Abstract

This paper is focused on one of the biggest and controversial issues of EFL teaching methodology in Russia. In recent years translation has been considered to be the most difficult area of research. The scientific field of translation is broad. It covers not only the linguistic sphere, but also psychological, social, cultural and many other aspects of human life and activity. Therefore, the term “translation” should be treated from the viewpoints mentioned above. Translation is an act of communication that happens among the author of the original text, translator and the recipients. As a result, translation serves as an instrument for mutual understanding between representatives of many different nationalities. In some way it’s a mediator for people that implements the process of cross-cultural verbal interaction. There are a lot of approaches to studying translation. The choice of an approach depends on the sphere of research. This paper is based on the authors' teaching experience of rendering articles of British newspapers and magazines at the department of foreign languages at the pedagogical university. The British Press is one of the significant phenomena of the British culture that many EFL students are truly interested in. It follows that to get the idea of the British culture it’s essential to understand the discourse of the British Press and to be able to teach students to comprehend it. This paper aims at discussing different ways of improving methods of teaching translation to future linguists and interpreters.

Keywords: teaching methodology, translation, reading comprehension, EFL, discourse analysis.

1 INTRODUCTION

Translation is getting popular with a young generation because it builds bridges between nationalities and also provides interesting information that further turns into knowledge about another nation. Moreover, translation serves to realize communication between people. It means that translation is essential in a modern life where all students (young generation) promote the idea of collaboration between different countries in order to cognize not only unknown mentality but also the way of thinking, culture. In some way translation gives the opportunity to become a part of different societies. One of the first theories of translation appeared in 1540 in the book «La Manière de Bien Traduire d'une Langue en Aultere» by Étienne Dolet. The scientist pointed out the basic principles for translators that are still in use:

1 The translator should understand properly and clearly the source language;
2 The translator should understand properly and clearly the target language;
3 The translator should be knowledgeable in the subject matter [1].

Translation studies as a science was invented by the Amsterdam-based scholar James S. Holmes in his work "The name and nature of translation studies" [2]. In science other terms of this discipline can be found, i.e. translatology, translation and interpreting studies.

Translation studies also can be of different types. The criteria of its classification is formulated according some principles, i.e. method and approach or code and mode. According to mode it can be written or oral. According to code type translation is divided into three groups:

1 Intralingual translation (rewording) an interpretation of verbal signs with the help of other signs of the same language. It’s based on the usage of synonyms, paraphrases or replacing idioms;
2 Interlingual translation (translation proper) an interpretation of verbal signs with the help of other language. It’s based on the replacing code-units by equivalent code-units;
Intersemiotic translation (transmutation) an interpretation of verbal signs with the help of non-verbal sign system. It's based on the usage of sings and signals for the purpose of communication [3].

In the modern world the requirements of translating competence has acquired the following features: proficiency of SL and TL, knowledge of sources and target cultures, familiarity with the topic and register, vocabulary wealth, awareness of SL decoding, transcoding and TL encoding. It should be highlighted that requirements have increased because the science of translation studies is in the process of development. It means that there is a possibility of emergence of some new requirements.

2 THEORETICAL GROUNDING: CONTEMPORARY APPROACHES TO TRANSLATION STUDIES

Translatology as a science can be interpreted in different ways. The way of interpretation depends on the purpose of translation. First of all, there are six contemporary approaches to theory of translation. Such as sociolinguistic, communicative, hermeneutic, linguistic, literary and semiotic approach. Each approach implements its special role.

The sociolinguistic approach focuses on the social aspect of the context. According to this approach the translator is the representative of the output of a definite society. The representatives of this approach are Annie Brisset, Even Zohar and Guideon Toury. The communicative approach is based on the experience of conference interpreting. The main idea of this approach is to translate the meaning but not the language. Therefore, language in this approach is a tool of transmitting the message and sometimes it's regarded as a barrier for understanding. The representatives of this approach are D. Seleskovitch, M. Lederer. The hermeneutic approach was developed by George Steiner. The main idea of this approach is that any type of communication is a translation and translation itself is not a science, it's an art. As a result, a translator is a writer in some way because his main aim is to reflect what the creator of the text decided to say. The linguistic approach regards the translation from the view of its structural units, i.e. the word, the syntagm, the sentence. This approach reflects structuralism, pragmatics. The literary approach is concentrated on the idea that translation is the result of experiencing a culture. Language here is not a tool, it possesses an energy that can be felt through words and these words are hosts of various cultures. The semiotic approach regards the translation from the point of view of signs. It pays attention to the collaboration between a sign, an object and an interpreter. As a result, translation is considered to possess an interpretative feature because it interprets texts and at the same sociocultural aspects [4].

