

Міністерство освіти і науки України  
Сумський державний університет

# **ПЕРЕКЛАДАЦЬКІ ІННОВАЦІЇ**

## **МАТЕРІАЛИ**

### **VII ВСЕУКРАЇНСЬКОЇ СТУДЕНТСЬКОЇ НАУКОВО-ПРАКТИЧНОЇ КОНФЕРЕНЦІЇ**

(Суми, 16–17 березня 2017 року)

Суми  
Сумський державний університет  
2017

Описовий спосіб перекладу використовується як у випадку відсутності відповідного за значенням терміна в рідній мові, так і при поясненні його значення у словнику. Для перекладу складних термінів здебільш використовують також спосіб калькування.

На основі даного дослідження можна сказати, що в деяких випадках перекладач змушений використовувати декілька способів передачі безеквівалентних термінів одночасно, зокрема супроводжувати калькування або транскодування описовим перекладом, поданим в дужках. Передача англійських термінів українською мовою вимагає знання тієї галузі, якої стосується переклад, розуміння змісту термінів англійською мовою і знання термінології рідною мовою.

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## **ROLE OF CULTURE IN TRANSLATION**

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The investigation of culture bound communication as the act or process of exchanging ideas and information between two or more persons still remains an important challenge at present. In the course of study different aspects of this issue have been highlighted, focusing mainly on drawing attention to the way the theory of congruence and equivalence is applied to communicative units [1], methods of teaching translation [6] urban sustainability [4], mythological, philosophical, religious constituents of culture[8], translation and cultural change [3] and etc.

Culture, being an integral part of human's communication that significantly influences each individual's behaviour as a member of a

particular group of people, is closely linked with translating (interpreting). There exist various definitions and approaches to its study as culture is one of the basic notions in anthropology, cultural studies, social sciences, sociology, and the humanities.

Culture is the product of interacting human minds, and hence a science of culture will be a science of the most complex phenomenon on Earth. It will also be a science that must be built on interdisciplinary foundations including genetics, neuroscience, individual development, ecology and evolutionary biology, psychology and anthropology. In other words, a complete explanation of culture, if such a thing is ever possible, is going to comprise a synthesis of all human science. Such a synthesis poses significant conceptual and methodological problems, but also difficulties of another kind for those contributing to this science. Scholars from different disciplines are going to have to be tolerant of one another, open to ideas from other areas of knowledge [7, p.91].

Culture is treated as socially-acquired knowledge. For R. Hudson [2], there are three kinds of knowledge: (1) *cultural knowledge*, which is learned from other people; (2) *shared non-cultural knowledge*, which is shared by people within the same community or the world over, but is not learned from each other; (3) *non-shared non-cultural knowledge*, which is unique to the individual.

Culture is often defined as the blueprint for living of a group whose members share a given territory and language, feel responsible for one another, and call themselves by the same name. The culture of such a group (or society) consists of: (1) solutions to the problems of survival; (2) the ideals and values that shape rules of conduct; and (3) tools and other human made objects (*artifacts* or material culture). People become functioning members of the group as they learn and participate in the culture.

Though the term *culture* is used differently it always refers to some characteristics shared by a community, especially those which might distinguish it from other communities. We define culture in terms of common knowledge in norms of ethics, morals, law, values as well as traditions and customs of different groups of people and nationalities, forming the population of a particular country.

Culture functions as a cognitive basis of a particular community/society encompassing each individual's knowledge. Cultural treasure of each nationality is original, unique and determines the model of a person's behaviour. The model is a system of congruent and interrelated beliefs, values, strategies and cognitive environments which guide the

shared basis of behaviour. Each aspect of culture is linked in a system to form a unifying context of culture which identifies a person and his or her culture [5, p. 17].

Cultural differences may arise from racial, gender, religious, educational, social class, and background peculiarities. Culture is an open system for changing experience linked to dominant domestic ideologies, philosophy, policy of a definite language group and govern the identity-forming process of translation. All these make the process of communication, translation and interpretation difficult.

The approaches to defining translation range from formal, structural to semantic and functional depending on their viewing what translation process looks like. While the structuralists see the source and target texts as sets of structures, the functionalists try to render function rather than form of the source text.

In the process of communication culture helps us understand a source country better than language as it gives knowledge about the cultural variety of a society, individuality of its speakers, and the way they perceive the world. So focusing on the issue of translation from one language to another, we should say that the culture of both languages interact and influence each other.

Thus, culture is related to the time and place where it happens, is context-bound and has context communicative orientation, guides individuals' verbal / non-verbal behaviour, language choice and helps orient themselves in society as it effects linguistic, cultural, economic, ideological life of a specific language group of a definite country. The world is categorized in different ways and with the continuing globalization of English and new technologies implementation the way the reality is interpreted changes from culture to culture. Taking into consideration all these fundamental points will help avoid misunderstanding, misperception, mistranslation and misinterpretation between representatives of both the source and target cultures and achieve equivalence.

Translation deserves to occupy a much more central position in cultural history and the study of how or when cultural elements should be approached in the translation process, how to foreignize or domesticate cultural elements are the ways in which translation can be made productive in general and need further investigation.

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## **КОМУНІКАТИВНІ НЕВДАЧІ**

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Комунікація – це комплексний акт передачі інформації від однієї людини іншій. Процес міжособистісної комунікації не можна розглядати як звичайне явище, але слід розглядати як процес, який включає в себе учасників, їх роль в цьому процесі, свідому чи несвідому. Відомий дослідник семіотики Р.Якобсон визначив комунікацію, як процес передавання інформації між людьми за допомогою знакових систем. Культуролог Ю.Лотман розглядав комунікацію як переклад тексту з мови мого «я» на мову твого «ти».