

UDC 811.111'25+811.161.2'25

**TRANSLATION STRATEGIES, METHODS AND TECHNIQUES:
IN PURSUIT OF TRANSLATION ADEQUACY**

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Received April, 2, 2018; Accepted April, 30, 2018

Abstract

The present paper examines the ways of achieving adequacy in translation. The aim of the study is to define and describe the options that the different translators choose while rendering the message of the same source text (ST) and to establish the translation adequacy conditions. The translators' options are considered in terms of the techniques employed to achieve equivalence between the textual micro units of the original and those of the target text (TT). It is argued that the choice of the translation techniques is determined by the global translation strategy which is seen as a translator's action plan to reach the functional identification between the ST and TT. In the course of translating the corresponding techniques are used by the translators to fit the local strategies which necessitate the specific ways of dealing with translation challenges. In order to identify formal, semantic and communicative features of the translators' options we set out the specific task of exploring the notions of translation strategy, translation method, translation technique and translation equivalence and define their significance in achieving accuracy and/or transparency of translation and, eventually, the adequacy of translation. The study is based on the descriptive and comparative analyses of four translation cases (TTs). The examination of the English-Ukrainian correlative units intends to indicate the types of equivalents and point out their contribution to the translation adequacy. One of the important findings to emerge from the study is that translation adequacy may be measured against the TT acceptability which is considered on four levels and involves correlations between structural, semantic and pragmatic equivalents. The TT that reaches the first level of acceptability is viewed as the case of low translation adequacy; the TT on the second level of acceptability is seen as the case of near adequate translation; the TT on the third level of acceptability is termed as sufficiently adequate translation; the TT on the fourth level of acceptability is defined as the case of complete adequate translation.

Key words: translation strategy, translation method, translation technique, translation equivalence, translation adequacy.

Introduction

Translation has been practiced throughout the humanity's history since the ancient times, but it is nowadays that its paramount importance is rapidly increasing. It is generally recognized that recent changes in the contemporary globalized world call for balanced multi-lingual communication patterns which are being facilitated due to translation. There is no denying the fact that a great number of areas of human activity, such as international trade, international business partnership, migrants'

public services, diplomacy, etc., depend heavily on translation. Therefore, it seems natural that the public interest in the profession of translator as well as researchers' preoccupations in this field are constantly growing.

When engaging in translation one inevitably faces the question on how to translate? It is generally recognized that, on one hand, translation should be faithful and accurate, without excessive translator's increments or imposing his/her point of view. On the other hand, translation should be transparent, smooth, readable, capable of producing the identical communicative effect upon the target receptor as the original is. Thus, to what extent is a translator allowed to alter the original in order to achieve a high level of performance? This study attempts to trace the mechanisms that operate the process of translating by taking focus on the equivalence effect of the translator's options and the ways of achieving translation adequacy.

Research problem and its significance

Scholars examine the phenomenon and the process of translation from different perspectives – philological, linguistic, communicative and socio-semiotic, and a few theories have been elaborated (transformational, denotative, communicational) to explain how the process of translation develops. The theories offer a wide range of tools that can be applied as aids for translation problem solving. Much of the research to date has tended to focus on the approaches to translation that are realized by means of various translation methods and techniques. However, although extensive inquiry has been carried out on the principles and norms of translation, few studies exist which examine the varieties of translator's options applied to rendering the same text message. Besides, there is much uncertainty about the correlation of translation accuracy and transparency, particularly, about their balanced coexistence. Since the primary goal of any translation is the functional identification between the source text (ST) and the target text (TT), we believe that a research is needed to explore the diverse techniques of achieving this goal. We may assume that the same message can be rendered in different ways which are to be considered as more or less appropriate and agreeable with the translator's strategy and as the mechanisms of reaching translation adequacy.

The aim of our study is to define and describe the options that the different translators choose while rendering the message of the same source text (ST) and to establish the translation adequacy conditions. The translators' options are considered in terms of the techniques employed to achieve equivalence between the textual micro-units of the original and those of the resultant texts/target texts (TTs). It is argued that the choice of the translation techniques is determined by the global translation strategy which is seen as a plan to reach the functional identification between the ST and TT. In the course of translating the corresponding techniques are used by the translators to fit the local strategies which necessitate the specific ways of dealing with translation challenges. In order to identify formal, semantic and communicative features of the translators' options we set the specific task of exploring the notions of translation strategy, translation method, translation technique and translation equivalence and defining their significance in achieving accuracy and/or transparency of translation and, eventually, the adequacy of translation.

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The definitions of translation provide the important clues to our comprehension of the nature of this phenomenon. Translation is viewed as parallel communication of a message in two languages, or as code switching, or as interaction of cultures, or as exchange of information by means of two languages.

