

## TRANSLATION AND PECULIARITIES OF THE TRANSLATION ACTIVITY STRATEGY (THEORETICAL ASPECT)

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## ПЕРЕВОД И ОСОБЕННОСТИ СТРАТЕГИИ ПЕРЕВОДЧЕСКОЙ ДЕЯТЕЛЬНОСТИ (ТЕОРЕТИЧЕСКИЙ АСПЕКТ)

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**Аннотация.** Перевод текста имеет многообразный характер, связанный с множеством входящих в него компонентов, и именно многомерность этого процесса обуславливает расхождения в точках зрения на перевод и его особенности. Объект перевода как процесса особой языковой деятельности и как результата – текст. Он интересует переводоведов не только как некоеместилище языковых явлений, но и как самостоятельный феномен, обладающий признаками, релевантными для перевода. Конкретная стратегия переводчика и технические приемы, применяемые в процессе перевода, зависят от соотношения ИЯ и ПЯ и характера решаемой переводческой задачи.

**Ключевые слова:** стратегии перевода, эквивалентность, содержание текста, интерпретация, нормы перевода, виды перевода, постулат

**Abstract.** The translation of any text has a diverse character associated with a multitude of its components, and it is the multidimensionality of this process that causes differences in points of view on translation and its features. The object of translation as a process of special linguistic activity and as a result is the text. It is of interest to translators not only as a kind of receptacle of linguistic phenomena, but also as an independent phenomenon that has features relevant for translation. The specific strategy of the translator and the techniques used in the process of translation depend on the ratio of FL and TL and the nature of the translation task being solved.

**Key words:** translation strategies, equivalence, text content, interpretation, translation norms, types of translation, postulate

According to normative white papers, professional translation from one language into another one can be carried out by a translator or a specialist who has a higher education or has received an additional language qualification in a foreign language in the field of a certain professional activity, for whom this language is native (this is so-called native speaker). It means

that only a Japanese translator can translate into Japanese, an Englishman will translate into English and a German is able to translate into German, etc. The researcher who had created and proclaimed this rule seemed to have had a good reason for it. The fact is that there is a huge difference between translation from a foreign language into a native language and from a native language into a foreign one. When translating into a foreign language, it is required to think in this language [Шереминская, 2008, с. 56]. And therefore, it seems to us that translating into a foreign language is much more difficult (than vice versa) for the following reasons:

a) when translating some text into a foreign language, we mainly use active vocabulary; but when translating into the native language, the passive lexicon is also used, i. e. such words that we do not use as rule, but we recognize and understand them in someone's speech. Our daily practice shows that each person more often uses active vocabularies less than passive ones, so we often have to look up unknown words in the dictionary;

b) the same grammatical construction or the same word of the Russian language can be expressed by several variants of constructions/words of a foreign language, and vice versa. When translating into the native (Russian) language, the choice of the desired construction or the most appropriate synonym occurs mainly automatically. Translating the text into a foreign language, you need to know exactly the lexical meanings of words, the subtle difference between synonyms and antonyms, the limits of applicability of certain fixed phrases, phraseological units of speech, etc.

c) the technical side of typing the translated text: it is more difficult for most translators to type in Latin (especially if it is French or German, which have many modified letters, special signs and so on).

For these and many other reasons, translation into a foreign language is more expensive than translation into the native language, and it is performed more slowly (about 7-8 pages per day when translating from Russian into a foreign language; just about 10 pages when translating from a foreign language into Russian). Some modern scholars believe that sometimes the translation of texts of a legal, accounting or financial nature can be adequately translated into a foreign language (100%) only by a native speaker or an experienced translator must work with native speakers for many years, or ideally, an expert practised translator must work with native speakers for many years, or ideally, live in the country of this language, in a linguistic environment in order to speak, understand and think in a foreign language, and only then his translation will be fully perceived as adequate.

We believe that this applies least of all to technical translation, especially if it is a general technical or popular science text; but what concerns highly specialized technical texts (texts on founding, pressure, hydraulics, computer technology and so on) it should be noted that it is difficult to translate them into a foreign language without special knowledge or proper practice. There is no doubt that all of the above applies equally to foreigners who translate into Russian [Пузенко, 2021, p.70-75]. Sometimes in the student auditorium we saw and read similar translations, which were carried out by native speakers of English and French. In translations of this kind, it can be seen that grammatically and lexically everything or almost everything is correct and truly, but the language of translation is perceived as "foreign"; and it is immediately clear that this text was translated by a foreigner. Reading such texts, one gets the impression that even the text can have an "accent" (Я так как же и вы думаю по этому поводу... Он едва мог тащить себя...Они потеряли два гейма.) [Алимов, 2005, p.49-79].

