АКТУАЛЬНІ ПРОБЛЕМИ ФІЛОЛОГІЇ І ПРОФЕСІЙНОЇ ПІДГОТОВКИ ФАХІВЦІВ У ПОЛІКУЛЬТУРНОМУ ПРОСТОРІ

МОВА

ПРОФЕСІЙНА ПІДГОТОВКА ФАХІВЦІВ У ПОЛІКУЛЬТУРНОМУ ПРОСТОРІ

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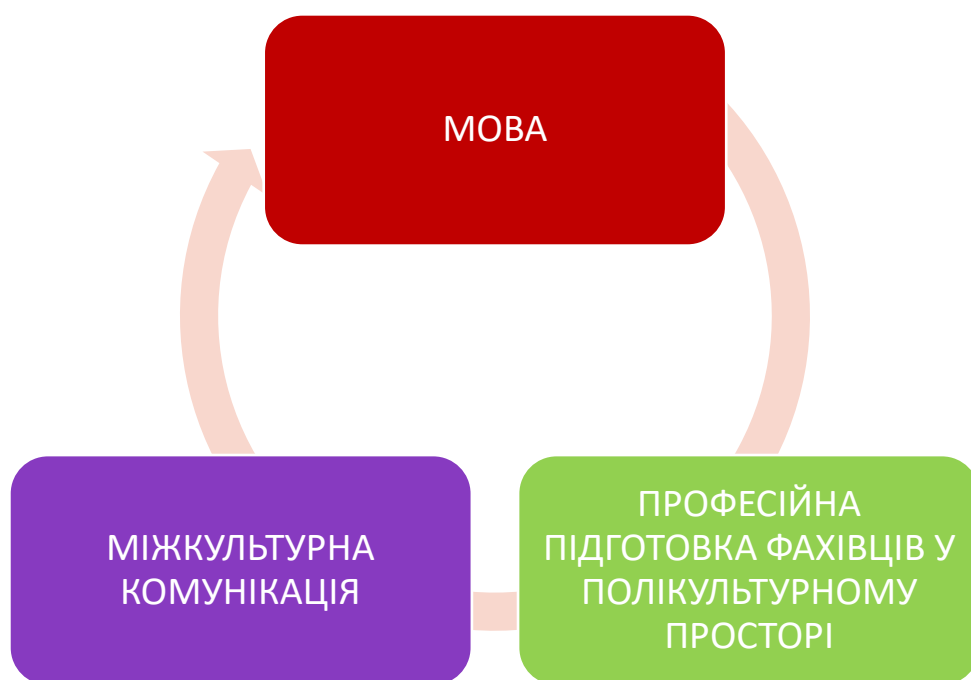# АКТУАЛЬНІ ПРОБЛЕМИ ФІЛОЛОГІЇ
І ПРОФЕСІЙНОЇ ПІДГОТОВКИ ФАХІВЦІВ
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ON THE ISSUE OF INTERACTION OF THE CROSS-CUILTURAL COMMUNICATION AND TRANSLATION STUDIES

Key words: *cross-cultural communication, interaction, peculiarities, translation studies.*

In the process of rendering culturalal peculiarities in translation there occur errors, ruining adequate perception of artistic texts. Culture in the modern understanding is defined as the relevant issue focused upon the description and interpretation of cultural values, works of art, literature, national customs and traditions of different nations, their walk of life, conduct, mentality and world perception.

Consequently, linguistic priorities have changed reasonably, with the shift in orientation to the issues concerning national and cultural language specificity, world outlooks variability in different linguocultural communities. Scholars underline the relevance of regional studies and intercultural communication for translation studies as well as their interrelation.

In the focus of the research there are discrepancies in linguistic world pictures of American and Ukrainian cultures and possible ways of neutralizing potential communicative conflicts and failures in translation.

The history of the research in regional studies on the issue of cultural components rendering dates back to the works of such well-known linguists as T. Kyiak, G. Tomakhin, O. Cherednychenko, and E. Markstein. Unlike the previous works, dedicated to the issues of fundamentals of the semantics and pragmatics of the national and cultural components of artistic texts, this investigation is an attempt to find apt ways of their faithful and adequate rendering.

The novelty of the research consists in the focus upon the cultural environment in re-creating the semantics and pragmatics of the source artistic text with regards to the changes in the world outlook and mentality for the representatives of different nationalities, in particular for Ukrainian target audience.

The objective of the research is to dwell on the interaction of translation studies and cross-cultural communication as discipline both in the theoretical and practical aspects. The tasks are as follows:

- to perform the analysis of cultural and national components as potential challenges in translation;

- to systematize the existing approaches to adequate rendering of cultural and national components;

- to determine the most appropriate translation strategy and operations of rendering cultural components in American artisic texts in Ukrainian translation.

The urgency of the research is in its orientation at the relevant field of interaction of language and culture which is manifest in two aspects: culture, reflected in the language (the specific national language world picture), and the culture, described by the language (the presentation of culture facts in the text content). This research is urgent both in regional and translation studies.

The methodology of the research included the methods of sampling, comparative and translation analysis, as well as some elements of the quantitative method.

In the focus of the reearch there are challenges of cultural components rendering. The first task is to systematize cultural elements in artistic texts, the second – to describe all the possible ways of their rendering in translation.

Language as a nomination intrument interacts with culture not only in the aspect of its secondary, man-made nature, but also in the process of the world's cultural modification due to adaptation to the needs of the human society. Language divides world pictures of different nations by expressing and representing various kinds of mentality. It is also essential that language signs are soaked with culture while cultural component may be expressed both in denotative or connotative meaning.

