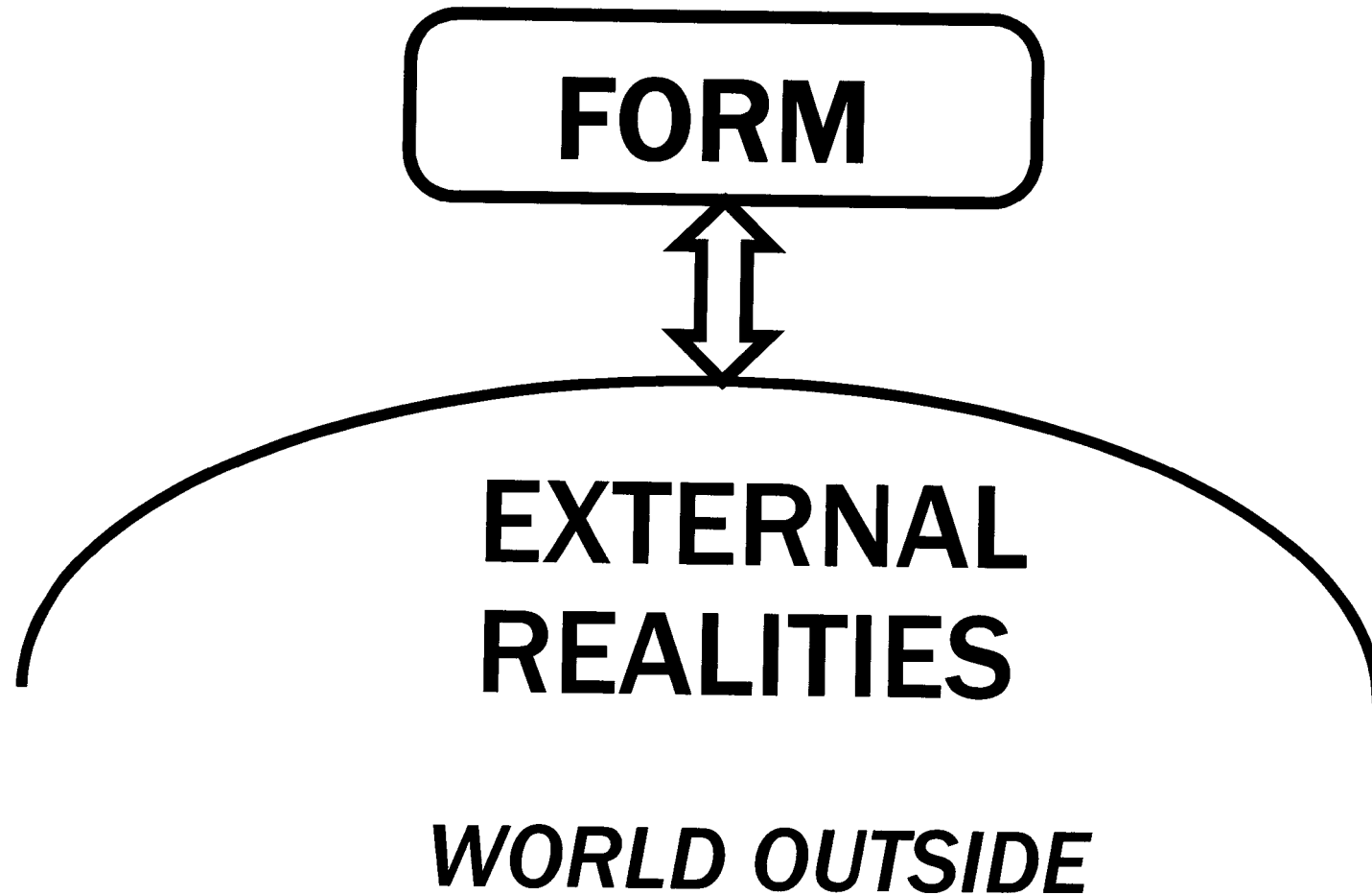


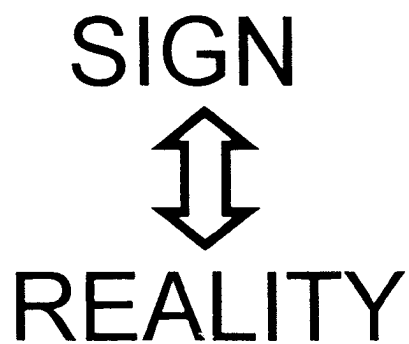
DESCRIPTIVE LINGUISTICS

SIGNS: [formal, literal -
modern positivism]



