

TRANSLATION OF EXPRESSIVENESS IN SPORT DISCOURSE

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Before we describe the difficulties that appear when translating texts of the sport discourse, let us characterize the type of discourse itself. It should be noted here this type has not been studied comprehensively yet. The researchers note it does not correspond to all the features of the institutional discourse. And we did not manage to find its clear definitions.

Sport discourse is a type of institutional complicated multifunctional formation that includes other types of discourse which are educational (can be found in communication between sportsperson and coach), judicial (appears in the aspects concerning the rules of competitions or singing in the contest etc.), political (penetrates in all international competitions) and medical (is a part of sport discourse, preparation and rehabilitation of sportsperson).

Also we can talk about interdiscursivity or the ability of a discourse to expand its borders and to “penetrate” into another discourse. Sport discourse interacts with and penetrates into the mass-media discourse.

To the precedent text of sport discourse we refer the rules of a game or a competition which are given to a person both by written and oral channel. There are certain rules in each kind of sport; they do exist though they can be of different volumes. If a person goes in for sport professionally she/he possesses the information about the anatomy of human body, inner processes, and correct nutrition. Of course, there is additional knowledge in every kind of sport, which should be known by a sportsperson (ratings of routes in climbing, different positions of players in basketball or football).

Linguistic Encyclopedic Dictionary treats the expressiveness as «a set of semantic and stylistic features of language units which ensure its ability to act in the communicative situation as a means of expressing subjective attitude of the speaker to the addressee or content of speech».

L.L. Nelyubin believes that expressiveness is «clearly-quality visual language that distinguish it from ordinary (or stylistically neutral) and give it the imagery and emotiveness».

Transfer of expressiveness in the translation from English to Ukrainian language is very difficult for the translator, as there are different linguistic means of expressing thoughts and feelings in these two very different languages. So the use of the same stylistic devices may

reduce the communication effect. To avoid it translators use different translation techniques, among which are the common translation methods that can be used in translation and special techniques of translation of expressiveness.

The common translation techniques are: the division of sentences, the combining of sentences, grammatical substitution, transcription, transliteration, calque, adding (expansion), omission (shortening), transposition, generalization, concretization, logical synonymy, modulation, lexical and semantic change, antonymous translation, explication, compensation.

The special translation techniques are: the reduction of expressiveness, the preserving of expressiveness, and expressive specification.

In sport discourse the expressiveness is presented on the different levels of the language and with the help of different means. At the phonetic-phonological linguistic level it can be realized with the help of alliteration, assonance, etc.

At the morphological level expressiveness can be represented by repetition of morphemes.

The expressive means at the lexical level are the so-called emotional vocabulary (cries, emotional and subjective evaluative adjectives), the use of epithets, slang and especially – metaphors.

At the syntactic level of language the choice of expressive means is not worse than at the levels pointed above. They may be different stylistic figures, emotional design, elliptical sentences, etc. As the mean of expressivity in the text can serve even sentence length, punctuation, tone selection, exclamation marks, question, dashes, commas, colons, and even point. Also to the expressivity of the text serves the use by the author such stylistic devices as rhetorical questions, repetition, ellipsis, inversion, and litotes.

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