

ПЛАТФОРМА 3

Актуальні питання іноземної філології та перекладознавства

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PRAGMATIC ASPECTS OF TRANSLATION

Words in language are related to certain referents which they designate and to other words of the same language with which they make up syntactic units. These relationships are called semantic and syntactic, respectively. Words are also related to the people who use them. To the users of the language its words are not just indifferent, unemotional labels of objects or ideas. The people develop a certain attitude to the words they use. Some of the words acquire definite implications, they evoke a positive or negative response, they are associated with certain theories, beliefs, likes or dislikes.

Translation usually gives the translator more time for focusing and considering the choice of the necessary lexico-grammatical and stylistic elements for a certain text. Interpretation requires an immediate reaction from the interpreter, who is in a constant state of stress and works under pressure. The translator of a written text is not only the person who renders the original text, but he is also the creator of a new written version of the text that can be read and discussed with its own mistakes in it. Interpreting is much more neutral and invisible to the addressee; the main thing here is the pragmatic transfer of the original information.

The term *pragmatic meaning* of a word is not yet fully investigated. But some linguists point out that the pragmatic component of the word meaning, which is realized in various kinds of emotive and stylistic connotations, is individually-occasional or collectively used meanings. They reflect the conditions of a language

unit use, the conditions such as situation and place of communication, subject and purpose of communication; social, ethnic, and individual peculiarities of communicants, their attitude towards one another. Irrespective of the fact whether pragmatic aspects are singled out into a certain type of a word meaning or whether it is considered among other components of its meaning, pragmatic meaning, which is fixed in a word, plays an important role and its retention ensures complete communicative adequacy of translation to the original.

Pragmatic information is actualized in translating the equivalent–lacking lexical units, first of all personal names, geographical names, national realia by way of transcription and transliteration. Translating process reveals double pragmatic orientation. On the one hand, it is realized within inner lingual communication and thus being oriented to the original. On the other hand, translation is a concrete speech act which is pragmatically oriented to a certain recipient. Pragmatic task of the translation aims at ensuring maximal equivalency with the original. Pragmatic aspect of the translation is very important especially in translation of nationally-biased units of lexicon.

The pragmatic implications of a word are an important part of its meaning that produces a certain effect upon the receptor. Of even greater significance is the pragmatic aspect of speech units. Every act of speech communication is meant for a certain receptor, it is aimed at producing a certain effect upon him. In this respect any communication is an exercise in pragmatics.

Since the pragmatic effect plays such an important part in communication, its preservation in translation is the primary concern of the translator, though it is by no means an easy task. The pragmatic aspect of translation involves a number of difficult problems.

Discussing the problem of equivalence at different levels, I have emphasized the necessity of making the translation as understandable and intelligible as the original text is. We have also taken care to include all its emotional, figurative and associative implications in the overall meaning of the text. The pragmatic adaptation of this kind

is an integral part of translation procedures which ensure the necessary level of equivalence.

Translation, as a communicative act, involves interpretation made by the translator, which takes the context of the target text reader and his knowledge into consideration. The translator's interpretation is made in such a way which is deemed relevant to the target reader in the sense that the target reader can understand something from the utterance translated by the translator in accordance with relevance theory [1, 2, 3]. Within the same line of thought, Mason [4] claims that translating is deemed a communication act, which involves both source and receptor texts that are viewed as having the same relevant intentions where their users presuppose and infer meaning.

Translation, in view of relevance theory, is naturally classified within the interpretive use of language. In other words, translation is meant to reproduce the words uttered or written by a particular person in one language with the use of a different language. In other words, it is akin to speech-reporting in intralingual linguistic situations, though translation differs in that source text and translated text belong to two different linguistic and cultural settings [3, p. 46]. With relevance theory in mind, the translator will seek to plan his translation such that it resembles the source text as closely as possible in relevant respects [5, p. 137]. Indeed, relevance theory offers a clear account of translations as explicit examples of the language's interpretive use. This is usually achieved without the need for providing theoretical framework that would help offer a translation definition [3, p. 48].

A crucial aspect of translation is directly related to context. A single utterance may relay opposite interpretations on the basis of the context in which it is placed. In other words, the speaker-intended interpretation of a particular utterance is wholly contingent upon context. This aspect of context-dependence is owing to the fact that human communication is naturally inferential. A change in the context of a particular text will ipso facto give rise to a change in the whole meaning of that very text [3, p. 49]. At times the translation process may involve the situation where the translator

renders a culture-specific text in such a way that suits the cultural expectations of the target reader, and at the same time runs contrary to the way adopted in the source text by the original writer.

It is worth pointing out that not all problems encountered during the translation process are translation-related. In fact, when the text is rendered from its source context to a different context, it is unequivocally affected by this change, which would also affect its meaning, even if there is no language change involved in this process [3, p. 50]. For instance, understanding classical Arabic poetry by an Arab person of twenty years old, may cause a problem due to difference in time period and context. Significant mismatches with regard to contextual detail may lead to incorrect meaning alongside affecting the original text. The reason behind this dilemma resides in the principle of relevance which demands consistency with optimal relevance; such consistency is primarily founded on context [3, p. 51]. When the translator confronts problems emanating from secondary communication situations, he/she can find ways of surmounting them. These may lie in strategies of providing the target reader with additional contextual detail.

The specific goal, which makes the translator modify the resulting text, often means that, for all practical purposes, he assumes an additional role and is no longer just a translator. He may set himself some propaganda or educational task, he may be particularly interested in some part of the original and wants to make a special emphasis on it, he may try to impart to the receptor his own feelings about the source or the event described in the original. In pursuance of his plans the translator may try to simplify, abridge or modify the original message, deliberately reducing the degree of equivalence in his translation.

It is obvious that in all similar cases the differences which can be revealed between the original text and its translation should not be ascribed to the translator's inefficiency or detract from the quality of his work. The pragmatic value of such translations clearly compensates for their lack of equivalence. Evidently there are different types of translation serving different purposes.

Given that the translator is required to produce a target text that can stand as a faithful equivalence to the source text in accordance with relevance theory, it should always be remembered that what is inferable for the source text recipient may not be inferable for the target text user due to cognitive and cultural differences. Consequently, the translator should do his best to make the target text relevant to its recipient through certain procedures of explications, exploiting the principles of both effectiveness and efficiency in an attempt to equip the target text recipient with all relevant contextual detail needed to draw the appropriate inferences from the utterance in question and make the right interpretation. Further research is needed to test the usability of relevance theory when translating similar texts into other languages to see as to whether or not the same results shall be arrived at. Also, the principles of effectiveness and efficiency need to be further tested to see their appropriateness with the other languages.

Keywords: translation or interpretation process; communication theory; pragmatics; translation or interpretation quality.

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