All approaches that have been mentioned are definitely important because they show that translation can be realized from different sides. The choice of the scientific area for translation depends on a translator, his aim and a text. But the most difficult point is to transfer the meaning that is invisible and not so obvious. Therefore, language is only a means to get to the author's thought, idea and message. In some way it's an instrument that contains a code that should be decoded and interpreted. As a result, translation possesses an inconsistent character. A translator can face such difficulties as syntactic, semantic, phonological, prosodic, cultural, phatic, paralinguistic, psychological constraints and time lag. Lexical constraints are connected with lexical incompatibility, neologisms, jargon terms, blended words. According to the opinion of Jackendoff [5] if the translator understands the meaning the syntax is not a problem. It implies by instinct. Phonological and prosodic constraints are based on features that do not exist in either SL language or TL language. Cultural and phatic constraints refer to culture peculiarities. Such as religious, political, social aspects that are considered to be the most difficult one. Psychological constraints are connected with the author's and translator's psychological states. It includes their mood, their state of mind, their character. Time lag is the lapse between the reception and the production.

All mentioned components depend on each other. It means that they interact in order to be combined in one unity – text.

3 CULTURAL APPROACH TO TRANSLATION THEORY

In the first part of the article different approaches to translation have been mentioned. But nowadays the most modern and actual one is cultural. The term “cultural turn” has recently appeared in science. This process presupposes that cultural approach supersedes linguistic approach and cultural factors prevail in translation. While the traditional linguistic approach focuses on word, phrase, sentence because these components are translational units, in the cultural approach culture becomes the main
translational unit. So it highlights the shift from the source text to the translated text, from the author to the translator, from the source culture to the receptor culture.

What is more cultural approach is divided into several perspectives. The first perspective is “to translate from cultures” where the difference ought to be explained. The second perspective is “to translate for cultures” where the difference ought to be minimized (domestication) or emphasized (foreignization). The third one and the last one is “to translate between cultures” where the difference ought to be aligned in order to build a new interspace.

The translation from cultures presupposes the connection of grammar with the context of situation and with the context of culture. Therefore, the translation plays a significant connecting role that requires locating the text in a prosperous cultural and linguistic context with the help of language. In this case the translator is a frame creator that explains cultural differences to the target reader using extratextual stuff. This approach was used in the translation of the Bible and some scholarly works. Nowadays it’s not very actual and gradually loses its importance.

The translation for cultures means to translate through dynamic and functional equivalence. So the translator should find the most natural equivalent in both terms of meaning and style. The target words lead to one and the same associations and emotional effects as in the original text. It means that there should be no misunderstanding in the target translation. This approach possesses the linguistic characteristics and nonverbal aspects to mark cultural practices and at the same time this approach possesses cultural ideas that are reflected in the analysis of language collocations. Culture and context are fixed and structured and they frame the original and translated text. Moreover, text here is an integral system of cultural signs. According to functional equivalence the translator should build a particular static context of culture. Afterwards a new idea of rewriting has appeared as a way of translation in terms of this approach. So this thought has led to the idea of adaptation of the text but not the translation. As a result, the translation for cultures has divided in two segments: translation and adaptation. Cultural filters have been used as an instrument to interpret the text. This approach is used in the translation of instructions, manuals for the various languages; in the adaptation of the language of the software instructions, responses in the computer or in the phone.

The translation between cultures means the implementation of intercultural communication. It should be specified that this approach is not a language-based one that has a functional equivalence. In this approach intercultural situation is very important. Intercultural situation is connected with cultural distance between participants. The term “meaning” is built up through the filters of context, situation, and culture. This approach concentrates on the difference of one and another in terms of communicability and of a reader’s tolerance of cultural distance. The translator tries to define the relative distances between the source and target contexts of culture. The relative distance means cognitive conditions, norms, values, beliefs. So it requires the bicultural competence, to be able to associate and disassociate from the translator. More over there is a model of reaction of two readers, the one that is original and the other is target. It’s considered that the second reader (target-reader reaction) is more idealized or refers to model cultures. What is more the translator is considered to be a mediator that also chooses the meaning in compliance with his own sometimes conflicting professional and committed roles to identify two cultural worlds.

Therefore, cultural translation presupposes the act of interpretation of the world. In this position translation derives from the Latin word that defines as “carried across” [6] In some way foreign cultures are “carried across” to domestic readers in textual form. It means that the focus is more on people who perceive a new position, a new home, a new culture bearing their own culture with them.