THE NATURE OF SIGNS AND BIBLE TRANSLATION

FORMAL TRANSLATION



- literal translation

DESCRIPTIVE LINGUISTICS

Wilhelm von Humboldt

Ferdinand de Saussure

Benjamin Whorf,
Edward Sapir

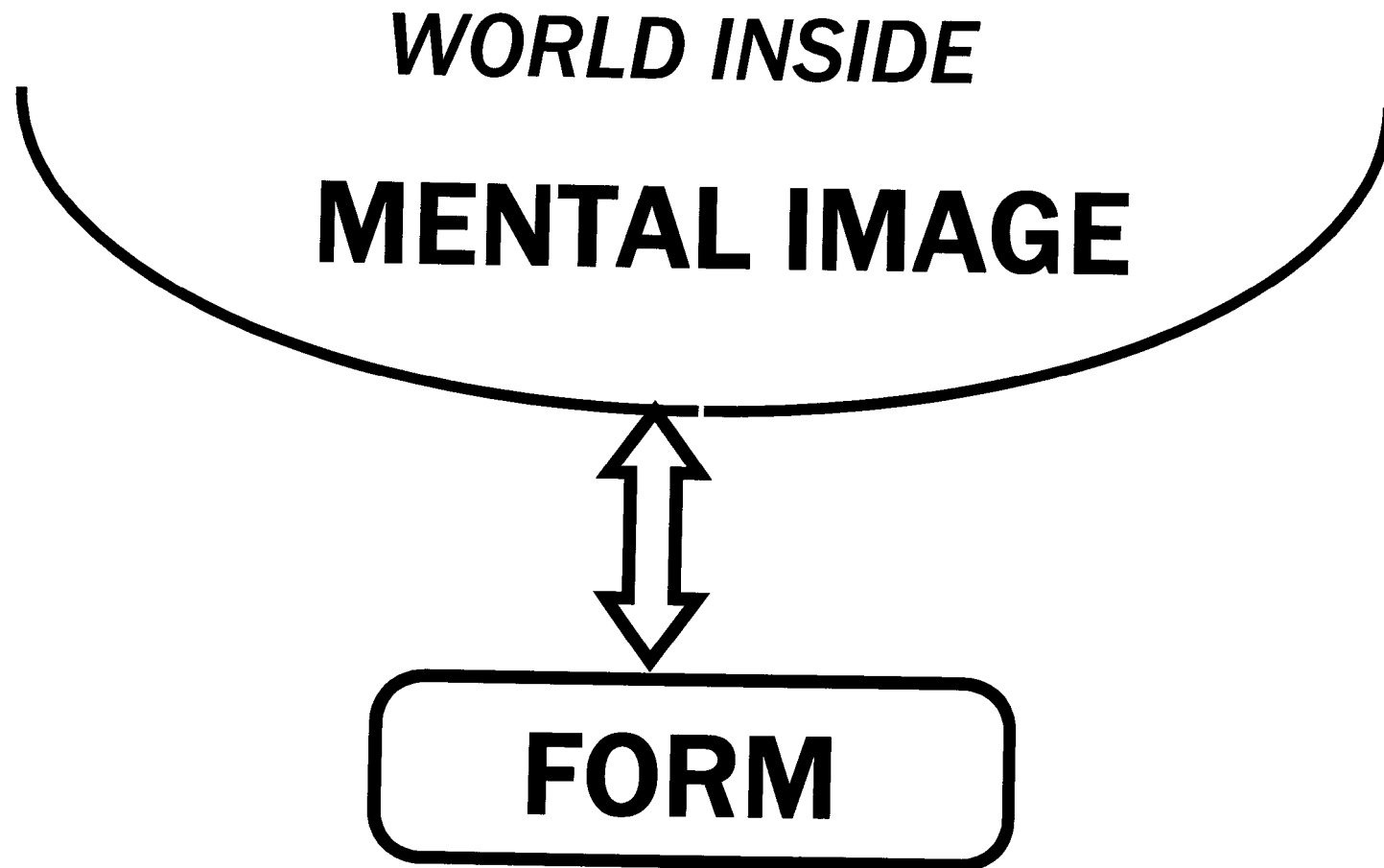
Dell Hymes, Kenneth
Pike, Eugene Nida,
Ward Goodenough,
George Trager, etc.

*ETHNO-
SEMANTICS*

COMPONENTIAL
ANALYSIS

TRANSLATION
THEORY

**SIGNS: [de Saussure–
postmodern instrumentalism]**



PEIRCE

Sign:

SIGNIFIER

Outside forms such
as words & print

CONCEPT

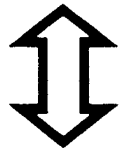
In the head,
significance

SIGNIFIED

Reality to which
the sign refers

DYNAMIC EQUIVALENCE TRANSLATION

MENTAL IMAGE



SIGN

- dynamic translation
seeking to preserve the
meaning
- loss of objectivity

DESCRIPTIVE LINGUISTICS

Kenneth Pike

Eugene Nida

William Reyburn

Bill Smalley

Jacob Loewen

William Taylor

Chuck Kraft

Dan Shaw

SIGNS [Peirce]

