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# Skopos Theory: Why Purpose Matters?

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# Overview

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# Introduction

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Skopos theory offers a valuable framework in translation by emphasizing the importance of purpose. Developed in the late 20th century, it asserts that the effectiveness of a translation lies in its ability to meet the specific needs of the target audience. Rather than strictly adhering to the source text.

Translators are encouraged to adapt their approaches based on the intended function of the translation—whether to inform, persuade, or entertain. This flexibility allows for cultural nuances to be addressed, ultimately leading to translations that are not only accurate but also engaging and relevant. By prioritizing purpose, Skopos theory enhances the impact of translations and bridges cultural divides more effectively.

# Skopos Theory



Skopos theory is an approach to translation which was developed in Germany in the late 1970s by Hans J. Vermeer, and which reflects a general shift from predominantly linguistic and rather formal translation theories to a more functionally and socioculturally oriented concept of translation.



Skopos theory takes seriously factors which have always been stressed in action theory, and which were brought into sharp relief with the growing need in the latter half of the twentieth century for the translation of non-literary text types.

# Why Purpose Matters ?

Specifying  
the target  
audience.

Getting to  
know the  
terminology

You will know the  
register

Choosing  
the style

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It all depends on the purpose of the text in a way there are so many ways to translate the text as there are possible purposes that this text fulfills.

# Key Points



## Purpose Driven

The translation should serve its intended function in the target context, which may differ from the original text's function.

## Target Audience

Understanding the needs and expectations of the target audience is crucial for determining how to translate the text.

## Cultural Context

Translators must consider cultural difference and adapt the text accordingly to ensure it resonates with the target audience.

## Flexibility

Translators have the freedom to alter the original text's form or content as long as they maintain the intended purpose.

# Skopos Rules

**The three fundamental rules of Skopos theory are:**

## **1. Skopos Rule**

This rule is the most crucial, as the entire translation process is driven by its purpose. The Skopos rule emphasizes that literary translations should accurately convey the author's meanings to the target audience. Vermeer identified three types of translation purposes: the general purpose, which allows translators to earn a living; the communicative purpose, which aims to educate the target audience; and the purpose related to the translation methods used.

# Skopos Rules

## 2. Coherence Rule

The coherence rule means that, as Reiss and Vermeer (1984:113) said, intratextual coherence should be acceptable in a way that it could be coherent in the receivers' situation. the translated works should be coherent, especially for the target text receivers in consideration of their circumstances and knowledge.

