
About The Concept Of "Translation Strategies" In The Translation Studies

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Abstract

In modern translation studies, the phrase "translation strategy" is widely used to describe the translation process. This article analyzes the concept of "translation strategy", various definitions of this term, the reasons for the emergence of this concept. In a number of cases, the specific content of a given concept is generally unclear. The same researchers put different content into this phrase. "Translation strategy" can indicate principled approaches to solving particular problems within the framework of a general task. Use the phrase "translation strategy" to refer to the methods used to achieve the goals formulated when choosing a "translation strategy". In addition, in many cases, this phrase denotes specific translation techniques. On the other hand, the phrase "translation strategy" is used to denote general translation approaches in translation. The article also discusses the principles and content of the translation strategy. The survivability factors of the translation strategy are interpreted.

Key words: *translation studies, translation strategy, SL (source language), TL (target language), probabilistic forecasting, pre-translation" analysis*

1. INTRODUCTION

Translation is not a well-oiled mechanism, not a memorized algorithm and an unwritten sequence of actions - every time it is a complex creative process that requires enough effort, because you need to convey to the recipient of the text exactly the emotional and informational potential that the author has put into the text. The difficulty lies in the fact that the direct object of translation activity is not the text itself as an ordered set of linguistic units, but its meaning, which, as you know, is not equal to the set of meanings of these units. Each new text as a whole requires its own approach, but there are some skills and ways of solving translation problems that facilitate the translator's work, and maybe even help in developing

his own strategy. For a translator, the first step to preserving the meaning of the original in the translation is to know the exegesis of the text. Only if the translator correctly understands the original message he can adequately transfer it into another language; only then will he be able to translate historical and didactic passages clearly and accurately, only in this case he will be able to avoid the pitfalls associated with the presence of incomplete, extraneous or different information in the translation. Thus, the preservation of the meaning of the original can be analyzed from two positions: what should be strived for in translation and what should be avoided. If we assume that the translator comprehends the meaning of the original, then he must transmit the same information that was contained in the original message.

Meanwhile, the process of translation is not a simple replacement of units of one language by units of another language. The process of translation as a specific component of communication with the use of two languages is always a human activity, it accumulates problems of philosophy, psychology, physiology, sociology and other sciences, not to mention linguistics, the dependence of translation on which there is no need to prove. The problem of translation, and even literary translation itself, is not new. Its apparent origins date back to Ancient Rome; Even Cicero formulated that words in translation should not be counted, but weighed, and, therefore, even then the problem of fidelity to the original was solved - one of the cornerstones of translation practice over the next two thousand years. And although views on translation have developed into a coherent system only in recent decades, the history of European culture still has many attempts to express these views as they hoard. As it is known, the concept of translation is traditionally meant a thought or a system of thoughts, reflecting in a generalized form objects and phenomena of objective reality and essential - and not external connections between them. Scientific concepts and their systems, in contrast to concepts in a broad sense, reflect fragments of reality studied by various sciences and scientific theories, as well as the results of generalizing the experience gained in the process of such study. Both concepts in a broad sense and scientific concepts materialize in linguistic form - in the form of separate words or phrases. In the case of scientific concepts, the latter are terms.

2. MAIN PART

The concept of "Translation strategies"

Translation - the activity of interpreting the meaning of a text in one language (source language [SL]) and creating a new, equivalent text in another language (translating language [TL]).

The purpose of translation is to establish an equivalence relationship between the original and the translated text (so that both texts carry the same meaning). These restrictions include context, grammar rules of the source language, writing traditions, its idioms, etc.

In the process of studying, there is a deepening of knowledge about reality. But this takes place only when, firstly, the mental actions used in the process of cognition reflect the objective and not the imaginary essence of the studied object, phenomenon or connection, and secondly, when they are objectified correctly, if the words chosen for their designation or phrases adequately express the essence of the concept being defined. In other words, concepts

that acquire their real mental-speech existence only as part of a certain theory should have "a relatively clear and stable content and a relatively clearly defined volume." Only in this case, from their totality, it is possible to logically deduce new knowledge about the objects studied by this theory. Concepts represent the result of cognition of an object or phenomenon at a given moment.

In modern translation studies, the phrase "translation strategy" is widely used to describe the translation process. It can be found both in scientific and educational literature, as well as in all sorts of regulatory documents - in curricula, plans, examination cards, etc. This phrase, the use of which is unconditional, clearly claims to be terminological, and the concept it denotes - to belong to the fundamental concepts of translation studies. However, when trying to find out what exactly the science of translation understands by translation strategy and how much the use of this phrase deepens our knowledge of reality (in this case, the translation process), a far from unambiguous picture emerges.

