

PRAGMATIC AND STRUCTURAL FEATURES OF HANDBOOK «TRANSLATION AS INTERCULTURAL COMMUNICATION: ENGLISH↔UKRAINIAN»

The interdependent universals of language and culture via the prism of translation have been considered in the paper. A special emphasis has been laid on the intercultural nature of translation as well as the role of cultural implications in theory and practice of translation as based on English and Ukrainian parallels. The Handbook Translation as Intercultural Communication: English ↔ Ukrainian has been designed to provide Applied Linguistics students with knowledge and skills that will enable them to develop expertise in English and its professional use in international contexts. The Handbook is concerned with both theory and practice. The focus is on translation as one of the strands of applied linguistics as well as an essential means of intercultural communication. In this Handbook, translation studies are integrated with cultural studies of both source and target languages and are regarded as a process and a product. A thoroughly selected and well-structured material serves the pragmatic purpose.

Key words: translation, intercultural communication, cultural implications, English / Ukrainian parallels, Handbook on Translation, pragmatic dimension.

From a sound research perspective translation studies are to be integrated with cultural studies of both source and target languages [7; 8; 10]. Translation must be regarded as a response to a problem of communication between two language-bound cultural entities. F. Fuller, the translator, claimed that translation implies the capacity to enter into the mind, the world, and the culture of the speakers or writers and express their thought in a manner that is not only parallel to the original, but also acceptable to the target language [2]. Thus, the cultural dimension is crucial for adequate translation/interpreting. The prerequisites of efficient translation training/education are students' general linguistic skills, the study of British and American culture, background knowledge and their ability to engage in intercultural communication.

Teaching translation in combination with foreign culture is more effective in motivating students and improving their communicative skills than the conventional method. Interesting and stimulating materials guide the students to a better understanding of various aspects of translation theory and effective techniques of intercultural communication. Bringing cultural patterns of American and British life into the classroom motivate students and provide real materials of current interest. The lack of cultural awareness may be a source of an inadequate, non-idiomatic translation product. A world view and cultural awareness are inherent components of effective translation practice.

The structure of the Handbook

Culture cannot be learnt out of context. Cultural differences are examined through the translation of texts from American/British as well as Ukrainian authentic materials in a variety of topics (society, politics, education, sport, business, law, entertainment etc). Selection of vocabulary, structures, and cultural patterns is of the utmost importance in the process of translation. A case study format based on actual events involving real people in the Anglophone world proved its efficacy encouraging creative thinking [1].

From such a perspective, the Handbook *Translation as Intercultural Communication: English ↔ Ukrainian* has been compiled and published at Lviv Polytechnic National University for applied linguistics students majoring in translation/interpreting. The Handbook consists of five units, Glossary, and four appendices. The realization of essential theoretical concepts of equivalence, idiomaticity, transformations and context is carried out through thoroughly selected culturally marked tasks, exercises and case studies. The structure of the Handbook is presented below. Translation as intercultural communication is in the focus of the following lecture themes:

- Cultural Implications of Translation
- The Nature of Translation. The concept of equivalence. Word choice
- Culture, pragmatics and translation
- Style and Register in Translation

- Subject Area Knowledge in Translation Practice
- Gender-related translation techniques

Glossary contains basic concepts and notions of theory and practice of translation, culture and intercultural communication to facilitate the source language message comprehension, processing and delivery into the target language.

The results of the author's empirical research have been presented at national and international conferences on intercultural education, intercultural communication. The ideas and materials of the Handbook were used in lectures and practical classes in *Theory & Practice of Translation* for applied linguistics students, *Translation/Interpreting Internship* for Master students, supervising BA course papers in theory & practice of translation, MA theses at Lviv Polytechnic National University as well participation in AAAL and AILA conferences and congresses.