More specifically, translation is defined as ‘replacement of textual material in one language by equivalent textual material in another language’ (Catford, 1965); as ‘science, art and craft’ (Nida, 1991; Newmark, 1991); as ‘the transfer of thoughts and ideas from one language to another’ (Baslin, 1979); as ‘using the closest natural equivalent of the SL message, first, in terms of meaning and, second, in terms of style’ (Newmark, 1995). Bell (1991) defines translation as ‘transfer of meaning from a text in one language into a text in another language’. He also claims that translation should be seen as transformation of a text originally in one language into an equivalent text in a different language. Robinson (2005) considers translation to be an intelligent activity requiring creative problem solving in textual, social and cultural conditions. It is also seen as an act of communication which attempts to relay across cultures and linguistic boundaries another act of communication (Hatim & Mason, 1997). Technically, translation is expected to be idiomatic, presented in the habitual verbal manner, accommodated to the conventional norms (in terms of form and content) of the receptor’s language (Larson, 1984). Referring to the translation process, Mat (2012) suggests the term ‘translating’ and states that it occurs when two different languages share the same meaning of speech.

The brief overview of the literature in the field demonstrates that, although the scholars’ approaches towards translation differ in some details, they nevertheless are very similar in the following positions: 1) translation is the transference of meaning of the ST into the TT (Hatim & Mason, 1990; Larson, 1984; Bell, 1991); 2) translation is the transference of the message of the ST into the TT (Newmark, 1988; Piskin, 1984); 3) translation is maintaining the closest equivalent of the source language message in the target language (Catford, 1965; Nida, 1974; Bell, 1991; Newmark, 1995).

The above definitions project the systematic approaches towards translating process and outline a set of tools a translator can apply as aids when facing translation challenges. These tools are used in accordance with the principles and regularities that determine every case of translating and this constitutes the theoretical background of translation practice. A translator, consciously or intuitively, does follow certain systematic principles to carry out his/her work successfully, otherwise it may turn into a purely subjective exercise. ‘Some professional translators take considerable pride in denying that they follow any theory of translation, they just translate. In reality, however, all persons engaged in the complex task of translating do keep within some type of underlying theory, even though it may be still very embryonic’ (Nida, 1991). Hence, a researcher’s objective is to provide insight into the process of translating, into the relation between a verbal form and meaning as they are correlated in translation, in other words, to establish the general principles and specific laws that govern translator’s options in any act of translation.

According to Bell (1987) to understand the true nature of translation the focus should be on the processes and procedures involved in any and all kinds of inter-lingual communication. Thus, an in-depth study of translator’s moves and options

could allow us to X-ray the ways translation works. For this purpose the descriptive and comparative translation methods are applied.

In order to identify what tools a translator employs to render the meaning of the ST four translation cases are being examined. The ST is segmented into the micro-units (consisting of either of a single word, or a word-combination, or a syntactic structure) that could potentially be a translation problem. Since the translators handle them by opting for different language means, the specific type of the translator's option is identified.

Analysis Procedure

SOURCE TEXT

The reasons /why people study English/ have been changing/ for a long time/ and bring us/ new types of students./ The change of generation is/ a cultural change, /which we can see/ either as a threat/ or an opportunity./ In any case,/ immobility/ risks/ reducing the study of English/ to a purely mechanical exercise/ aimed at /mastering/ a means of business communication.

TARGET TEXT 1

Причини,/ через які люди вивчають англійську мову,/ змінюються/ протягом тривалого часу/ і приносять нам/ нові типи студентів./ Зміна поколінь/ – це культурна зміна/, яку ми можемо розглядати/ і як загрозу,/ і як можливість. /В будь якому випадку,/ бездіяльність/ ризикує/ знизити вивчення англійської мови/ до рівня суто механічних вправ,/ які спрямовані на/ оволодіння засобами ділової комунікації./

TARGET TEXT 2

Причини/ вивчення англійської мови/ постійно/ змінюються, /що веде до/ появи нових типів студентів./ Зміна поколінь/ є також/ і зміною культури, /яку можна розглядати/ і як небезпеку,/ і як можливість./ У будь якому випадку,/ відсутність прогресу/ може/ перетворити/ вивчення англійської мови/ на виконання/ суто механічних вправ,/ метою яких є/ засвоєння її як/ засобу ділового спілкування./

TARGET TEXT 3

З плином часу/ змінюються причини,/ що спонукають до/ вивчення англійської мови,/ і таким чином/ з'являються нові типи студентів./ Зміна поколінь є/ культурною зміною,/ яку можна/ розцінювати як/ загрозу/ або ж як нову можливість./ У будь якому випадку,/ відсутність змін/ може/ звести /вивчення англійської мови/ до чисто механічного вправляння,/ спрямованого лише на/ опанування ділового спілкування.

TARGET TEXT 4

Мотивація людей до/ вивчення англійської мови/ постійно змінюється,/ і внаслідок цього/ виникають нові типи студентів./ Зміна поколінь передбачає/

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також зміни культурних пластів,/ що може/ мати як/ негативні наслідки/ так і/ розкривати нові перспективи./ У будь якому випадку,/ через відсутність прогресу/ вивчення англійської мови/ може/ обмежитись/ виконанням чисто механічних вправ/ з метою/ вдосконалення лише навичок ділового мовлення.