First, this term (if you consider it as such) exists in several variants. Along with the "translation strategy" one can find the phrases "translation tactics", "translator's strategy" and even "strategy of the translator's behavior in the translation process". All these phrases are used as semantic variants not only by different, but sometimes by the same authors. Terminological variance is an objective phenomenon, however, a necessary condition for its existence is the identity of a special concept within the framework of the terminological system, and the term itself, by definition, should accurately express the concept it denotes

Secondly, the definition of "translation strategy" is absent in the "Explanatory Dictionary of Translation Studies" by L.L. Nelyubin, the most complete to date special translation manual, "which contains 2028 dictionary entries extracted from 224 sources" [18: 2]. Meanwhile, the phrase "translation strategy" was widely used, in particular, by A.D. Schweitzer, V.N. Kommissarov and continue to be used by their followers. What then is the matter? Perhaps L.L. Nelyubin simply did not want to "extract" him? But why? And - what is most surprising - V.N. Kommissarov did not want to "extract" it, who supplied his textbook "Modern Translation Studies" (2001) with a short dictionary of translation terms. He also did not include "translation strategy" in this dictionary. Either R.K. Minyar-Beloruhev did not include it. in his monograph "General Theory of Translation and Interpretation".

Thirdly, and this is the most important thing, not only different, but sometimes even the same researchers put different content into this phrase. On the one hand, it is used in the broadest sense, in the meaning of "how to translate, the art of translation." Often in this case they speak of a general "translation strategy" There are also semantically similar designations. N.A. Kryukov in the textbook "Theory of Translation" talks about the plan of activities that the translator develops, but at the same time uses the phrase "translation strategy", as well as, as a variant, the phrase "strategic line". [14: 48] The latter he defines as what needs to be done so that the receptive meaning extracted by a foreign language and foreign cultural communicant is similar in its essential features to the author's intentional meaning "[14: 159-160].

As a rule, the authors do not specify what exactly needs to be done in order to achieve this indisputable goal, since the prevailing opinion is that the "translation strategy" can and should be developed and then implemented by each translator independently. In particular,

A.D. Schweitzer, who proceeded from the fact that translation, which is “a selection process determined by a set of variables ... cannot be rigidly determined,” believed that translation as a process consists of two main stages: the development of a program of translation actions (strategy) and implementation of this program. [23: 63] Sharing the views of those researchers who believed that the totality of relations between the components of the translation process is an “indistinctly defined” system, and the translation process itself is a completely and entirely heuristic game, A.D. Schweitzer came to the conclusion that the first stage includes no more or less obligatory rational operations that science should strive to identify, but a series of subjective, in accordance with the translator's personal axiological ideas, choices: literal - free - literal - exact translation, etc. He also spoke about the “general translation strategy”, within the framework of which, in particular, the issue of transferring the temporary and national originality of the original text should be resolved.

Although it is believed that there are only “general principles of translation strategy”, nevertheless, the elements of “translation strategy and technique” should be mastered. In this regard, they also talk about the “strategic tasks of certain types of translation.” In literary translation, for example, “the strategic task is to convey the artistic and aesthetic function of the original” [13: 84].

“Translation strategy” can also designate fundamental approaches to solving particular problems (= “how to translate or do something”) within the framework of a general task (general “translation strategy”). Some authors talk about the “general strategy of overcoming literalisms and finding the optimal option” [21: 24], about the “translation decision strategy” (that is, how to make a decision) [23: 21], about the “strategy of distribution of attention (= “how to rationally distribute attention”) [30: 113], or “strategies that ensure the effective distribution of the translator's cognitive capabilities and prevent an overabundance of verbal information” [30: 110]. The latter, in particular, include the use of generalization techniques, deliberate omission of information, additions, etc.

On the other hand, the phrase “translation strategy” is used to denote general translation approaches in translation. For example, the “deverbalization strategy” is a concentration on the sense of presentation rather than on the form [30: 109]. In a similar context, they also talk about the “strategy of improvisation”, about the “strategy of poetic translation”, etc.

Based on subjective target attitudes, they distinguish the “strategy of literal and free translation”, “the strategy of genre of poetic stylization”, “the strategy of non-rhymed translation” [8: 309, 315], “the strategy of forenization and domestication” [29 : 172] (“the strategy of exoticisation and development” according to another terminology [2:7]), etc. A.D. Schweitzer, who, by the way, equated the “translation strategy” with the translation mechanism, believed that within the framework of this “strategy” the translator “must make a fundamental choice - whether to keep the conventions of the source text or replace them with the conventions of translation” [23 : 33]. Similarly, T.A. Kazakova writes about the so-called “semantic translation”: “The process of semantic translation is a natural interaction of two strategies: the strategy of orientation towards the way of expression adopted in the translating language, and the strategy of orientation towards the preservation of the features of the original form of expression” [10: 14]. This is also closely related to the implementation of the so-called pragmatic super-tasks. The pragmatic norm of translation into English can be

