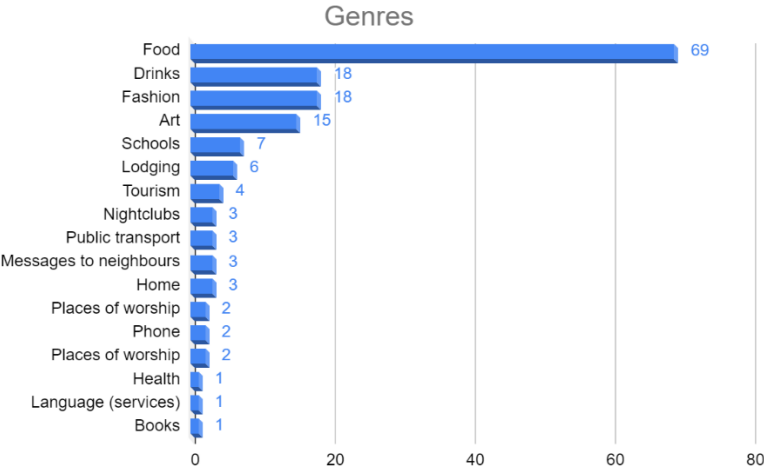


Figure 120. Genres

5 Conclusion

The aim of this dissertation was to investigate non-professional translation in the context of the city. For that reason, the main research question that this study set out to answer was: “How do non-professional translators in the city approach translation in everyday situations?”. To answer this question, the non-professional translation process was investigated from two perspectives. This is what led to the two sub-questions: “What types of translation shifts take place during the non-professional translation process?” and “what influence does the sociolinguistic context have on the non-professional translation process?”

In order to find an answer to the research questions, a comparative corpus analysis was carried out. The corpus comprised translations into English that were conducted by non-professionals in the city of Antwerp. The data were collected by means of field work. Since the majority of the data were photographs that could often not be converted to text using optical character recognition software, an interactive PDF was created. This also added a spatial dimension to the corpus since the translations can be viewed in relation to where they were found by clicking on different areas of a map. Each instance of non-professional translation was studied at the micro-level by conducting a comparative analysis based on Chesterman’s (2000) model of shift analysis. Furthermore, the non-professional translation were placed in a sociolinguistic context by looking at each neighbourhood in terms of immigration and tourism. The genre to which each translation belonged was also briefly analysed.

The results of this study showed that most of the shifts that take place during the non-professional translation process occurred at the syntactic level. By a large margin, this was followed by the semantic level and then the pragmatic level. This can be explained by looking at the nature of non-professional translation, for the main purpose is communicative. This means the focus is more on the message and getting it across, rather than on the linguistic form. When we look at the types of shifts more closely, most of them were ‘phrase structure changes’ or ‘spelling mistakes’. Although these shifts affect the readability, they do not tarnish the message compared to other shifts. Another important phenomenon was the influence of Dutch. There were a high number of shifts from the categories ‘loan/calque’ and ‘literal translation’. Furthermore, there were many ‘cohesion changes’ at the syntactic level, which entailed a ‘distribution change’ at the semantic level and an ‘information change’ at the pragmatic level. Evidently, the majority of these shifts can be linked to the fact that non-professionals have not had sufficient training or experience in translation.

When we look at the sociolinguistic context in which these non-professional translations were produced, we see that the vast majority of the data was collected in the quarter ‘Stadhuis - Sint-Jacob - Hessenhuis’. This is where the historic centre is located and where most tourists visit. The quarters where most inhabitants from an immigrant background reside also displayed a large number of non-professional translations. However, this aspect had a weaker influence on the presence of non-professional translation compared to tourism. Furthermore, the genre to which most non-professional translations belonged was ‘Food’, followed by ‘Drinks’, ‘Fashion’ and ‘Art’. These categories are

characteristic of Antwerp and how it portrays itself. Moreover, links were found between the sociolinguistics of a neighbourhood and the categories that were present there. For example, non-professional translation in the category 'messages to neighbours' was only found in quarters with high immigrant counts. This indicates that translation is used by immigrants to communicate among themselves and with natives, and that English is an important lingua franca in this type of situation.

Finally, a number of limitations should be noted. First, it could be argued that the size of the corpus that was compiled for this study was relatively small. Due to time constraints and the fact that this study was carried out in the context of a Master's dissertation, a limited amount of data was able to be collected. Nonetheless, the corpus did include non-professional translation from all twelve of the quarters that make up the city centre of Antwerp, in order to conduct the analysis within the framework of the city and take the sociolinguistics of each separate neighbourhood into account. Although some conclusions were able to be made in section 4.13 on the discussion and in this conclusion, a larger corpus would be needed to conclude a valid general conclusion. For this reason, further research into the field is encouraged. Secondly, the compilation of a corpus that consists of JPG files remains an issue. Although this study attempted at creating a user-friendly way of displaying the corpus and the analysis thereof, there were still some limitations. Since the software is developed from a design point of view, it has some restraints in terms of counting occurrences and other benefits that text processing tools provide. Therefore, further research should be conducted into how to combine the visual aspect of this type of corpus with the statistics needed to draw on results.

It can thus be concluded that although this research project has delivered some interesting results, further research is encouraged within this field of Translation Studies. This will give us more insight into the phenomenon of non-professional translation in the context of the city.

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7 Appendices

7.1 Appendix 1

For the complete analysis, the reader is referred to the Interactive PDF which includes the annotated corpus. This can be consulted online at <https://tinyurl.com/nptinantwerp>