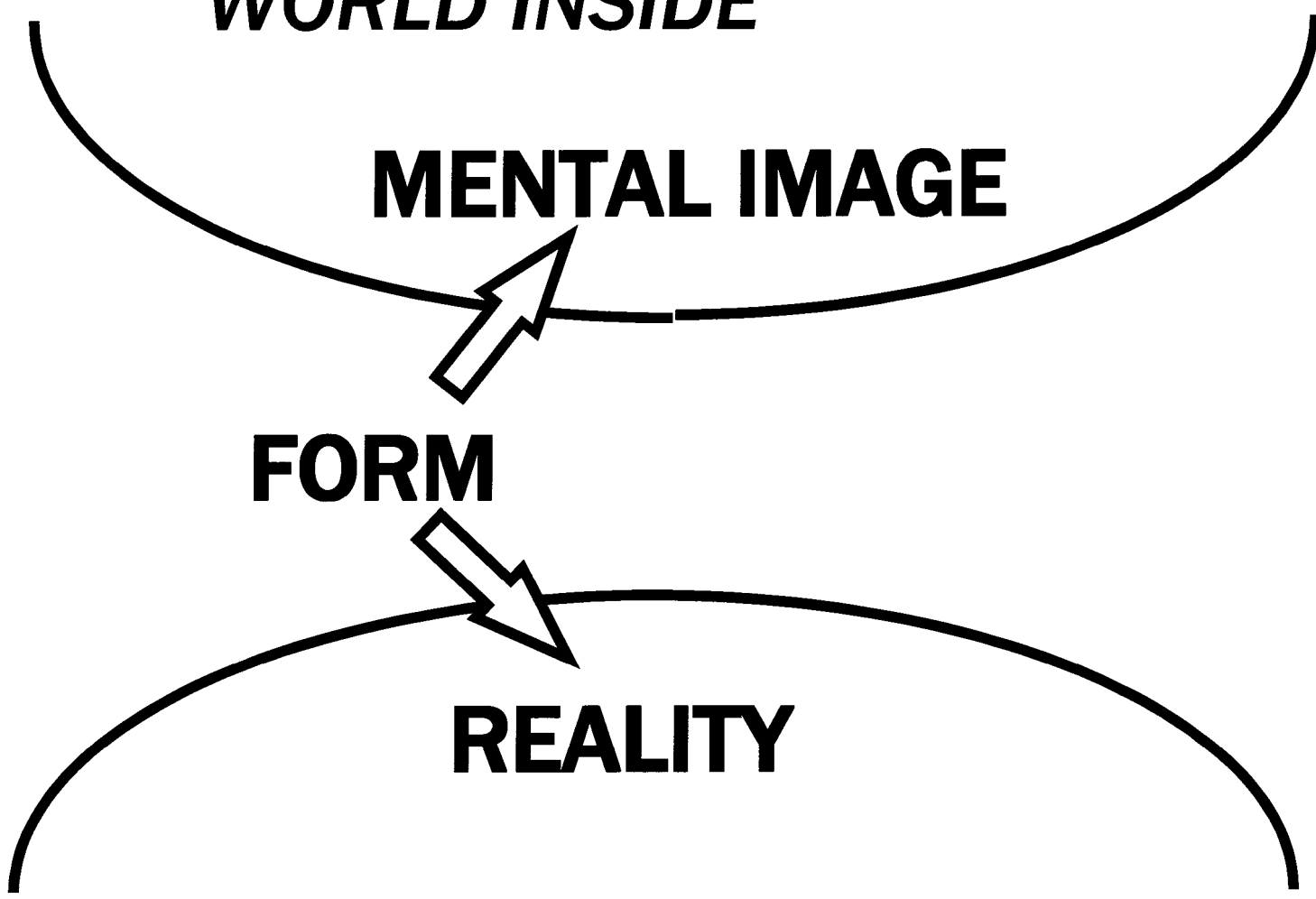
WORLD INSIDE

MENTAL IMAGE

FORM

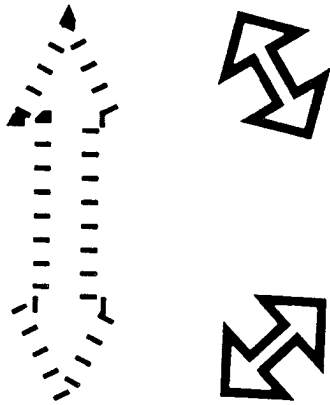
REALITY

WORLD OUTSIDE



DOUBLE TRANSLATION

MENTAL IMAGE



SIGN

REALITY

- seeks to link objective reality to subjective perceptions
- meaning lies in the correspondence between reality and perception
- recognizes cultural shaping of all sign systems

SIGNS: [Charles Peirce]

- ***INDEXES***
- ***ICONS***
- ***SYMBOLS***

A Word for God: *Brahman*

GOD

- ultimate reality
- eternal
- infinite
- greatest being
- powerful

BRAHMAN

- ultimate reality
- eternal
- infinite
- force-ground of being
- power itself

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A Word for God: *Devudu*

GOD

- greatest being
- all powerful
- unconditional love
- eternal
- one
- righteous
- ultimate reality
- suffers for our sin

DEVUDU

- greatest being
- powerful
- conditional love
- finite—3.15 tr. yrs.
- one/many
- sins
- part of the universe
- suffers for own sin

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