defined as the indispensable requirement to ensure the pragmatic value of translation. It is not the norm in the full sense of the word, since the pragmatic overarching task of a translation act may be individual and not characteristic of translation as such in general. However, the modification of the results of the translation process into English for pragmatic purposes is a fairly widespread phenomenon, without which a normative assessment of translations as subjects of translators' activity is impossible. The desire to fulfill a specific pragmatic task is a kind of function that subordinates all other factors of the translation norm to itself. Solving such a problem, an English translator can abandon the maximum possible equivalence, translate the original only partially, change the genre or other belonging of the text during translation, reproduce some elementary features of the translation, violating the norm (regularities of semantics) of the translated language. "Translation strategy" can be built and rebuilt [4 : 26-27].

They also use the phrase "translation strategy" to denote the methods used to achieve the goals formulated when choosing a "translation strategy", general or specific ("trial and error strategy", "linearity and probabilistic forecasting strategy" [8 : 4] and etc.).

In addition, in many cases this phrase denotes specific translation techniques included by A.D. Schweitzer into the concept of "translation technology": "waiting strategy", "stalling strategy"/ Stalling is a strategy that attempts to buy time by slowing down the delivery of translation material or repeating thematic information that does not contain anything new in order to fill a too long pause [5: 130]. Stalling in translation literature is often described as a technique for solving problems associated with putting the verb in the last place in the SL. Unlike the waiting strategy, when using this strategy, a simultaneous interpreter does not keep a pause, but fills it in with thematic information, in some cases without avoiding repetitions. The challenge, as in the previous case, is to buy time to get a broader context. Stalling is often used in cases where the pause in translation may turn out to be too long, and the speaker's "hint" comes after several semantic groups of the original [8: 4,7], "strategy of substitution of direct and syntactic correspondences" [23: 24]. R.K. Minyar-Beloruhev actually identified the "translation strategy" with translation methods, which he defined "as a purposeful system of interrelated techniques, taking into account the type of translation and the naturally existing methods of translation" [17: 155]. R.K. Minyar-Beloruhev identified three such methods: the text segmentation method, the recording method and the method of transforming the source text [17: 193]

In a number of cases, the specific content of a concept is generally unclear. What, for example, is the "stage of defining the semantic strategy and tactics of the text", highlighted by some researchers in the procedure of "pre-translation" analysis? Or "the principle of strategy" [8: 1] A "strategy of creativity", "creative strategies of the translator" [8: 336,] or "the strategy of searching for individual creative solutions" [13: 19], taking into account that, by the general opinion, creative, heuristic acts are by definition unknowable? It's hard to say. Sometimes the perception of a concept is complicated by poorly formulated conclusions such as "The concepts of a " translation strategy "and a " problem "of translation turn out to be equivalent" [2: 66].

Thus, it turns out that the "translation strategy" is at the same time just "a kind of translation thinking, which underlies the actions of the translator" [15. P.356] (everything must be done

creatively, that is, well), and plans aimed at solving specific problems that make up his overall task. When trying to concretize the nomenclature of "strategies", the list of private strategies that make up the general "translation strategy" (of the translator) includes both general approaches, methods, plans, and operations - conscious and semi-intuitive. For example, N.A. Dyakonov [2:166]. in the process of literary translation identifies eight strategies:

- the strategy of understanding the genre and style of the text,
- the strategy for determining the dominant density of the text,
- the strategy of probabilistic forecasting,
- the trial and error strategy,
- compression / decompression strategy,
- the strategy of compensating modifications,
- the strategy for the transmission of attitude,
- literal translation strategy.

The trial and error strategy is one of the methods of achieving equivalence and adequacy in the translation strategy. Schweitzer defines the trial and error strategy as a strategy of "progressively approximating an optimal solution by rejecting options that do not meet certain selection criteria" [22: 272]. This strategy is directly related to the concept of wide and narrow context. One of the advantages of written translation over oral translation is that the translator almost always has a wide context. In the translation strategy, such cases are incomparably fewer. A simultaneous translator cannot turn the page and see what follows next, what is behind this or that concept. First of all, we are talking about those cases when there is no ready-made transcript of the speech in the translation booth. This strategy is often used when the sender of the message lists a number of concepts that are difficult to translate without a broad context. In this case, a literal (symbolic) translation can be of invaluable service.

The strategy of probabilistic forecasting (PF) consists in the early determination by the translator of the linguistic components of the text that will appear at the output in the TL. So, in some cases, a simultaneous translator can determine what the verb will be in the original text before it appears in discourse. The PF strategy in the translation literature is described as a strategy applicable mainly to constructions in which the verb is in the last place, or in cases where the key noun phrase is at the end of a semantic group.

