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TRANSLATION AND ITS MAIN TYPES

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ABSTRACT

Translation is a field that is seeing a lot of activity nowadays, thanks to the increasing globalization of businesses. International travel has also increased significantly – for both business and leisure. This means there is, at any given time, a large number of people in a country that don't necessarily speak the local language well. Of course, this augurs well for the translation industry. There has been a substantial growth and new types of translations are emerging. Each one is unique, with its own process and specific requirements.

This ramification happening at the Translation Discipline also requires a shift to a very particular type of translator, one that is trained for certain businesses and has a very specific knowledge.

Keywords: Translation, modification, written, oral, legal, technical, interpreter, translator, simultaneous.

АННОТАЦИЯ

Перевод — это область, в которой в настоящее время наблюдается большая активность благодаря растущей глобализации бизнеса. Международные поездки также значительно увеличились — как для бизнеса, так и для отдыха. Это означает, что в любой момент времени в стране есть большое количество людей, которые не обязательно хорошо говорят на местном языке. Конечно, это хорошее предзнаменование для индустрии переводов. Наблюдается значительный рост, появляются новые виды переводов. Каждый из них уникален, со своим собственным процессом и специфическими требованиями.

Это разветвление, происходящее в переводческой дисциплине, также требует перехода к особому типу переводчика, который обучен для определенных видов бизнеса и обладает очень специфическими знаниями.

Ключевые слова: Перевод, внесение изменений, письменный, устный, юридический, технический, переводчик, переводчик, синхронный.



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INTRODUCTION

Word "translation" sounds simple and clear. Most people think that this is an ordinary transfer of the text from one language into another by writing or printing. In fact, in a professional sense, a concept of "translation" is multifaceted and complex.

What is translation? Translation is a separate type of professional translation that considers all the features of the source and target languages for the most accurate interpretation of the content. That is, a person who is not a specialist, even with a good knowledge of a language, will not be able to do all work that the translator does.

DISCUSSION AND RESULTS

Translations can be broadly classified into two big categories of translation – Business related, and Non-Business related. However, some kinds of translation sort of overlap in both categories. So, let us examine the most important types of translation that are performed nowadays:

1. Literary Translation

Literary Translation – The name is pretty self-explanatory- It refers to the translation of literary works like stories, novels, poems, and plays. It is often considered the highest form of translation because a literary translation is so much more than the mere conveying of the meaning and context of the document in the source language into the target language. It involves incorporating the appropriate cultural nuances, translating humour, feelings, emotions, and other subtle elements of a particular work.

Many litterateurs believe that it is extremely difficult, if not impossible, to translate works of literature – especially poetry. Some examples of situations that could be very difficult are – rhyming words, puns, idioms, anagrams, and so on. Often, there are no appropriate translations in the target language, and the nuance is lost.

Have you ever tried translating a joke into another language? If you have, you would understand this. Haven't you felt, that it didn't seem as funny when translated? Often, many subtle connotations the writer has hinted at are lost in translation. Then there is the matter of the individualistic writing style of the author – this type of translator has a tough job in attempting to convey that uniqueness.

2. Software Localization

Of course, in *Software Localization* the main thing to translate is the *user interface*, but *software localization* does not end there. It includes error messages,



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system messages, help files and so on. Here too, the content needs to be adapted to suit the local (target) culture.

At times, the translator may be faced with the prospect of *internationalization* – take a product like *Coca-Cola*, which is available almost everywhere in the world. The company will need to have their website in multiple languages, and rather than create multiple websites, which could cost a ton of money, it would make more sense to have the software handle several languages, and allow the user to translate the page into a language of their choice.

3. Commercial Translation

Commercial Translation is a kind of translation that necessitates types of translators who possess specialized skills, like knowledge of the business jargon, and the industry to which the business belongs. The types of texts in the translation of commercial documents could include business correspondence, reports, tender documents, company accounts, memos and so on. Sometimes, this could overlap with legal translation if the company handles legal paperwork.