But what do we have to do if we cannot attract a specialist or a foreign translator, but we need to translate some materials from one language into another one (for example, an advertising text or a website) that will be read by potential clients or customers, that is, the text should attract the attention of the readers or listeners, and not repel them. The way out of the situation could be editing the already translated text by a native speaker. Now many translation agencies provide such services. And as a rule, at the output we will get such a text that any foreigner, reading or looking at it, will not say that this is some translation from a foreign language. But the cost of such a service is very high and it can be compared with the cost of translation by a Russian translator. However,

taking into account the fact that the prices in the European translation market are quite high, sending a text for translation abroad will cost even more.

If the budget or the specifics of the translation does not allow you to get the help of a native speaker, in this case the Russian translator must be checked especially carefully. Many translators prefer to translate only into their native (i.e. Russian) language. If the translator agrees to translate materials into a foreign language, then first you can offer him to test his knowledge level, capabilities on a small fragment of a text (or on one page) and give his work to be checked by an experienced master or, better, by a native speaker. It should be stipulated that testing on a small piece of the text is free. And if an Englishman, German or Japanese will say that the translated text in his native language transmits the content of the text quite competently and correctly, so it means that you can cooperate with the chosen translator in prospect.

One of the main methods of translation, in our opinion, is functional equivalence. This technique means using a link in the text in the target language of the function, which is similar to the link functions in the source language. Some translators describe it as the ideal translation method, while others say it is a misleading how, process and it should be avoided.

Formal linguistic equivalence means a literal translation, that is, a borrowing technique, as a general rule, reproduces or, where necessary, transliterates the original (original) term. This method is given at the end of the strategies focused on the source language. If a term is referentially transparent or explained in context, then it can be used on its own. In other cases, especially when no knowledge of the source language is assumed, the transcription is accompanied by explanations or notes by the translator.

The descriptive type of translation usually does not require any explanation; it uses universal (characteristic) concepts to express meanings. It is suitable for a wide range of contexts where formal equivalence is considered not clear enough. It can be used in texts intended for special readers.

The specific strategy of the translator and the techniques used by him in the process of translating from one language to another one largely depend on the ratio of the foreign language (FL) and the target language (TL), as well as the nature of the translation task which is being solved. The basis of the translation strategy is a number of fundamental principles on which the translator consciously or unconsciously relies. They often seem self-evident, although they are realized in different ways in the specific conditions of the translation act. First of all, it is assumed that in the process of translation, understanding the original text always precedes its translation, not only as two successive stages, but also as a prerequisite for the implementation of the translation process. In other words, the translator correctly translates only that what he understood or understands well. But this thesis is not carried out quite consistently, since, on the one hand, the understanding of that what is read or perceived by ear can have a different degree, and, on the other hand, the translator, in exceptional cases, can use a single correspondence in translation, not being sure what this or that term means. In addition, sometimes the original text may include statements that are intentionally devoid of meaning, up to meaningless "absurd" texts of considerable size. "Words-shifters", devoid of meaning, but associated with really existing significant language units, are analogically translated into TL.

The second principle that determines the translator's strategy is usually formulated as a requirement to translate the meaning, that is, the content aspect of the text, and not the letter of the original, implying the inadmissibility of a literal blind copying of the original form. We think that the wording above can be considered not entirely accurate, since translation is always a meaningful operation, which means that only the content of the original can be reproduced in another language, and a foreign language form is reproduced only in special cases (during transcription or transliteration) and provided that the borrowed form conveys the necessary content in the target text. As for such elements of the form of the original text, which determine the integral organization of the content, the number and sequence of its parts, the reproduction of such structural elements is very necessary and to a greater or lesser extent is achieved in any type of translation. In fact, the focus on "the meaning, not the letter" means the need for a correct interpretation of the meaning of

linguistic units in the context, i.e. the requirement not to be content with the imaginary meaning that is associated only with the most common usage of these units [Пузенко, 2015, p.116]

The third principle of the translation strategy is to distinguish relatively more and less important elements of meaning in the content of the translated text. We believe that the translator in this case seeks to convey as fully as possible all text content; and, where possible, performs a "direct translation" using similar syntactic structures and closest matches to the lexical units of the original text. But at the same time, not everything in the content of the original text is equivalent for the translator. He is able to distribute parts of this content according to their degree of importance for a given act of communication and, if necessary, can sacrifice a less important element of meaning in order to successfully reproduce a more important element. Sometimes the translation can't reproduce the subject-logical and connotative components of the original content, and the translator has to choose between them.