In translation theory, compression means the transformation of the original text in order to give it a more concise form. Compression of the text is achieved by omitting redundant elements of the utterance, elements replenished from the context and out-of-language situation, and also by using more compact forms of expression [22: 271]. The decompression strategy is exactly the opposite of the compression strategy.

PROBABLE FORECASTING (PF) is directly related to the pragmatic aspect of the. Moreover, any strategy cannot be considered separately, since a simultaneous interpreter always faces a dilemma as to which strategy to choose at a particular moment of translation. The relationship between strategies in the translation strategy should be studied primarily from a pragmatic point of view. The joint consideration of strategies is also important because the text of an oral message is a coherent structure based on in-text pragmatic links.

Pragmatics are most fully involved in the TS process. The pragmatic model of simultaneous interpretation is built on the basis of psycholinguistic data of perception and speech production, adapted to TS based on three theories: the theory of relevance, which describes the relationship of a speech message [26] models of mental perception [9] and frame semantics [3], describing the recreation of background knowledge as the initial basis for the implementation of the TS. A number of authors describe pragmatic relations in translation as the study of the relationship between language and the context of the statement. Stalnaker offers another, more acceptable definition of pragmatics for translation strategies [4: 81]

"Pragmatics is the study of the purposes of using sentences and the conditions under which a sentence can become a statement".

In 1962, the Oxford philosopher J. Austin first expressed the idea of the ability of sentences to perform actions and provide a certain communicative effect that goes beyond the semantic level, expressed by the sum of individual lexical units that make up the sentence. Not only simple action verbs that serve to complete it (verbs in the first person singular of the present tense), for example, in statements like "I name this ship" or "I do solemnly swear", but also more complex statements in their structure in addition to the meaning they contain, they have communicative power, which is a dynamic element of communication. This element contributes to the process of promoting communication. Austin's theory of speech acts is described in many textbooks on linguistics, and its detailed study is not our task. Let us consider only some of the provisions of this theory in relation to simultaneous interpretation in its pragmatic aspect.

When the sender of a message generates a utterance, three different acts occur:

1. Locution - an action, the result of which is the pronunciation of a well-formulated meaningful sentence.
2. Illocutionary - the presence of a communicative force that accompanies a statement, for example, a promise, warning, denial, etc.
3. Perlocutionary - the effect produced by the utterance on the listener, ie. the degree of change in the recipient's mental process by this statement. [20: 22]

After analyzing any statement consisting of several sentences, you can find all three components in it. At the same time, a simultaneous interpreter must be as clear as possible about the correlation of the locutionary and perlocutionary effects, otherwise it can lead to serious mistakes.

The second group of principles, according to the classification of V.N. Komissarov, includes the definition of the purpose of the translation and the "dominant of the translation process", the choice of methods for transmitting the original message, as well as taking into account the actual use of the chosen option in the target language, the practical working conditions of the translator (tight deadlines, the ability to use office equipment, etc.).

To the third group, he attributed "the rule that understanding precedes translation", the selection of consecutive text fragments in the text and strict adherence to the principle of the sequence of their translation. To the "variable" elements of the "translation strategy" V.N. Komissarov added preliminary acquaintance with the subject of the original message (by studying "parallel texts in the TL", reference books and encyclopedias), as well as with the entire text of the original before translation. He also included such operations as exotic for a

professional translator as compiling a list of terms and unfamiliar words, literal translation, reading aloud translation segments and “the predominance of pre-translation analysis or post-translation editing [13: 33-35,77]. The reasons for this approach will be discussed below. As you can see, all the so-called versions of the “translation strategy” are primarily not scientific, but every day in nature, and the scope of the concept of “translation strategy” (“translator’s strategy”, “strategy of the translation”, etc.) becomes uncertain.

The uncertainty of the concept also led to the inadequacy of its materialization in linguistic form. The overwhelming majority of authors who use the phrase “translation strategy” do not provide its definition or at least explain what it is. There are few attempts to give it a scientific definition or interpretation in Russian literature.