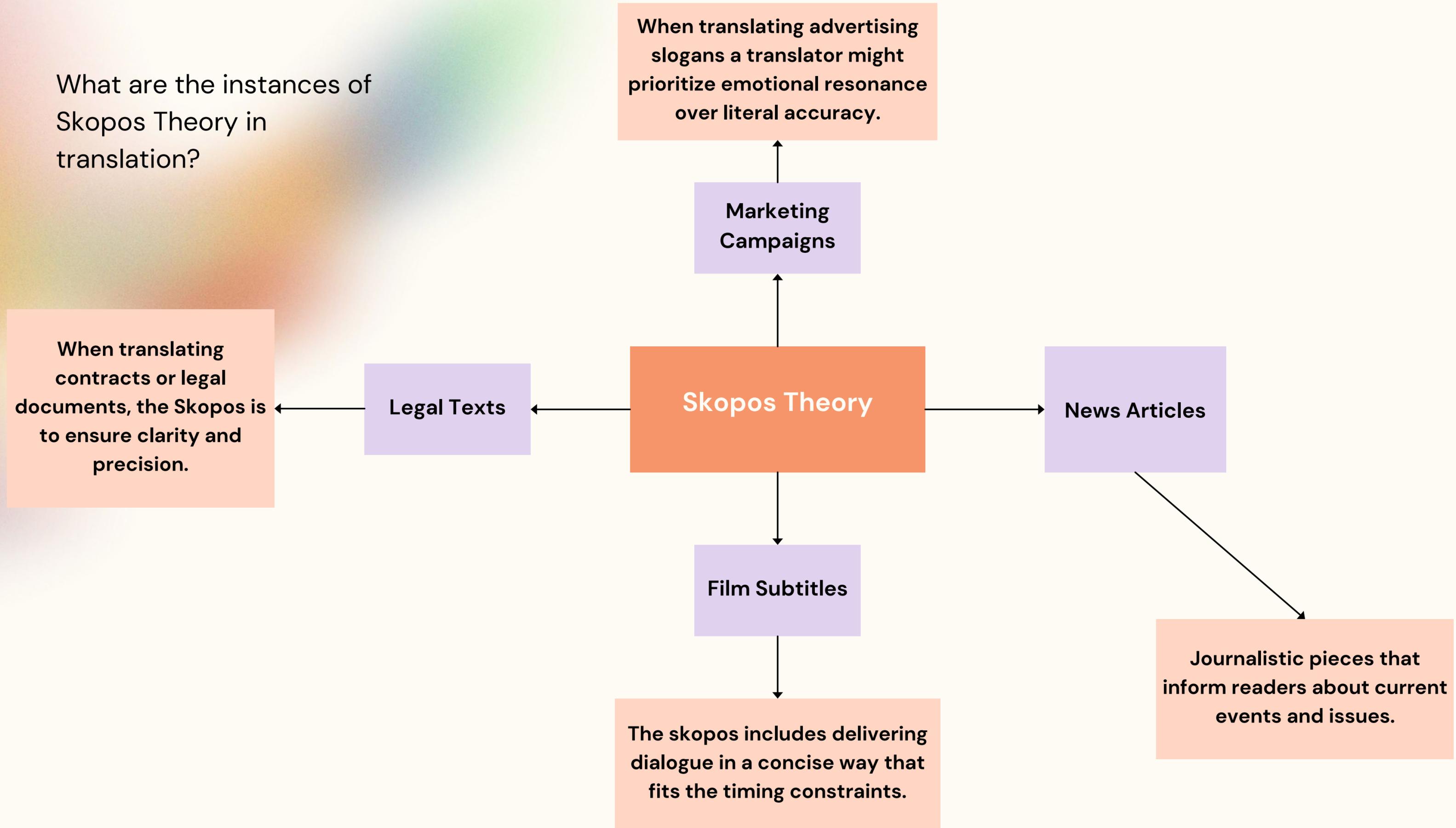
# Skopos Rules

## 3. Fidelity Rule

In Nord's idea, the translator has the moral responsibility for the translation recipient. The fidelity rule refers to the inter-textual coherence between the original text and the translated. Another aspect of this principle is the translator should be loyal to the source text. Translators should respect the writers and readers.

As Munday (2016:127) said, faithfulness does not imply a direct imitation of the source text; rather, it allows for adjustments to be made to achieve fidelity to the intended meaning in the target language.

What are the instances of Skopos Theory in translation?



**When translating contracts or legal documents, the Skopos is to ensure clarity and precision.**

**When translating advertising slogans a translator might prioritize emotional resonance over literal accuracy.**

**Marketing Campaigns**

**Skopos Theory**

**News Articles**

**Film Subtitles**

**The skopos includes delivering dialogue in a concise way that fits the timing constraints.**

**Journalistic pieces that inform readers about current events and issues.**

# Practice

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## Marketing Slogans

Open happiness.  
(Coca-Cola)



## News Title

Donald Trump wins  
2024 US election in  
historic comeback



## Legal Terms

- Appeal
- Term
- Perjury

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Thank you

The text "Thank you" is rendered in a stylized, cursive font. The word "Thank" is in a light orange color, while "you" is in a dark blue color. The letters have a slight shadow effect, giving them a 3D appearance. There are four decorative sparkles: two pink ones and two blue ones, positioned around the text. One pink sparkle is at the bottom left, a blue one is just below it, another blue one is at the top right, and a pink one is just below it.