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Notions of translation with fiction and non-fiction sources

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Abstract. This article discusses the concept of translation materials with literary and non-literary materials in English. As it has been discussed above, translation is a highly versatile professional field. Translators are language experts who often specialize in a specific field, however, they not only need to possess knowledge, but also need to have a well-developed translation methodology. In this article, we will explore the different translation methods and techniques that occur in this line of work and explain how they work.

Whenever you are reading something in a foreign language, your go-to response might be to try Google Translate first. And there is nothing wrong with that. Google Translate, and similar tools, have come a long way and can get a lot of the translation quite right. That is, until they get something very, very wrong, and a work safety article on “Fall protection” in English becomes a confusing meaning. A professional translator would know to use context cues and not attempt a word-for-word translation, but online translation services have yet to get that smart. According to Peter Newmark, translation methods refer to activities on an entire document. On the other hand, translation procedures apply to smaller units such as sentences. Choosing the appropriate method facilitates the translation process so that content conveys the right meaning in the target culture appropriately. At Acculing, we understand that different circumstances require different translations, and so we tailor our strategies and methods accordingly.

Discussion. “Few people realize that the Bible discourages people from studying foreign languages. The story of the tower of Babel informs us that there is one humanity (God's one), only that "our languages are confused." That has always meant that, say, any German philosopher could know exactly what the Chinese people were thinking, only that he couldn't understand them. So instead of learning the foreign language, he demanded a translation.” - Thorsten J. Pattberg.

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Word-for-word translation - linguists translate individual words according to their most literal meaning with little or no consideration of context. Because word-for-word doesn't consider grammatical, semantic or cultural differences between languages, the original word order remains as is. Typically, word-for-word translation does not render quality translations (think machine translation), although the reader should note that word-for-word works well on documents like medical research reports. [1. A.Tr]

Literal translation - When it comes to literal translation, linguists translate grammatical structures of source text into close equivalents in the target language. In this case, words are translated without paying attention to connotations between them. Contrary to the word-for-word method, literal translation focuses on context and strives to find metaphorical equivalents in the target language.

Communicative translation - Reflecting the exact contextual meaning of the source text into the target language defines communicative translation. Readers receive a fully understandable, acceptable message. Communicative translation considers context, culture, grammar, and semantics, thus preferred by many specialists. Although it's not always the most technically accurate option, it communicates meaning in a natural way and is frequently used when translating text that contains culture-specific idioms, proverbs or word play.

Semantic translation - In a semantic translation scenario, one strives to convey the syntactic and semantic structures of the source language in the target language. This method most closely reproduces the original text in a foreign language, while maintaining context and culture. At the same time, semantic translation puts greater emphasis on the aesthetic value of the source text, is more flexible, and gives the translator more freedom for creativity. [2.J.M.]

Adaptation uses modification or even total rewriting of source text language to find equivalents in the target language, while conveying the same message as the original content. Often referred to as transcreation, specialized linguists can assist when

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presenting messaging or ideas in ways totally different from the source content to the intended public. One common translation method is called free translation. This can be referred to as creative translation, and, in a way, it is translation by any means necessary. This doesn't mean that it's inaccurate, more so that the translator doesn't focus on the syntax and style of the source language. Instead, the reproduced text will be an accurate translation of the original, but it might not exactly mirror the original's structure, grammar and register. A similar method is called idiomatic translation, which reproduces the message of the original text by specifically utilizing the target language's idioms and colloquialisms. This creates segments that look different and could not be translated directly, yet are still very similar in meaning. On the other hand, a method called faithful translation attempts the opposite: creating a precise translation while sticking closely to the original's syntax and grammatical structure. Each method discussed above achieves a slightly different effect. However, this end result can be achieved through different combinations of various translation techniques. In general, we recognize two main types of translation techniques: direct translation techniques and oblique translation techniques. Direct translation techniques can be used when the elements of the text being translated are similar in both the source and target languages. These elements, such as grammar and sentence structure, or particular concepts about them, can be transposed from one language to another. [3. J.M.] Oblique translation techniques are applicable when the former is impossible, when the meaning must be changed slightly, or the grammar and style of the text must be played with to translate it. These major techniques already match to some of the overarching methods we saw earlier, but let's break this down even further.

Borrowing simply one language taking words directly from another and using them as its own. One of the biggest "offenders" of borrowing words from other languages is English, which continues to take in new words. As it turns out, the origin of some very English-sounding words today can be quite surprising: for

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example, not many people know that the word robot actually comes from Czech, and the literary works of Karel Čapek. Some languages, like French, remain more resistant to borrowing, instead preferring their own equivalents, but most languages could easily find examples of borrowed words in daily use.

Calque - The other technique, calque, is slightly different. While it starts with a word borrowed from another language, it also translates this word into the target language, creating terms like standpoint in English (from German Standpunkt), or beer garden (also from German, Biergarten). Yet translators must be careful with calques, as many can be straightforward and easy to understand, while others become confusing with unintended and often humorous consequences. Calques are often context specific, with calque terms common in legal documents being very unfamiliar to regular people. Oblique Translation Techniques- As mentioned above, literal translation techniques can lead to accurate and faithful translations. And it's when we cannot use them that oblique translation techniques come in.

Conclusion. Even though various translation methods exist, a quality translation can't be obtained with any one singular method. Depending on the source and target language, audiences, culture, and semantics, it's crucial to combine different strategies to create a satisfying translation that will resonate with global audiences everywhere. At Acculing, we offer comprehensive solutions that incorporate the above-mentioned methods to achieve results that meet customer expectations. Depending on your preferences and budget, we will combine elements of word-for-word, transcreation, and other approaches to achieve results that deliver the best value for your money. And, for anyone interested in translation who feels discouraged by all of this, consider the following—getting good at anything takes times and effort, sometimes even the proverbial Malcolm Gladwell's 10,000 hours. But how cool would it be to learn all of the tricks of the trade that a translator carries with them? In a professional setting, like a courtroom for example, a translator can act as a smartphone app when asked to translate a text out loud into the target

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language. This is called sight translation, and it combines both translation and interpretation into one art. While it is very challenging for the translator, they will certainly do a far better job than an app because they know which sight translation techniques and methods can bring out the content and” feel” of the translated text.

Used literature

1. Aspects of language and translation, by George Steiner, P. 1976
2. In other words: Coursebook on Translation, by Mona Baker, P. 1992
3. Introducing Translation Studies: Theories and applications, by Jeremy Munday, P.2001
4. A Linguistic Theory of Translation (language and language learning), by J.C. Catford, P. 1992