A.D. Schweitzer, emphasizing that in this case he uses the terminology of psycholinguistics, not translation studies, defined the “translation strategy” as a program of translation actions [23: 65]. N.K. Garbovsky in his textbook “Theory of Translation” explains that a translation strategy is a certain general line of behavior of a translator, a strategy for transforming the original text in the form of a “deformation” of the latter, when deciding what to sacrifice [4: 502]. A.N. Zlobin, following H. Krings, believes that “translation strategies” are potentially conscious plans of a translator aimed at solving a specific problem, namely micro- and macro-strategies, i.e. ways to solve a number of translation problems and ways to solve one problem [31: 122]. V.M. Ilyukhin defines a strategy in simultaneous translation as “a method of performing a translation task, which consists in the adequate transfer of the sender’s communicative intention from the source language (SL) to the translating language (TL), taking into account the cultural and personal characteristics of the speaker, the basic level, the language supercategory and subcategory” [8: 5]. N.A. Dyakonova explains the “translation strategy” as “something planned”, “purposeful”, “success-oriented”, “systematic”, “gradually developing”, “aimed at solving a complex problem” [2: 65-66].

If we consider the noun “strategy”, which is the core of the above-mentioned phrase, as a term, then at first glance it may seem that it appeared in the terminology of translation studies as a result of re-terminology, being borrowed from military affairs. [2: 64]. However, this is true only from a formal and etymological point of view. In military affairs, strategy means an integral part of the art of war, representing its highest area and covering the theory and practice of preparing the armed forces for war and its conduct. In a figurative, everyday sense, strategy means the art of planning the management of something based on correct and far-reaching forecasts. “Strategic” means “covering general, basic attitudes, important for the preparation and implementation of something” [25 : 582-583].

In translation studies, this term inaccurately expresses the essence of the phenomenon it designates. The latter would be more accurately expressed by the term “tactics”. In military affairs, tactics is an integral part of the art of war, including the theory and practice of training, as well as the methods and techniques chosen for the conduct of combat. In a figurative sense, tactics means techniques and methods of achieving a goal or a line of behavior for someone [25: 593]. Thus, it is quite obvious that the second term is more suitable to express the essence of the designated phenomenon. As already mentioned, it was often used in translation studies as a semantic variant of the term “strategy”, although the concepts denoted by these terms are not identical. In the end, the priority was given to

"strategy." Most likely, the term was uncritically borrowed through tracing from English translation literature, where it also came not from the terminology system of military affairs, but from the everyday sphere.

Perhaps this happened indirectly, through psychology, where this term is also accepted and where the concept it denotes has been widely interpreted for a long time and suffered from excessive abstractness. Attempts to concretize it (for example, by introducing the concept of activity strategy) and to give it a clear definition were undertaken not so long ago [7: 28-29]. The terminology system of psychology, which is older and more established in comparison with the terminology of translation studies, had a great influence on the latter, both positive and negative. As a result, some of the concepts of translation studies have also become characterized by uncertainty and excessive abstractness. It is quite possible that the term "strategy" first came into psychology as a result of re-terminology from the military terminology system with the meaning of "general principled way of organizing research", and then, as a result of tracing, it acquired the meaning of "method" [19: 359].

In everyday English, the noun strategy belongs to the category of lexical units with vague semantics and means a plan, method, or series of maneuvers or stratagems for obtaining a specific goal or result, skill in managing any affair. (Multilingual Palm dictionaries) Therefore, the phrase "Translation strategy" reveals terminological ambiguity. Thus, they could illustrate the thesis about the dangers of unreasonable and thoughtless tracing. In the terminology of translation studies of any language, the phrase "translation strategy" reflects the general indefiniteness, blurring of ontological concepts not only about translation as a process, but also about translation studies as a science.

3. THE VITALITY OF THE CONCEPT

In the literature of translation, there are still views that, in one form or another, promote the idea that "in principle, everyone who knows a foreign language can translate" [20: 42]. As a rule, such views are expressed by those who, having no basic translation education, and sometimes no experience of professional translation activity, wish to express themselves on the basis of translation studies. And there is no expert opinion that this is not at all the case, that "not all bilinguals and polyglots are capable of translating at a professional level" [29: 174-175], cannot convince them, since the presentation of such views on translation by most authors is based mostly on the experience of translating sentences from collections of exercises on grammar or vocabulary of the foreign language they studied, or, at best, from collections of "pre-translation exercises ". The establishment of such views is facilitated, among other things, by unsuccessful (again, most often traced) translation terms such as "natural translation" or "natural translator".

In scientific and theoretical terms, a number of factors contributed to the vitality of such views.

First, an absolutely erroneous perception of translation as a process of transforming the formal linguistic structures of the source language into the formal linguistic structures of the target language, taking into account some natural correspondences, has taken root in the minds of translators from the very beginning. Such a transformation supposedly should be

accompanied by the establishment of equivalence between the structural elements of the text "up to individual linguistic units" [11:11]. Naturally, such an operation can be performed only for a specific pair of languages. Therefore, the theory of translation at the initial stage developed mainly as a particular theory of translation, and the question of the possibility of constructing a general theory of translation even in 1970 remained controversial [23].

