



## Contemporary Approaches To Translating English Publicistic Texts

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**Abstract:** To analyze methods for translating precedent texts, it is useful to pay attention to the approaches of Y. Naida and A. Neubert. Neubert emphasizes the importance of pragmatic adequacy of translation, which requires preserving the communicative effect of the original. This means that the reader's reaction to the translation should be similar to the reaction to the original. Based on this, Neubert believes that only minimal changes to the translation need to be made. At the same time, Naida suggests using a variety of notes, footnotes, and cultural commentary to maintain an understanding of the cultural differences between the original and the translation.

**Keywords:** linguoculture, translation, recipient, culture, text, adaptation, precedent phenomena, linguistic and literary tradition, translation techniques, media texts.

In the modern method of translating the linguocultural features of English-language media texts, A. Neubert draws attention to such a translation criterion as pragmatic adequacy, its condition being the identity of the communicative effect of the original and the translation. In other words, the reaction of the recipient of the translation should be similar to the reaction of the recipient of the original. In this regard, given the existing cultural differences between the original and translated texts, the translator should use certain pragmatic adaptations. At the same time, Y. Naida believes that the number of changes should be kept to a minimum. Scholars encourage the idea of using a variety of footnotes, notes, and cultural commentary.

Through comparison, we can come to the conclusion that there are two priority ways of translating nationally specific and cultural aspects of the text: explanation and adaptation, which are implemented through the use of different solutions and translation techniques.

The main translation difficulty may be national precedent phenomena from the areas of "cultural symbols" and "politics and history". In particular, the translator cannot use the replacement technique, since in this case there is a risk of losing the national character of the work. At the same time, he cannot operate with the techniques of tracing and transcription, since this strategy carries the risk of complicating the perception and understanding of the recipient. In other words, according to the nature of the text under consideration, the most acceptable option for the translator is a combination of explanation and adaptation. At the same time, the journalistic style is characterized by laconicism, which reduces the number of comments during translation. The most acceptable replacement for this technique is the addition of: Insight magazine - conservative Insight magazine; Chicago Tribune - on the pages of the Chicago Tribune; The Atlantic Monthly - The Atlantic Monthly magazine, etc.

It is important to pay attention to the degree of significance of a precedent phenomenon in a particular text. There are situations when there is no need to apply a precedent phenomenon in the translation process, since it can be overloaded, which will complicate the overall perception and understanding of the text. Let's consider an example when the precedent phenomenon "World Series" does not matter for the Russian-speaking recipient:

«This is why America is comfortable with holding «World Series» and 'World Championships' in which only Americans participate, as is the case with American football and



baseball».

*«Именно поэтому в Америке так популярны чемпионаты мира, где участвуют только американцы, как в случае с американским футболом или бейсболом».*

In accordance with the nature of the precedent phenomenon, taking into account the degree of its popularity, the linguistic and literary tradition of its application, the translator decides to use specific techniques and methods of translation. Taking into account the peculiarities of traditions, it is possible to replace realities in situations where precedent phenomena primarily perform an expressive function. In particular, the replacement technique can be seen in the following text: «In an article for The National Interest entitled «Who's Afraid of Mr Big?», the German foreign policy analyst Josef Joffe described America as «both menace and seducer, both monster and model».

"In his article for National Interest magazine, entitled 'Who's Afraid of Uncle Sam?' German international commentator Joseph Joffe called America "menacing and seductive, monstrous and exemplary." The national precedent phenomenon that personifies "mighty America" in this case is translated into Russian by the universal precedent phenomenon "Uncle Sam", which acts as a symbol of America within the country and abroad.

Features of word-formation and grammatical constructions of the FL and TL, as well as their speech culture, have a significant impact on the translator's choice of translation techniques.

Very often, universal precedent phenomena have a certain invariant perception in other cultures, but for their adequate perception within the TL, lexical and grammatical transformations should be used. Let's give an example.

«One catastrophic effect was when, at the start of the monetarist years of Reagan and Thatcher, the US raised interest rates sky high, precipitating the collapse of Mexico financially and the start of the debt crisis, which has hit poorer countries hard».

*«Это имело весьма негативные последствия в годы монетаристского правления Рейгана и Тэтчер, когда Соединенные Штаты чрезмерно подняли процентные ставки, что привело к стремительному финансовому краху в Мексике и началу долгового кризиса, ударившего по самым беднейшим странам, которые с тех пор так и не оправились от долгов».*

In this case, the universal precedent phenomenon "monetarist years of Reagan and Thatcher" contains an equivalent in Russian-speaking perception. However, its translation requires transformation of grammatical structures - "the years of monetarist rule of Reagan and Thatcher."

The translator also adapts his translation techniques to his specific recipient. There are situations when it is quite difficult to determine the degree to which a certain precedent phenomenon is known to a wide audience of readers. In such cases, it is difficult for the translator to choose a translation technique.

Taking into account the most likely level of political and historical background knowledge of the audience of readers, the translator often uses the technique of substitution. For example,

«Dr Samuel Johnson famously noted in 1775, on the eve of the American Revolution, that patriotism is the last refuge of the scoundrel». – *«В 1775 году, накануне войны за независимость, Сэмюэл Джонсон писал, что патриотизм — последнее прибежище негодяя».*

The term "American Revolution" is not equivalent to the term "War of American Independence", since the war is only the final stage of the revolution. At the same time, the Russian-speaking reader does not know the history of the United States so well; therefore, the



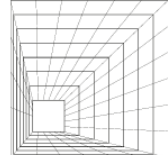
recipient will much more effectively and quickly perceive the second term “War of American Independence,” which is associated with specific political events in North America.

