

Nine strategies for relevant paratextual support

*to complement the textual strategies
and offer an Illuminated Bible translation*

Strategy #1

Communicate the benefits of the paratextual system and how to use it so as to increase your audience's expectations of relevance. (see Principle #1)

Readers will be more motivated to use it when they understand how it works and how it will benefit them. As they use it and find it relevant, their expectations will increase and they will be even more motivated to continue.

They also will come to learn what they are missing when they didn't use it.

P#1 Expectation of Relevance	<i>Readers (and translators) must expect that benefits from cognitively processing interconnections will be worthwhile.</i>
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Strategy #2

Ensure the markers and marked elements are textually recognizable and paratextually supported. (see Principle #3)

Modern readers need help finding the intertext, but even if they are pointed to it the reader will be confused if the text doesn't preserve the markers.

Many translation styles can preserve the markers, but explication must be done with great care to avoid obscuring the connections brought about through weak implicatures.

P#3 Intentionality in text and paratext	<i>Optimal access to interconnections requires intentional and coordinating textual and paratextual strategies.</i>
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Strategy #3

Only cross-reference texts that illuminate the textual or common frame.

(see Principles #2, 9, 10, 15)

Any other use of cross-references makes extra work for the reader and may even mislead their effort to select the correct context. Readers will be better off using other resources to research non-contextual information.

P#2 Context comprises the common and textual frames	<i>The Biblical author's intended contextual assumptions comprise his common and textual frames of reference.</i>
P#9 Cross-references should contribute to the HOAC	<i>Only paratext that provides access to the author's contextual assumptions guide the reader to his intended meaning.</i>
P#10 Extraneous information adds to processing cost	<i>Too much information adds to the processing cost, despite any potential for significant cognitive benefits.</i>
P#15 A cross-reference is a bridge to intended context	<i>A reader who avoids 'crossing the bridge' cannot recognize some of the author's intended context.</i>

Strategy #4

Communicate the function of each cross-reference, distinguishing the common from the textual frame. (see Principles #11, 12)

Use symbols, icons, or some other device to distinguish which frame of reference the cross-reference is illuminating. This will help the reader understand the function of the cross-reference and help her determine if she wants to look it up.

Cross-references can be marked even more precisely to identify sub-functions, such as borrowing and parallel passages. The community should determine if any sub-functions would achieve relevance for their intended audiences.

P#11 The function of a cross-reference is derived inductively	<i>The function of each cross-reference must be determined inductively, which requires a high processing cost.</i>
P#12 Misread function yields unintended context	<i>Misreading the function points a reader to unintended context, which may lead to unintended conclusions.</i>

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Strategy #5

Bi-laterally cross-reference dialogues. Uni-laterally cross-reference contextual data.
(see Principle #7)

Since intertextual and intratextual dialogue illuminates our reading of both the text and the intertext, both the texts should be cross-referenced to each other.

Since extratextual data merely extracts information from a source text to illuminate the common frame of the text at hand, the text should be unilaterally cross-referenced to the source text.

P#7 Dialogue is mutually illuminating	<i>The simultaneous activation of two texts illuminates our reading of both the text and its intertext.</i>
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Strategy #6

Guide the reader to connect the entire intertext, not just the markers.
(see Principle #8 and 10)

The reader is more powerfully impacted by the interconnection when she can quickly and easily recognize and connect.

But sometimes she may need help determining the full extent of the text or the intertext.

And sometimes she can be overloaded if there are complex or distributed markers that are each being cross-referenced, even though they are all serving to link the same two texts.

P#8 Proportionality of impact	<i>The more intimately the reader knows the intertext and the more effective the signal, the more powerful the impact.</i>
P#10 Extraneous information adds to processing cost	<i>Too much information adds to the processing cost, despite any potential for significant cognitive benefits.</i>

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Strategy #7

Only highlight markers that were explicitly marked by the Biblical author.

(see Principles #4, 5, 6)

*The paratextual system must help the reader make the connections, but it should not **highlight** (by special fonts) any intertextual markers other than those that were explicitly marked by the Biblical author explicit forms.*

Markers should be as explicit as in they were in the source text, and their cognitive effect as strong as it was to the original audience.

P#4 Non-proportionality in significance	<i>The explicitness of a marker is not proportional to the interpretative significance of the relationship.</i>
P#5 Intertextuality	<i>“The identification of the intertext is an act of interpretation.”</i>
P#6 Intratextuality	<i>“The decision as to what constitutes a ‘part’ of a text, and therefore the question of which ‘parts’ of the text must be found to relate to which (and to what whole), is itself an interpretative act.”</i>

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Strategy #8

Test for each culture-specific feature of the paratextual system to ensure it achieves relevance for the intended audience. (see Principle #13)

The paratext is a strategic act of communication, so like our translation, we test to ensure that our paratext also communicates effectively and as intended.

Although Genette does not explicitly address the relationship between paratextual features and culture, he makes a clear contrast between the first four features and the last one. The first four are “more or less determined by a free choice among possible alternatives.”

The ability for the Target Reader to observe and interpret the spatial, temporal, substantial, and pragmatic aspects of the cross-reference system may vary with culture.

*However, our particular **functional** feature -- identify and categorize the Biblical author’s contextual assumptions into the common and textual frames – can be universally applied by the entire Bible translation community.*

P#13 Test each culture-specific feature	<i>The spatial, temporal, substantial, and pragmatic features of the paratext are culture-specific and should be tested.</i>
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Strategy #9

Communicate the pragmatic status of the cross-reference system. (see Principle #14)

The target audience needs to know “what to make of these cross-references.” This is especially true in cultures that have not used such a paratextual device.

Understanding the pragmatic status of the cross-references and other paratextual devices will help the audiences to accept them with more enthusiasm and understanding. It will increase their expectation that they are relevant.

P#14 The pragmatic status of the cross-references is clear	<i>The target audience needs to know the sending authority and illocutionary force of the cross-references.</i>
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