This erroneous view of the translation process could not be shaken even by the outstanding discovery made by V.N. Komissarov, who realized that "the linguistic units that make up the text are not in themselves the object of translation" [13:18]. This discovery went unnoticed. It had no effect on theory, practice, or didactics of translation. Two mutually exclusive ideas about translation peacefully coexisted even among the same theoretician, V.N. Komissarov [13: 18,65], not to mention the wide circles of translation teachers and translators-practitioners, for whom, due to the general uncriticality of translation literature, they continue to function to this day, as it were, in different planes.

This situation is complicated by the terminological disorder of translation studies. For example, V.N. Komissarov understood translation as a type of language mediation, including both linguistic and extralinguistic, including organizational aspects related to such mediation, that is, with language services. At the same time A.D. Schweitzer, who sympathized with the views of the East German researcher G. Jaeger, believed that linguistic mediation is just a phase of transcoding from one natural language to another in the process of translation [23: 43]. Such ambiguity - and in fact uncertainty - of the phrase "linguistic mediation" gave rise to the uncertainty of the terms in the definition of which it was included, which, in all likelihood, among other things, gave V.N. Komissarov has reason to assert that it remains unclear what exactly is modeled when constructing translation models [11: 8].

Secondly, sometimes in the literature the practical value (and in fact, the expediency) of any theoretical research in the field of translation is questioned. For the sake of fairness, it should be noted that, oddly enough, the relation of theory to translation practice for some of the founders of the theory of translation was unclear from the very beginning [24: 36]. It remains so for some researchers even now.

The thesis that practice without theory is blind, which has long become an axiom, is resolutely rejected by some authors. "The theory of translation is needed not so much by translators-practitioners as by methodologists, linguists, philosophers, logicians and cognitologists," asserts, for example, N.K. Ryabtseva and adds: "A professional translator, faced with practical difficulties in translation, needs not theory, but acquaintance with someone else's (= existing) experience" [20: 45]. Thus, the scientific understanding of the translation process is reduced to "things in themselves". However, if, as N.K. Ryabtsev, everyone can translate, and there is no unambiguous correspondence between thought and its expression, and the choice of the method of explication of thought is an exclusively heuristic act, then, indeed, neither methodologists nor simply translation teachers are absolutely unnecessary.

As science develops, if it really improves, the concepts of objects and phenomena must be refined, deepened and developed. However, instead of identifying and clearly identifying the still unresolved problems of translation theory, concentrate scientific research on their solution, and organizational efforts on creating optimal conditions for the successful training

of professional translators, theorists of translation studies, corresponding to scientific and theoretical principles, and after them, translation teachers, promote the idea of the unknowability of the translation process and the fundamental impossibility of teaching it. You can only teach "natural correspondences."

Today, the scope of the concept of "translation strategy" is largely uncertain. At the present stage, translation studies have not actually identified what specific essential features are included in it. It is still "something" mainly at the subconscious level. It has only been established that the "translation strategy" can be right or wrong. And if the translator chooses the wrong "strategy", that's bad. What exactly needs to be done to make it good is essentially unknown. Covering the entire activity of a translator, the "translation strategy" moves translation operations exclusively to the plane of heuristic acts. The translator's actions are only potentially conscious, intuitive. Within this concept, there is almost no room for rational operations that can be taught.

There is practically no strict definition of "translation strategy" within the framework of the terminology system of translation studies (assuming that such exists).

M. Ya. Zwilling quite rightly noted: "A necessary step on the path of more and more complete, comprehensive and deep knowledge of the defining properties and laws of translation is to consider this process from new angles of view, to include in scientific analysis its previously unaccounted for manifestations, relativization of definitions that seemed to be universally significant" [26: 22]. It is from this point of view that the phrase "translation strategy" should be observed. For all its pseudoscience, in essence, it denotes not a scientific, but an everyday concept and, as a result, it is terminologically incorrect. It should be abandoned as an insufficiently definite, because of this, does not meet the requirements for scientific terms, does not contribute to penetration into the depths of objects of knowledge and leads translation theoreticians away from studying objective cognitive processes towards the concept of a "black box" and the unknowability of the translation process.

The persistence of this concept has a definite explanation: at the current level of development of the productive forces in general and the crisis of science in particular, this is the path of least resistance. But the situation will change, and the place of the "translation strategy" should be replaced by a clear operating model, a kind of translation algorithm. To build such a model, even in the distant future, the theory of translation should not only strive, but even now take the first steps on this path.

