Skopos dictates or determines translation and its strategies The dominant element in translation is not the translator, is not the source text, is not the audience, the dominant factor or element is the purpose of the translation. It used to be the dominant factor dictating or determining the translation. Thus, Vermeer dethrones the source text. Prior to that theory, the source text was the king in all translation theories. With the skopos theory, the source text was removed from the throne. This theory proposes that a translation is designed to achieve a purpose. The purpose of the translation is seen as independent from the purpose of source text. Instead of king or queen source text, we have king or queen purpose.