Cultural Implications of Translation

When we communicate with people from other cultures we often are confronted with languages, rules, and norms different from our own. Confronting these differences can be a source of insight into the rules and norms of our own culture, as well as being a source of frustration [3]. The translation process as communication with strangers, i.e. people from other culture, presents the challenge of having to understand their cultural backgrounds and their communicative patterns.

The definition of culture

Culture is a notoriously difficult term to define. Culture is regarded as a programmed pattern of behaviour, both individual and collective. Culture, in a broad sense, is viewed as a process, a way of perceiving, interpreting, feeling, and being in the world. E. Hall, a leading American anthropologist, defines culture as the way of a people, the sum of their learned behaviour patterns, attitudes and material things [4]. More specifically concerned with language and translation, Newmark P. defines culture as the way of life and its manifestations [7]. It is central for intercultural education that cultural issues of values, beliefs and attitudes are the most difficult to teach. Kramersch C. strongly criticized a conventional, tourist's, approach to learning culture in a foreign classroom: «Culture is commonly seen as making the study of a foreign language more attractive and as providing a welcome relief from grammar and vocabulary exercises. Learning about a foreign culture is not expected to require any intellectual effort since it is generally conceived only as the tourist's view of the foreign ways of life» [5, p. 122]. Translating interculturally is a great intellectual effort.

Experts in intercultural communication argue that many aspects of western culture, especially western patterns of discourse, are carried within English [9].

Language and culture interdependence

Wierzbicka A., in her book *Emotions across Languages and Cultures: Diversity and Universals* argues, that we are different people not only because we speak different languages, but we think differently, feel differently and relate to other people differently [10].

Discussing the problems of correspondence in translation, Nida E. confers equal importance to both linguistic and cultural differences between the source and the target languages and concludes that differences between cultures may cause more severe complications for a translator than do differences in language structure. Translation, involving the transposition of thoughts expressed in one language by one social group into the appropriate expression of another group, entails a process of cultural de-coding, re-coding and encoding [8].

A renowned expert in the field of language and culture studies C. Kramersch emphasized in her paper *Proficiency Plus: Next Step* the essential role and place of cultural expertise in effective intercultural communication [6]. She provides an example of an American female student improving her German on the Au-Pair Program in Germany. After a year of living in the country she was frustrated to learn that there is just one polite formula to be used where Americans have three – *Excuse me / I'm sorry / Pardon?* (*I beg your pardon*). This paradigm of politeness may cause difficulty for Ukrainian speakers as well.

Manifestations of cultural nuances and ways of their translation

One of the challenges that the translator faces is how to manifest the cultural nuances of the SL. It is essential to focus on the usage and cultural context in the translation process. Although an equivalent of the word may exist in another language, it may lack the cultural connotations associated with it, e.g.: *car pool*, *red curb*, *brown paper lunch*, *to take a red eye* etc. Faithful translation pertains the idiom of both SL and TL as a specific character, a form of expression peculiar to these languages. A word is more than what is found in a dictionary, and it contains a series of semantic levels dictated by the cultural context. The most difficult problem is when you encounter something in one language that does not exist in the other. Financial instruments, legal procedures, government and business structures, and so on vary from nation to nation and culture to culture.

Case study: Miranda Rights

Translation is an integral algorithm of equivalence, idiomaticity and culture which is maintained by the sound balance of the deep and surface structure. When ignored, it can lead to misunderstanding and failure of communication. In a dubbed Ukrainian version of the American movie *Sex and the City*, one of the main characters, whose name was Miranda, asked her friend who had been interrogated at the police station whether *they had read Miranda rights to her* yet. Word-for-word Ukrainian translation (*слова Міранди*) distorted the sense which resulted in miscommunication. The idiomatic American expression *to inform/read/tell Miranda rights* is a technical legal term and is to be translated in to Ukrainian as *зачитати затриманому його / її права*.

The interpreter was not aware of the cultural implication of this expression. Culture note will make up for this gap: In the US the legal rights that a person being arrested by the police must be told about. These include the right to remain silent and the right to get advice from a lawyer. These rights were established by the Miranda decision in the US Supreme Court in 1966, in the case of *Miranda vs Arizona*.