The ability to determine the semantic dominant, the most important part of the content of the translated statement, is the most important part of the translator's professional skills. The fourth strategic principle of the translator is the postulate that the meaning of the whole is more important than the meaning of the individual text's parts, that individual details can be sacrificed for the sake of the correct transmission of the whole. In fact, this belief reflects the fact that the components of the content of the statement, which are preserved in the first three types of equivalence, are expressed not by individual parts of the statement, but by the totality of its constituent elements.

We should emphasize one more postulate underlying the translator's strategy. This assertion states that the translation must fully comply with the norms of the TL and that the translator must carefully follow the usefulness of the target language, avoid the so-called "periodic language" (translatese), which spoils the language under the influence of foreign language forms. In reality, the target language has certain features compared to the original texts in TL, but subjectively, the translator often sees his task in making the translation sound like the original author would have written it if he had written in TL. The translation should not differ from the original texts, so the translator can make the necessary changes to the translated text to make it more natural.

Relating to written translations, it should be stipulated that the translator can interrupt the translation at any time, return to an already translated fragment of the text, spend additional time thinking about any part of the original text or translation, refer to dictionaries and reference books, get advice, advice from specialists, etc. The highest level of equivalence is achieved in written translation. When interpreting, the actions of an interpreter are strictly limited in time by the pace of the speaker's speech and the need to "give out" the translation simultaneously with the speaker or immediately after he stops. With that said the guide does not have time to think, go through options or mention reference literature. Therefore, in his work, semi-automatic skills, knowledge of stable correspondences and clichés, the ability to quickly and clearly articulate statements in TL acquire special significance. At the same time, sometimes the translator has to introduce elements of adaptive transcoding, omit some details of the message being translated, compensate, i.e. compress or shorten the text of the translation, get by with the translation at a lower level of equivalence. The need for particularly fast speech actions in short periods of time in the process of simultaneous translation creates great physical and psychological stress, and therefore a simultaneous interpreter can fully perform his duties only for 20-30 minutes [Пузенко, 2017, p. 29-33].

Summing up the above, it seems possible to conclude that there are certain differentiations between written and oral translation, and when performing each of these types of translation, the translator deals with unequal/inadequate segments of the original text. In written translation he translates one statement after another one; at his disposal is all text of the original as a whole, and each statement acts as a unit of this text. The translator translates a single statement and correlates it with the content of the whole text. He can search in the previous or subsequent parts of the text for additional information necessary for choosing a translation option, following the logic of thought development, the correct connection between neighbouring statements, etc. In oral translation the translator has to perceive and translate the original text in small segments as they are pronounced by the speaker and he does not have the opportunity (with the exception of off-hand translation, where

this possibility is also limited) to refer to other parts of the original text in the process of translation. In consecutive translation the translator operates with one or more utterances. With simultaneous translation, due to the parallel implementation of perception and translation and an acute shortage of time, the guide translates individual segments of statements in the source language, creating complete statements from the translated segments.

Written and oral translation also differ in the nature of the connection with the participants in interlingual communication. In written translation the translation process takes place “in the office environment”, the translator does not have direct contacts or feedback with the communicants. The translator's possible acquaintance with the original author and potential Translation Receptors is carried out outside the scope of the translation process. Interpersonal relations do not play any role here; the translated text is the only object of the translator's attention

When interpreting, the guide works in direct verbal and sometimes personal contact with communicants, often in conditions where feedback is possible with one or all participants in interlingual communication. He listens to oral speech, regardless of its correctness, tempo, peculiarities of pronunciation, or the manner of speech of the speaker, and ensure mutual understanding between the speaker and listeners. The translator is present at creating the source text, overcomes all difficulties, taking into account the situation of communication, fills in the missing information based on knowledge of the subject and the chain of conversation, as well as previous stages of discussion, personal acquaintance with the present Receptors. In the presence of feedback from the speaker, sometimes it becomes possible to ask again, clarify the thought expressed, and find out the meaning of an unknown term. If there is feedback from the listeners, the interpreter can monitor their reaction, the intelligibility of the translation and adjust the pace of speech. In this case the interpreter can use gestures, visual demonstrations and additional explanations. In such cases, the translation is often supplemented with elements of adapted transcoding, and sometimes the translator acts as an additional participant in communication.

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