4. Legal Translation

Legal Translation is one of the most complex translations, and involves birth certificate translations and marriage certificate translations, translating contracts, agreements, treaties, memorandums, wills, and so on. A good translator needs to understand the various underlying contexts of the documents and that of the two regions or countries for which the documents are intended – the socio-cultural aspects, and the politico-legal aspects as well. They would then need to translate it in a manner that the target audience easily grasps the text.

Even if you are familiar with the cultures and other aspects and are highly skilled at translation, you may need to consult *legal professionals* so as to ensure that your *legal translation* is completely error-free.

5. Technical Translation

Technical Translation involves any technical content that needs to be translated – user guides, manuals, online help text, instruction booklets, training materials and videos, marketing materials for technical fields like manufacturing, science or engineering – all of this comes in the ambit of *technical translation*.

Formatting is an important aspect where the translation of technical content is concerned, as desktop publishing or DTP is required for it. Often the screenshots and even graphics have to be edited to make it suitable for the target language/s. Using a *content management system* or CMS will help you keep cost down.



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When choosing a translator, it is essential to check how well versed they are with the terminology and jargon used in your specific industry – if they are not as familiar with that stuff as you'd like but they are proficient in the translation as such.

These are all, however, modifications of the two main types of translation. The line of demarcation between written and oral translation is drawn not only because of their forms but also because of the sets of conditions in which the process takes place. The first is continuous, the other momentary. In written translation the original can be read and re-read as many times as the translator may need or like. The same goes for the final product. The translator can re-read his translation, compare it to the original, make the necessary corrections or start his work all over again. He can come back to the preceding part of the original or get the information he needs from the subsequent messages. These are most favorable conditions and here we can expect the best performance and the highest level of equivalence. That is why in theoretical discussions we have usually examples from written translations where the translating process can be observed in all its aspects.

The conditions of oral translation impose a number of important restrictions on the translator's performance. Here the interpreter receives a fragment of the original only once and for a short period of time. His translation is also a one-time act with no possibility of any return to the original or any subsequent corrections. This creates additional problems and the users have sometimes; to be content with a lower level of equivalence.

There are two main kinds of oral translation — consecutive and simultaneous. In consecutive translation the translating starts after the original speech or some part of it has been completed. Here the interpreter's strategy and the final results depend, to a great extent, on the length of the segment to be translated. If the segment is just a sentence or two the interpreter closely follows the original speech. As often as not, however, the interpreter is expected to translate a long speech which has lasted for scores of minutes or even longer. In this case he has to remember a great number of messages and keep them in mind until he begins his translation. To make this possible the interpreter has to take notes of the original messages, various systems of notation having been suggested for the purpose. The study of, and practice in, such notation is the integral part of the interpreter's training as are special exercises to develop his memory.

Sometimes the interpreter is set a time limit to give his rendering, which means that he will have to reduce his translation considerably, selecting and reproducing the most important parts of the original and dispensing with the rest. This implies the



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ability to make a judgement on the relative value of various messages and to generalize or compress the received information. The interpreter must obviously be a good and quickwitted thinker.

In simultaneous interpretation the interpreter is supposed to be able to give his translation while the speaker is uttering the original message. This can be achieved with a special radio or telephone-type equipment. The interpreter receives the original speech through his earphones and simultaneously talks into the microphone which transmits his translation to the listeners. This type of translation involves a number of psycholinguistic problems, both of theoretical and practical nature.

CONCLUSION

The purport of communication and the identification of the situation are not, as a rule, expressed by some particular words or structures but by the whole unit of speech. Therefore it is often the case that the general sense of the unit as a whole is of greater communicative value than the meaning of its individual elements. The translator is thus prepared to sacrifice the part to the whole, the meaning of an element to the meaning of the whole. This predominance of the whole makes an imprint upon some of the techniques used by translators both for understanding the original text and for establishing a kind of semantic bridge to the translation. It can be observed that the translator first tries to get the most general idea of what is said in the original, to find out, so to speak, "who does what and to whom", to understand the general semantic pattern or framework of the sentence and then fill in the particular details.

The translator may first resort to the word-for-word translation imitating the syntactic structure of the original and using the most common substitutes of all words. The same method can be used to facilitate understanding if the general meaning of the original text eludes the translator.

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