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SOLVING PRAGMATIC PROBLEMS IN TRANSLATION

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Abstract: The work deals with grammatical, semantic, and pragmatic problems of translation.

Keywords: anecdote, communicative intention, reference and utterance sense, semantic translation.

The sign theory of semiotics assumes that every sign, including the linguistic one, is viewed from three perspectives: syntactically, i.e. sign relationships; semantics, the relationship between a character and a real situation; and pragmatic, the relationship of the sign to its users. Every utterance in a speech act is addressed to someone. Taken together, the words form a syntactic scheme of the sentence. They refer to specific events, persons, or objects and thus gain importance. There are two types of language sign users: an addresser (author) and an addressee (recipient). When speaking, a respondent has a communicative intention or the purpose of the speech act. An utterance has a communicative effect on the receptor: it can inform a receptor about something or evoke feelings, etc. A communicative effect is virtual: for example, an advertising text can induce a receptor to buy something, but the receptor can remain indifferent to the advertisement. The potential effect of the utterance is its functional power. The communicative effect can override both the literal sense and the functional force, adding further consequences depending on the situation. For example, close the door is something of an imperative. Your communicative intent may be to convey the power of a request, but the communicative impact might be to anger the recipient. The communicative intention does not always correspond to the communicative effect. A vulgar anecdote told to make the audience laugh can be more disgusting to the audience. In terms of linguistic pragmatics developed by J. Austin, the three types of relationships are language (reference and utterance



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sense) and illocution (communicative intention). and functional power) and by idiom (communicative effect).

The appropriate translation is the one whose communicative effect is close to that of the source text; at best, its communicative effect coincides with the communicative intention of the author. Concerning this principle, P. Newmark introduced two types of translation, communicative translation, which attempts to produce an effect on its receptors as close as possible to that on the readers of the original, and semantic translation, which attempts, to be as accurate as possible as the semantic and syntactic structures of the second language allow for the exact contextual meaning of the original. With these concepts in mind, the phrase “Beware the Dog! could be! (communicative translation) or! (semantic translation). The adequacy of translations approximates the concept of translation acceptance developed by the Israeli translation theorist Gideon Toury. A translation is considered accepted when the end product has been transferred to the target system. In other words, an acceptable translation is a text that uses the language in a natural situation.

In summary, translation pragmatics is a multifaceted approach. Their analysis requires a discussion of the role of each component of the translation situation. The communicative effect of the source and target text on the recipient should be similar. Much depends on the functional style (register), genre, language, and language norms. Neither can be changed in the translation because they ultimately make up the functional power of the text, which is so important from a pragmatic point of view. Disregarding for style or pitch of voice affects the recipient oddly. Imagine a person matter-of-factly declaring love, they are not adequately appreciated. Very often the genre requirements of the text are so strict that they cannot be met in the translation, or the target text may be spoiled. For example, when translating patents, one should pay attention to all structural elements and the necessary formulas and phrases. Moving multiple language units leads to changes in text perception. A scientific text, for example, is characterized by impersonal constructions such as passive and indefinite structures. If a text is rich in personal pronouns, interjections, and other means of expression, it will never be included in the scientific register. Contrary to the lyricist's expectations, the wrong choice of words can have comical consequences. A. Chuzhakin in his *Internship Book -2* cites several signs and clues discovered in different countries. They are funny because of the violation of speech and English language norms (wrong meanings and collocations). Notice in a hotel lobby in Bucharest: the elevator will be repaired the next day. We are sorry you are



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being unbearable during this time. An ad in a Greek tailor shop: Order your summer suit. As we are in a hurry, we execute clients in strict rotation.

Therefore, in addition to the target language, a translator should also master the stylistic and generic requirements, in particular stylistic and generic features in both languages. Sometimes the translator faces a contradiction between a text form and its function. In this case, function prevails. The translation is primarily about preserving the function of the text, not the form. For example, the phatic function of the formal greeting in English usually takes the form of an interrogative sentence: How do you do? In the Russian translation, the form is shifted by the imperative to preserve the function. In the case of non-literal texts, a distinction must be made between the functions of the source text and those of the translated texts. The reasons for commissioning or commissioning a translation are independent of the reasons for the creation of a specific source text. This idea gave rise to the so-called Skopos theory, which was developed in Germany in the late 1970s. The Greek word skopos is used as a technical term in the sense of a translation. Hans Vermeer, the founder of the theory, posits that the purpose of the target text determines translation methods and strategies. The initiators or clients determine the requirements for the target text. The skopos of the target text should be specified before starting the translation process. Depending on the skopos, the translation can be full or partial (restricted). This translation department is owned by J. Catford. In full translation, every part of the source text is replaced with the text material in the target language.

A partial translation leaves some parts or portions of the text in the source language untranslated. Depending on the needs of the client, the translation can be adapted (ie adapted to the culture of the target language) free of charge, verbatim, or as a faithful imitation of the source text. A translator should be aware of the author's intention to introduce this or that element into the text. There are several problems associated with this requirement: A regional dialect can be introduced into the text either as a means of the author's narrative or as a means of a character's linguistic features. Used as a means of the author's narration, the regional dialect is neutralized in the translation, since it is inappropriate and misleading to substitute a Russian dialect for an English one. Of course, this can lead to a loss of local color in the translation, but this can be compensated for by using the realia of the region. Socio dialect is used in the text for the stratifying properties of a character, i.e. to show the social class to which the person belongs. A translator is free to manipulate these locally



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and socially colored elements. He/she can make the balance in another part of the text.

When reproducing a speech by a foreigner, the contrastive typology of the languages considered and the traditions of the literature of the target language must be taken into account. Typologically, a translator must know the contrasting features that differ from one language to another and that immediately identify a foreigner. For example, a typological mistake made by a Russian-speaking foreigner is the use of the verb aspect tense.

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