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Neoliteralism also named as the rebirth of literalism was first put forward bythe contemporary American translation critic M G. Rose. It was in the beginninga kind of evaluation of the developing trend of translation in Europe and America.According to Rose the literalism which was advocated by Benjamin in his Tasksof a Translator was tending to become a new literalism which began to show itsconcern of taste or widely acknowledged rhetoric principles in the light of thecriteria of literal translation. Neoliteralism different from the traditional literalism does not stick to the word-for-word translation instead it endeavors to create akind of inter-lingual TL which enables readers not only to experience the style ofthe ST but also to observe the language creativities of the translator. Americantranslation critic D. Robinson holds that the neoliteralism is similar to the ideas ofthe postmodernist Foucault. Neoliteralism encourages the "translator-function TF " in translation practice which is no difference from the "author-function" ofFoucault in the real sense. Dia Diocavetz a postmodernist translation critic inChile defines TF as follows

Some of the deficiencies in the 16th century theory were pointed out by. Chapman who applied himself with ardent zest to laying down the principleswhich in his opinion should govem poetical translation. He attacked both the overstrict and the over loose methods oftranslation "the brake that those translatorsstick in that affect Their word for word traductions where they lose the free graceoftheir natural dialect and shame their authors with a forced gloss I laugh to see;and yet as much abhor more license from the words than may express Their fullcompression and make clear the author "It is literalism however which bearsthe brunt of his attack. He is always conscious "how pedantical and absurd anaffectation it is in the interpretation of any author much more of Homer to turnhim word for word when according to Horace and other best lawgivers totranslators it is the part of every knowing and judicial interpreter not to followthe number and order ofwords but the material things themselves and sentencesto weigh diligently and to clothe and adorn them with words and such a sty.le andform oforation; as are most apt for the language in which they are converted."Chapman thought this literalism.is the prevailing fault of translators. However hebelieves that it is possible to overeome the difficulties encountered in'translation.He holds that it requires judgment to make Greek and English agree in sense andelocution.In the 16th century Bible translation prospered. The English Bible took itsshape under unusual conditions which had their share in the excellence of thefinal result. Appealing as it did to all classes from the scholar alert forcontroversial detail to the unlearned layman concemed only for liis soul'swelfare it had its growth in the vital atmosphere of strong intellectual and spiritualactivity. It was not enough that it should bear the test of the scholar's criticism; itmust also reach the understanding ofTyndale's "boy that driveth the plough". Itwas then the task of the translator to attain scholarly accuracy combined withpractical intelligibility. The representatives of Bible translation were Tyndale andFulke.William Tyndale 1494-1536 was a 16th century Protestant reformer andscholar who influenced by the work of Desiderius Erasmus and Martin Luther translated considerable parts of the Bible into the Early Modem English of his day.
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