4. THE STAGES OF PRE-TRANSLATION TEXT ANALYSIS

In view of this, translation studies is one of the main aspects of a capacious and multifaceted science, and the inconsistency of certain actions based on certain principles and methods. Any science gains independence if it has its own object, subject and terminology. The science of translation should have its own object, subject and terminology, if it claims to be independent. In the meantime, translation remains a field of linguistics, and the problems of translation under consideration usually do not go beyond the comparative study of two languages. What should the science of translation study? The science of translation studies and should study the process of translation, by the process of translation they usually mean

interlanguage transformations, the transformation of a text in one language into a text in another language. Such transformations are necessarily limited to the framework of two specific languages (any book on translation contains a large number of examples of translation from one specific language to another). Thus, the tasks of the science of translation are reduced to a comparative study of two language systems, to a certain complex of problems of a particular theory of translation.

Pre-translation text analysis is an analysis of the source text that precedes the creation of the translated text and aims to identify the dominants of the translation. In translation studies, there are several aspects of pre-translation analysis.

I.S. Alekseeva proposes to conduct a pre-translation analysis in the following areas:

- collection of external information about the text;
- composition of information;
- information density;
- communication task;
- speech genre[1: 76].

R.K. Minyar-Beloruhev proceeds from the fact that a text is not just a sequence of graphic or sound linguistic signs limited to a single purpose, it is also a system of linguistic units that carry far from equivalent information[12]. Therefore, the translator, from the point of view of the communicative value of the information contained in the text, must distinguish between:

- unique or key information;
- additional information;
- clarifying information;
- repeated information;
- zero information.

L.L. Nelyubin characterizes the translation interpretation of the source text as seeing it through the eyes of a speaker of another language and another culture[18: 76].

Pre-translation analysis of the text allows you to determine the translator

- correct guidelines in translation,
- translation strategy;
- the main thing in translation, that is, the dominant of the translation;
- what type of text it deals with and what is its typical structure, as well as the features on which the internal and external form of the text depends;
- a variety of linguistic features that must certainly be conveyed in translation, to which active attention should be paid, the choice of linguistic means when translating, which words and syntactic structures should be given preference;
- the informative value of text fragments;
- what can and cannot be allowed in translation.

The specific strategy of the translator and the techniques he uses in the translation process largely depend on the ratio of TL and SL and the nature of the translation task being solved. The translation strategy is based on a number of fundamental principles, from which the translator consciously or unconsciously proceeds. They seem self-evident, although they are implemented in different ways in the specific conditions of the translation act. The first principle is that in the process of translation, understanding the original always precedes its

translation, not only as two successive stages, but also as a prerequisite for the implementation of the translation process. In other words, the translator can only translate what he has understood. This attitude is not carried out quite consistently, since, on the one hand, the understanding itself can be of varying degrees, and, on the other hand, in exceptional cases the translator can use a single correspondence in the translation, not being sure what the translated special term means. In addition, the original may include statements deliberately devoid of meaning, up to meaningless "absurd" texts of considerable size. [11: 19] "Upside-down words" devoid of meaning, but associated with really existing significant linguistic units, are translated by analogous formations into TL.

The second principle, which determines the strategy of the translator, is usually formulated as the requirement "to translate the meaning, not the letter of the original" and implies the inadmissibility of blind copying of the original form. The wording is not entirely accurate, since the translation is always a meaningful operation: only the content of the original can be reproduced in another language, and a letter or a foreign language form can be reproduced only in special cases (during transcription or transliteration) and provided that the borrowed form conveys in the text of the translation necessary content. As for such elements of the original form, which determine the organization of the content, the number and sequence of its parts, the reproduction of such structural elements is highly desirable and, to a greater or lesser extent, achieved in any translation. In fact, setting on "meaning, not on a letter" means the need to correctly interpret the meaning of linguistic units in the context, i.e. the requirement not to be content with the imaginary meaning that is associated only with the most common meanings of these units. When a translator translates into Russian the English saying He is a regular ass as He is a regular donkey, he still transmits not a letter, but the meaning of the word regular, but not the meaning that it has in this statement. The influence of the "letter" is reflected in the fact that the regular form contributes to the choice of the regular Russian, which has a different content. [28: 54]

The third principle of translation strategy is that the translator distinguishes between more and less important elements of meaning in the content of the translated text. It is assumed that the translator strives to convey as fully as possible all the content of the original and, where possible, carries out a "direct translation" using similar syntactic structures and the closest correspondences to the lexical units of the original. But at the same time, by no means everything in the original content is equal for the translator. He is able to distribute parts of this content according to their degree of importance for a given act of communication and, if necessary, can sacrifice a less important element of meaning in order to more successfully reproduce a more important element. Sometimes in translation it is not possible to simultaneously reproduce the subject-logical and connotative components of the original content, and the translator has to choose between them. When translating this sentence from a scientific and technical text, the translator refused to convey the connotative component of the original content, since this led to an unacceptable option that made it difficult to understand the essence of the matter .