Above, we discussed the factors that a translator must take into account when working with precedent phenomena within a journalistic text of a political nature, where precedent phenomena are references to materials from authoritative authors. The main functions of journalistic texts of an analytical nature are interpretative (ideological) and influencing. At the same time, intertextuality in these journalistic texts with a political component is ensured by these functions and helps to increase the authority of the political material. The possibility of using the considered categories of translation techniques according to the selected factors of the text of other functional language styles requires additional research. It is important to note that intertext for a translator is a very difficult problem. However, there is no need to ensure comprehensive translatability of texts. Translation activity, in principle, does not imply the presence of ready-made solutions, but techniques and methods of replacement and compensation help compensate for losses in this art. Within the framework of intertext, allusiveness increases its scale and new meanings are formed at the level of the entire text or its fragment. The main problem here is that it is necessary to translate the text for a cultural work that is foreign to the original, in other words, national precedent texts are characterized by impenetrability for a foreign language audience.

All intertextual fragments discuss the most successful translation options, but mostly researchers note losses in the translation process, which confirms the failure of attempts to overcome cultural barriers in translation activities. As part of the study of intertext from the point of view of translation, it is possible to identify certain patterns in drawing cultural parallels, which helps to choose the most optimal translation strategy according to the type of prototext. The main significance of the strategy of translating intertextual fragments comes down to an attempt to develop a model of the process of associative translation into the semiosis of another culture. This modeling allows us to isolate the supporting informational pragmatic and semantic aspects. In general, this is the same process of reducing meanings to a minimum in order to determine the typical one, which will help to find the equivalent of a precedent phenomenon in the recipient's culture. The use of this strategy is acceptable only in situations where the intertextual fragment has a universal precedent phenomenon that has a similar emotional and evaluative component in two cultures.

The translator's task when working with prototexts comes down to their reproduction, which would become common to different cultures. G. Denisova highlights such useful translation techniques as detachment and adaptation. Let's consider the features of adaptation (it can also be called replacement or substitution, similar to lexical reconstruction and replacement).

Saturated material includes the works of T. Tolstoy; the materials are translated into other cultures with great difficulty. The well-known translations of her works and, in particular, the novel “*The Slynx*” into English do not provide the depth of all the cultural layers of the writer's worldview that are there. For example, in the collections of stories by T. Tolstoy, the American reader will not find a translation of the story “Plot”, which almost entirely consists of references to facts of Russian culture. The novel “*The Slynx*” is a tale, which is already intertextuality. However, not only the citation of national precedent texts is difficult for translation (the material side of intertextuality), but also references to national precedent phenomena. In particular, in the novel “*The Slynx*”, the coveted but insidious lights are not only fictitious tasty fruits, but also part of the Russian picture of the world; This is the passion of Russian people for picking berries and mushrooms. The translation of “Толубчиков”(darling) does not convey to the English-speaking recipient the humiliating and patronizing tone of such



treatment. Why “don’t go to the West either” is known only to those who are familiar with the history of Russian emigration; the release of goods from a warehouse is not only a picture from a terrible future, but an allusion to the well-known Russian situation with queues. In other words, the precedent component becomes much more difficult to translate than the lexical component. Moreover, the meanings that provide references to precedent phenomena are much richer than the sum of the lexical meanings that make up the text.

The onomatopoeic “pshsts” in the second case indicates that a certain part of the phrase sounds from a played record, but in the translation itself this phenomenon appears as the only signal. However, in the original, the entire description of the hero’s life occurs in the words of an old, familiar romance, and the hissing of the gramophone needle is just part of a large general stream of consciousness. Here, a type of prototext is used that has certain essential and universal features: regardless of national and cultural boundaries, the song genre is common to most cultures, and the recognition of a song is the theme of past feelings and colors. These parameters help to look for an analogy in another culture so that the words of a song with similar content become an organic part of the narrative. Using techniques of replacement or reconstruction of proto-texts, one can take the lyrics of the 1960s British singer Dusty Springfield as material for recreating imaginary proto-texts, in particular, *If you go away (If you go away...)* and *Broken Blossoms*. The following options are possible:

a) ...No, they won’t sail the sun, or ride on the rain, or talk to the trees; though, actually they will — he will return again — oh, he’ll really do! — for what good is love without loving Vera Vasilevna...

b) ...And listened again longing for all the birds in the summer sky, pshsts, when their love was new, pshsts, and their hearts were high...

c) A wind of fall, separation, oblivion... And Vera Vasilevna flies away, and all the good is gone... And I walk where once the grass was green...

d) He bought the flowers at the market — tiny yellow ones wrapped in cellophane. Broken blossoms.

The presented fragments of proto-texts recognizable to the English-speaking audience fit perfectly into the semiotic universe of English culture and provide the necessary tension between the intertextual poles present in the original text. With such a translation, the motif of chrysanthemums as a botanical species and their sad symbolism are lost, but this circumstance does not significantly affect the aesthetic function of the newly created intertext. The task was to model the search for an equivalent: to determine the most essential and elementary, ethnically uncolored components of a precedent text in order to search for a text with similar components in the TL culture. The problem considered is not always solvable, but in this type of prototext with a universal component, a solution was found.

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