The meaning of the term “culture” should not be underestimated because culture is a creation of mankind at the same time reflection of man’s vision of the outlook, his traditions, customs, his nation, his belief, his society, his psychology, his values. As a result, translation and culture can’t be separated. They are two interacted, closely connected and “inter-reflect” systems that are significant in their cooperation.

To sum up the whole information it’s better to single out the mains aspects of cultural aspects:

1. Translation is initially contextual;
2. The focus is shifted from the language to the culture;
3. Discourse is used to reassess the context and the conditions of translation;
4. Translation is considered to be the most powerful mode of cultural construction and it’s an instrument for the nations to create their ideologies;
Cultural approach is also a methodological one; Moreover, cultural approach shows that translation possesses a great power. It has the same functions as the notion “culture” It can manipulate, broaden one's mind, it penetrates in every sphere: politics, sport, social and many others. Therefore, the role of a translator in this approach is essential. He is like a patronage that forms the understanding of a new culture that is totally unknown and alien for readers. Cultural approach allows translators to demonstrate the representation of the culture, cultural discourses within and across languages and national cultures.

4 BRITISH PRESS THROUGH THE CULTURAL APPROACH & TEACHING PRACTICE

Press has always been the main source of information and the most powerful tool of formation, creation, visualization and manipulation. Therefore, its main functions are informative, manipulative, ideological, entertaining. The function partly depends on the type of the article and its aim. But one aspect is invisibly present in press. It’s a cultural component. Earlier it has been mentioned that culture penetrates into all spheres but at the same time it’s a reflection of human’s life. As culture reflects human’s life and press is devoted to inform about human’s life these two items are inseparable. They invisibly interact and create a symbiotic relationship.

Usually press is used by teachers at the English lessons in many cases, i.e. to improve lexical vocabulary, to introduce to British culture, to involve into Cross-Cultural communication. What is more at the lessons of translation practice British Press is often applied. The main reason of its usage is the possibility to learn many up-to-date words, modern collocations, grammatical structures and without a doubt to get acquainted with the culture of the learned language in order to immerse into it. But there is one problem that a student can face while reading British Press – understanding. Any student has to understand the article in order to do some task. In our case to understand means to translate in a broader sense. In this article the term “to translate” implies the meaning “to be able to penetrate into another culture and transmit the knowledge and make it comprehensible to the reader”. Moreover, while translating the article the student has to be tolerant with the text not to violate the “sense”. It means that the initial meaning and the cultural aspect should be preserved. Therefore, it’s necessary to use cultural approach because it focuses on culture through the language and it includes two personalities (a translator and an author) who are not in a conflict but in a collaborative relation.

In order to avoid mistakes of students the teacher should explain the algorithm of translation. The first step of the student is to look through the text to reveal the general sense of the text. This moment is very important because in any press sections no matter whether it’s devoted to sport or to politics there is a mixture of terms, words from different spheres. Sometimes the author uses sportive terms in politics sections to highlight some event and to draw the reader’s attention. Therefore, it’s essential to examine the whole text before starting the translation. The next important factor is connected with the lexicology. The student has to remember that any word possesses a great variety of meanings that sometimes are not synonymic, i.e. it means that the words are polysemantic. It presupposes that the student ought to look up in a dictionary all meanings and only then choose the most appropriate one. While choosing the suitable meaning of the word the student should also take into consideration the stylistics of the text, i.e. expressive means and imagery items. The last but not the least important thing is to take into account the extra linguistic knowledge. The student has to use some additional information from different sources to immerse into the cultural atmosphere of the text.

To demonstrate how the algorithm is applied within cultural approach we take as an example the article of 2019 year “The language of birds” by Jill Dawson in the newspaper “The Guardian” that is often used at the lessons of translation practice [7]. The article describes the content of the book revealing its idea and events taken place in it. The title of the article has the same heading as the book. So to translate the heading of this article the student has to follow early mentioned steps. From the first sight it seems to be easy to translate this heading. But if the student examines the extra linguistic characteristics of the collocation “language of the birds” (s)he’ll understand that the accent is on the mythology and its meaning. The author of the text doesn’t speak about the new type of the language and it’s not a simple wordplay. The author refers to a medieval literature where the language of birds is a symbol of divination, wisdom and it’s a key to perfect knowledge. Therefore, the student ought to use this information to translate the heading otherwise he loses the cultural aspect of this collocation.
5 CONCLUSION

To sum up the analyzed material, it's important to emphasize that cultural approach to the translation is the most appropriate way that helps to comprehend the text, its idea and sense. Translation in the cultural approach is not a tool; it's a mediator between the author, the reader and the translator so to put it another way the translation is in some point a communication that is impossible without cultural aspect.

REFERENCES