Cultural patterns of translation

In the sentences given below, an intercultural expertise is a prerequisite for adequate translation:

While *the Yellow Pages* are useful, people rely most heavily on staff, friends, and other people. – *Yellow Pages* – телефонний довідник (а не *жовта преса*).

He was a male *Caucasian*. A large man. *About six foot two* – це був білий чоловік, Кремензний. Зростом приблизно 188 см.

The office was an enormous *corner suite* overlooking the city – a corner office is a sign of success and status in American business world – Це був величезний кутовий офіс із краєвидом на місто як ознака статусу та престижу.

3 Br/2Ba, nucpts, Indry, prkg, utilspd – типове американське оголошення про оренду квартири, у якому зазначено, що у помешканні 3 спальні, 2 ванні кімнати, нове килимове покриття на підлозі, паркінг та усі комунальні послуги включено.

HewasanIvyLeaguestudent – Він був студентом одного з найпрестижніших університетів на східному узбережжі США. (Cultural note: the Ivy League is a group of old and very respected universities in the eastern part of the US, consisting of Brown University, Columbia University, Yale, Harvard, Princeton, Cornell, the University of Pennsylvania, and Dartmouth).

The above analysis of theoretical and empirical data proves that the multidimensional and multilayered nature of translation is a decision making process. Translation may be regarded as the “fifth skill” in addition to the four basic communicative skills (listening, reading writing and speaking). A translator/interpreter is considered a mediator between languages and cultures.

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Прагматичні та структурні особливості навчального посібника «Переклад як міжкультурна комунікація: англійська ↔ українська мови» / Translation as Intercultural Communication: English ↔ Ukrainian.

Анотація

У статті розглядаються взаємопов'язані універсалії «мова та культура» крізь призму перекладу на матеріалі навчального посібника «Переклад як міжкультурна комунікація: англійська ↔ українська мови» / Translation as Intercultural Communication: English ↔ Ukrainian. Теоретичною основою посібника є розуміння перекладу як напряму прикладної лінгвістики та прояву міжкультурної комунікації. Переклад розглядається як процес і продукт міжкультурної комунікації.

Ключові слова: переклад, міжкультурна комунікація, культурні імплікації, англо-українські паралелі, прагматичний аспект.

Бордюк Л. В. Прагматические и структурные особенности учебного пособия «Перевод как межкультурная коммуникация: английский ↔ украинский языки» / Translation as Intercultural Communication: English ↔ Ukrainian.

Аннотация

Данное учебное пособие представляет собой комплексный курс, содержащий отдельные разделы теории перевода, а также практические задания из разнообразных источников для перевода с английского на украинский и с украинского на английский языки. Теоретической базой пособия является понимание перевода как направления прикладной лингвистики и проявления межкультурной коммуникации. Диалектическая связь и взаимозависимость языка и культуры являются определяющими при решении практических переводческих задач.

Ключевые слова: перевод, межкультурная коммуникация, английский / украинский лингвокультурный контекст.

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SELF-TRANSLATION AS A SPECIFIC ARTISTIC ACTIVITY OF BILINGUAL AUTHORS

The article analyzes the literary bilingualism phenomenon of V. Nabokov, the Russian and American writer, literary critic and translator. The scientific research of individual (literary) bilingualism and self-translation practice as rare and understudied phenomenon seems to be important and relevant. The peculiarities of bilingual texts and the author's reasons to perform the self-translation are discussed here. The article defines future trends in scientific development of this problem.

Key words: bilingual text, self-translation, bilingualism, biculturalism, V. Nabokov.

Introduction. The phenomenon of self-translation has become the special subject, the unique trend in recent translation studies. Frequently it is discussed as the marker of culture hybridization and intercultural transfers. Bibliography on self-translation peculiarities is long, but the problem still has more questions than answers, especially when we investigate a particular author's works and his/her manner of translation.