Research Article

PRAGMATIC PROBLEMSOF TRANSLATION

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ABSTRACT

The thesis deals with grammar, semantic and pragmatic

problems of translation. A communicative effect is virtual: e.g., an advertising text may persuade a receptorto buy something but the receptor may remain indifferent to the promotion.

KEYWORDS

Communicative competence, locution, illocution, per locution , a sense .a communicative intention.

INTRODUCTION

Semiotics as a sign study posits that each sign, including a language one, be

viewed in three perspectives: syntactic, i.e. the relations of signs; semantic, i.e. the

relation between a sign and a real situation; and pragmatic, i.e. the relations of the

sign and its users.

Each utterance in a speech act is aimed at somebody. Combined together, wordsmake up a syntactic scheme of the sentence. They refer to specific events,

persons or objects, acquiring, thus, a sense.

There are two types of language sign users: an addresser (author) and an

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addressee (receptor). When speaking, an addresser has a communicative

intention, or purpose of the speech act. An utterance has a communicative effect

on the receptor: it can inform a receptor of something, or cause some feelings, etc.

A communicative effect is virtual: e.g., an advertising text may persuade a receptorto buy something but the receptor may remain indifferent to the promotion. Thepotential effect of the utterance is its functional force. The communicative effectmay override both literal sense and functional force and add further consequencesdepending on the situation. For example, Shut the door is imperative in a sense. Itscommunicative intention may be to carry the force of a request, but thecommunicative effect could be to annoy the receiver.Communicative intention does not always coincide with the communicative

effect. A vulgar anecdote, told to make the audience laugh, may have a contrary

effect of disgusting the listeners.

In terms of linguistic pragmatics, developed by J. Austen, the three types of

relations are locution (reference and the utterance sense), illocution

(communicative intention and functional force), and per locution (communicative

effect).

The adequate translation is the one whose communicative effect is close to

that of the source text; at best, its communicative effect coincides with the author's

communicative intention. Regarding this principle, P. Newmark introduced two

types of translation – communicative translation, which attempts to produce on

its receptors an effect as close as possible to that produced on the readers of the

original, and semantic translation, which attempts to render, as closely as the

semantic and syntactic structures of the second language allow, the exact

contextual meaning of the original. Taking these concepts into consideration, the

sentence Beware of the dog! could be rendered as Осторожно, злаясобака!

(communicative translation) or Опасайтесьсобаки! (semantic translation).

Close to translation adequacy is the concept of translation acceptability,

developed by Israeli theorist of translation studies Gideon Toury. A translation is

considered acceptable when the end-product is admitted into the target system. In

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other words, an acceptable translation is the text with language use in the natural

situation. In summary, translation pragmatics is a multi-aspect approach. Its analysis requires discussing the role of each of the translation situation components.

The communicative effect of the source and target text upon the receptor should be similar. A lot depends on the functional style (register), genre, language and speech norms. Neither of them can be changed in translation because, ultimately, they make up the functional force of the text, so important from the point of view of pragmatics.

Disregard of the style or register produces a strange impact upon the receptor.

Imagine a person declaring love in a businesslike manner – he will not be esteemed in the proper way. Very often genre requirements of the text are so strict that they cannot but be met in translation, or the target text may be spoiled. For instance, when translating patents, one should observe all the elements of the structure and the necessary formulas and set phrases.

Shifting a set of language units leads to changes in text perception. For example, a scientific text is characterized by impersonal constructions, such as passive voice and indefinite structures. If a text is abundant in personal pronouns, interjections and other expressive means, it will never be considered as belonging to theCommunicative intention does not always coincide with the communicative effect. A vulgar anecdote, told to make the audience laugh, may have a contrary

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Incorrect choice of words may result in comic consequences contrary to the expectations of the text author. A. Chuzhakin in his practicum-book "Мир перевода-2" quotes a number of signs and notices discovered in different countries. They are funny because of the violation of speech and English language norms (incorrect meanings and collocations). A notice in a Bucharest hotel lobby:

The lift is being fixed for the next day. During that time we regret that you will be unbearable. An ad in a Greek tailor shop: Order your summer suit. Because is big rush we execute customers in strict rotation.

Thus, a translator should have a good command not only of the target language but also of the style and genre requirements, in particular of style and genre distinctive features in the two languages.

Sometimes the translator faces the contradiction between a text form and its function. In this case, the function predominates. It is the text function that should be kept in translation first and foremost, not the form. For example, the phatic function of formal greeting in English normally has the form of the interrogative sentence: How do you do? In Russian translation, the form is shifted by the imperative Здравствуйте to preserve the function.

In non-literal texts, it is necessary to distinguish between the functions of the source text and those of the translated texts. The reasons for commissioning or initiating a translation are independent of the reasons for the creation of any particular source text. This idea brought to life the so called Skopos theory developed in Germany in the late 1970s. The Greek word skoposis used as the technical term for the purpose of a translation. Hans Vermeer, the founder of the theory,

postulates that it is the intended purpose of the target text that determines translation methods and strategies. The initiator's, or client's needs determine the skopos of the target text. The skopos of the target text should be specified before the translation process begins.

Depending on the skopos, the translation can be full or partial (restricted).

This classification, in terms of the extent of translation, belongs to J. Catford. In full translation, every part of the source text is replaced by the target language text material. In partial translation, some part or parts of the source language text are left untranslated. According to the commissioner's needs, translation can be adapted (that is, adjusted to the target language culture), free, literal or it can be a faithful imitation of the source text. A translator should be aware of the author's purpose of introducing this or that element into the text. Some problems are associated with this requirement:

A regional dialect may be introduced into the text either as a means of the author's narration or as a means of a character's speech characteristics. When used as a means of the author's narration , the regional dialect is neutralized in translation, since it is inappropriate and misleading to substitute a Russian dialect with an English one. Of course, this can lead to the loss of local coloring in translation, but the miss can be compensated by using realia belonging to the region. Socio dialect is used in the text for the stratifying characteristics of a character, that is, to show social class the person belongs to.

A translator is free to manipulate these locally and socially colored elements.

S/he can make the compensation in some other part of the text. When rendering a foreigner's speech, it is necessary to take into account contrastive typology of the languages under consideration and traditions of the target language literature.

Regarding typology, a translator must know the contrastive features that differ one language from another and reveal a foreigner at once. For example, a typological mistake made by a foreigner speaking Russian is the usage of the verb aspect form.

English-speaking person tends to use analytical forms of the verb, since their mother tongue is analytical, unlike synthetic Russian. Therefore, it is typical for an English to say in Russian Ябудууходить. instead of Япойду.

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