The cultural component is realized in denotative meaning in case of nomination of national and cultural objects and phenomena like Maslenitsa or Pancake Week, zavalinka or counter; those in connotative meaning are expressed in cultural symbols with metaphoric meaning like bear in Russian as the embodiment of clumsiness and in German as the symbol of power.

The loading of the source text with cultural content occurs in two ways: by means of linguistic units with the cultural component realized via denotative meaning, with the cultural component presented as connotations or inclusions of extended descriptions of various objects, cultural phenomena, historical events or concise allusions.

Each of the above-mentioned ways of cultural representation in the source text is interwoven with certain challenges for translators. This results from the following two reasons: 1) the phnomena of the alien culture are unfamiliar for the target language speakers; 2) similar cultural phenomena are analyzed in different ways by different nations, as for example positively by native source language speakers and negatively by native target language speakers.

Translation equivalence is unattainable, as the main condition of equivalence is not complied, namely it's impossible to achieve potential equality of the impact on the target audience of the source text and translation text respectively.

This is another argument to support the opinion that cultural discrepancy in translation studies is a stronger obstacle than linguistic discrepancy. There are two opposite strategies of rendering the cultural content of the source text.

The former consists in adapting the source language culture to the perception of target language speakers: the cultural discrepancies are mimimized, vividly specific notions are replaced by more general concepts (generalization) or the similar ones (adequate replacement).

The latter strategy is the contrary to the above-mentioned: the target audience is transferred into the world of the target language speakers: cultural discrepancies are sometimes emphasized (the wide distribution of transliterations).

In both cases explicit and implicit translator's commentary is used. The former strategy is also known as the stronger adaptation, the latter – the weaker one. The choice of the stronger or the weaker cultural adaptation is determined by the position of the cultural variety in the system of cultural values.

If national coloring is one of the main advantages for the reader, the strategy of weaker adaptation is used. If the most relevant are universal values and issues, the stronger adaptation is chosen.

Translation process inevitably presupposes semantic losses. This is especially true for folklore translation (for instance there are no adequate equivalents for many culturally and nationally colored realia). The most vivid and artistically and aesthetically relevant cultural details are neutralized. As a result, there arises the issue of translation rentability and sometimes free interpretation or retelling is preferred.

Thus, it may be concluded that the solution of translation challenges stemming from linguocultural translation is predetermined by the translator's competence and ability to select the adequate degree of their substitution for functionally similar elements of the target language culture. Provided this requirement is fulfilled, sufficient culturological errors andirregularities are excluded. As it has been mentioned above translation is studied in the following two aspects: 1) as the reproduction of the source text semantic invariant (content) with functionally differentiated presentation; 2) as the adaptation of the source content and form to a new linguistic and ethnic environment predetermining changes in presentation.

The total identity of the source text and translation text in rendering the realia is impossible due to the discrepancy in connotational meaning and cultural and sociopolitical associations. Realia have the utmost potential of expressiveness and assessment. The knowledge of the realia and of the possible ways of their rendering are the criteria of translator's competence. The main determonator of qualified translation is adequate reaction of the target audience in the translation languge culture similar to that is the source language culture.

Translation transformations come in hand when translator encounters challenges in rendering the meaning of realia in artistic texts. Semantic development, loan translation, different type of replacement and compensation seem to be the most productive translation devices. The prespective is seen in investigating other interdisciplinary issues of cross-cultural communication and translation studies.

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THE PLOT OF "LITTLE WOMEN" BY L.M. ALCOTT: BETWEEN PATRIARCHALISM AND THEATRICALITY

Key words: L. M. Alcott, text interpretation, identity, patriarchalism, theatricality

The triple strategy of text interpretation ("rereading-reclaiming-redirection"), introduced by L. Paul in her article "Feminist Criticism…" under the influence of feminist theory [8, pp. 98-108] was targeted predominantly at the texts underestimated by official literary criticism. From this point of view L. M. Alcott's "Little Women" became an ideal object for contemporary analysis, since it had been marginalized as a sample of both sentimental prose and children's literature. The non-canonical status of the text deprived scholars of the ability to find and decode progressive ideas, hidden in L. M. Alcott's story under the layer of moralizing and didactics. Thus, "Little Women" was probably the first American book to bring the word "teens" into children's literature [9, p. 30] combined with the representation of corresponding psychological challenges.

If to consider the characters' uncertainty when reflecting on self age or gender position, the attention of contemporary critics to the problems of identity represented by the text seems logical. While a developed identity is always a sign of a mature personality, the age 11 – 18 is depicted by Erikson as the key period of the selection between the positive pole of self-recognition and the negative pole of role confusion [5, p. 15]. Still, since an identity crisis often depends upon generational problems, one can feel a contradiction between a psychological validity and the patriarchal idyll permeating the discourse. M. Bachtin was among the first scholars who noticed the compliance of a family novel with the idyllic type of the spatial and temporal relationships [4, p. 75]. In L. M. Alcott's text the elements of the idyll build a traditional scheme represented by:

- The cyclicality of time covering the period from one Christmas to the next;
- The dualism of the children's world where the "alien space" (the school, front, hospital, Washington – all the locations associated with negative feelings of fear, sorrow, humiliation, grief) is opposed to their "own space" with its perspective for a young girl to sustain the integrity of her life [4, p. 75];