Separate elements of the original expression plan may also be communicatively important. In J. Brain's novel "A Place Above," the hero, cursing the city he hates, awards it with a series

of negative epithets beginning with the same letter as the city's name. It is this alliteration that is the means by which he tries to express his feelings:

"Dead Dufton," I muttered to myself. "Dirty Dufton, Drear Dufton, Despicable Dufton" - then stopped.

To reproduce such an effect in translation, one will have to abandon the search for epithets that are close in meaning. Any unflattering Russian word starting with the letter "d" (д) will be equivalent:

Stuffy Dufton, I muttered to myself. - Душный Дафтон, - бормотал я себе под нос. - допотопный Дафтон, дрянной Дафтон, дохлый Дафтон... - и умолк. (Translated by T. Kudryavtseva and T. Ozerskaya)

The ability to determine the semantic dominant, the most important part of the content of the translated statement, is the most important part of the professional skill of the translator.

The fourth strategic principle of the translator lies in the postulate that the meaning of the whole is more important than the meaning of individual parts, that you can sacrifice individual details for the sake of correctly conveying the whole. In fact, this belief reflects the fact that the components of the content of the utterance, which are preserved in the first three types of equivalence, are expressed not by separate parts of the utterance, but by the whole set of its constituent elements. These components of the content are communicatively the most important, and the primacy of the whole over the part is expressed in the replacement of linguistic means, the meanings of which are considered part of the content, in order to preserve the specified components (or some of them), which represent the "meaning of the whole":

It is assumed that all changes in individual details of this message (including the complete replacement of its last part) do not reduce the accuracy of the translation, since the meaning of the message as a whole is preserved. The loss of individual details decreases the generality of the content of the original and the translation, but does not prevent the establishment of equivalence. The primacy of the whole over the part does not mean, of course, that details should not be conveyed when possible, but indicates the possibility of limiting ourselves, if necessary, to conveying only the general meaning of the message.

The fifth postulate underlying the translator's strategy is the provision that the translation must fully comply with the norms of , that the translator must pay particular attention to the completeness of the target language, and avoid the so-called "translation language" (translatese), which spoils the language under the influence of foreign forms. In fact, as we have seen, the target language has certain peculiarities in comparison with the original texts in the TL, but subjectively the translator sees his task in "making the translation sound as the author of the original would write if he wrote in the TL" ... Therefore, the translator believes that the translation should not differ from the original texts, and makes the necessary changes to the translation text to make it more natural:

The tire bumped on gravel, skeetered across the road, crashed into a bonier and popped me like a cork onto pavement. (Harrer Lee). - Колесо наскочило на кучу щебня, свернуло вбок, перескочило через дорогу, с размаху стукнулось обо что-то, и я вылетел на мостовую как пробка из бутылки. (Translated by N. Gal and R. Oblonskaya)

In the original there is not “куча” - “a heap”, not “с размаху” - “on a grand scale”, not “бутылка” - “a bottle”, but these additions (as well as the lowering of the barrier or, more precisely, some kind of obstacle) help the translator create a natural Russian phrase. [6: 42]

5. CONCLUSION

So, having considered the various stages and stages of translation, we can conclude that the translator is, in fact, the creator of a new work, and that translation is not a set of mechanical actions. A translator creates, while spending no less effort than the author of a particular work or scientific article, the work of a translator is rather more difficult, since he must convey by means of the translated language that atmosphere and emotionality and the information potential that is inherent in the original, and , convey not with literal, but with semantic precision. After all, the translation cannot be equal to the original, but must be equal to it in terms of its effect on the reader.

As a result of this work, the following conclusions can be drawn. The choice of strategy depends on specific linguistic and extralinguistic factors.

In some cases, for various reasons, extralinguistic factors can have a more significant impact on the choice of strategy and, as a result, on the final version of the translation than factors of a purely linguistic nature.

Simultaneous translation shows a clear tendency towards rationalization and simplification of the language structure in the TL at a rapid pace of presentation of the material by the speaker, in connection with which the compression strategies and the linearity strategy are increasingly used.

The compression strategy in simultaneous translation saves time, enables the simultaneous interpreter to express ideas in a more idiomatic way and to avoid possible mistakes, especially when translating into a foreign language.

The decompression strategy is used in the SP when it is necessary to transfer to the TL a larger amount of information, which is understandable to the recipient at the IL without decoding due to sufficient background knowledge. In such a case, the TL recipient does not have sufficient background knowledge or a sufficient level of general knowledge to correctly understand the translated segment. Moreover, the category of general or background knowledge is a subjective category. Of course, the simultaneous interpreter cannot know one hundred percent what general or background knowledge the recipient has in the SL, therefore, his choice of this strategy is based on a purely subjective judgment.

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