The correspondence (formal, semantic and pragmatic) between the input and output materials is described in terms of translation equivalence, TT acceptability and translation adequacy. The types of translation challenges one has to solve should also be taken into account. They, in particular, are seen as structural (due to morphological and syntactic disparity between the languages), semantic (due to conceptual differences between the languages), stylistic (due to lack of direct matches between stylistic units of the source and target texts and/or due to the differences in conventional idiomatic expressions) and extra-linguistic (due to lack of background information and/or due to the complexity of the situation describes in the ST).

At the upper level the translation cases are marked as direct (objective) and indirect (subjective/oblique) translations and each category is being examined from the perspective of translation strategies, methods and techniques. The indirect translations, in particular, are being explored in the framework of adjustment techniques (Nida, 1964) that are employed to accommodate the formal features of the ST message to the grammatical and conversational norms of the target language.

In the course of the study we set the task to establish which of the techniques employed by the translators affect the ST message rendering and facilitate the functional identification between the S and T texts. The analysis of the English-Ukrainian translation pairs intends to indicate the types of equivalents and point out their contribution to the adequacy of translation.

Since our study involves the notions of translation strategy, translation method, translation technique, translation equivalence and adequacy, it seems sensible to clarify them and establish their relevance to the analysis undertaken in the study.

Translation strategy, translation method, translation technique

The review of the research papers in the field testifies to the terminological diversity on the issue of translation strategy, translation method, and translation technique that makes it sometimes difficult to approach translation cases within a definite paradigm. The terms used across the research works to describe mechanisms of translating are related either to the text, or the context, or the process and often crisscross and overlap even within the same theoretical approach.

The problem of differentiation of the notions of translation strategy/method/technique/procedure has long been a topic of great interest in a wide range of researches carried out by Vinay and Darbelnet (1958), Nida (1964), Catford (1965), Seguinot (1989), Lorsch (1991), Chesterman (1997), Hejwowski (1992), Bell (1998), Molina & Albir (2002), Ordurari (2007), Kearns (2009), Owji (2013), Plonska (2014), Tardzenyuy (2016) and others. However, though similar in some positions, the scholars are not quite unanimous in their approaches towards this issue.

In their definitions of translation strategy they highlight the notion of consciousness claiming that it is a conscious plan or a conscious procedure for solving translation problems (Krings, 1986; Loescher, 1991; cited by Ordudary, 2007). According to Jaaskelainen (1999), a translation strategy should be flexible and sensitive to the translation situation and its 'adoption implies a decision influenced by amendments of the translator's objectives' (Jaaskelainen, 1999: 71). Chesterman (1997) believes that translation strategies are text manipulating, process-oriented, goal-oriented, problem-centered, consciously applied and inter-subjective.

As far as their classifications are concerned, strategies are conceived as global (referring to the whole text) and local (referring to operating text fragments). They are also differentiated as procedural (referring to stages of translation) and textual (referring to different forms of textual manipulation) (Molina & Albir, 2002; Lorsch, 1991, 2005); as product-related and process-related (Jaaskelainen, 2005); as domestication and foreignization (Jaaskelainen, 2005). Chesterman (1997) suggests the classification that includes syntactic, semantic and pragmatic strategies. Bergen differentiates between comprehension strategies, transfer strategies and production strategies (sited in Zohre Owji, 2013). Sanjun Sun (2012) claims that the two prototypical translation strategies are literal translation that focuses on the level of words and free translation that reads/sounds natural in the target language.

Thus, the term 'translation strategy' should be used to refer to a global, or general, or pre-translation decision a translator makes before engaging in translation of any text. Such a general decision can be formulated in terms of faithful, foreignized, ST-oriented, literal or transparent, oblique, free, natural, domesticated, target recipient-oriented translation (Tardzenyuy, 2016). Translation strategy, as an action plan, guides a translator through the translating process and affects the way of finding a suitable solution to translation challenges whereas the solution is materialized by using a particular technique (Molina & Albir, 2002).

The other terms, 'translation method', 'translation technique' and 'translation procedure' are used to denote all the ensuing translator's moves predetermined by the general decision and they are, in fact, the operational measures employed by him/her in the course of actual translation. Molina & Albir (2002) believe that translation strategy and translation technique should occupy different places in problem solving, that is a strategy is a part of the process while a technique affects the result. The authors define a translation technique as the result of a choice made by a translator whose validity depends on various questions related to the context, the purpose of translation, audience expectations, etc. (Molina, 2002: 508). A translation method is determined by the translator's objective, i.e., a global strategy that affects the whole text. Depending upon the objective a translator may adopt either the interpretative-communicative method (sense rendering), or literal method (linguistic trans-codification), or method of free translation (modification of communicative categories), or philological method (academic or critical translation) (Molina, 2002: 508).

According to Newmark's (1988) viewpoint, the translation method is equated to translation strategy, as it refers to the whole text and translator's options used for sentences and smaller units are referred to as translation procedures. He distinguishes the following types of translation methods: word-for-word, literal, faithful and semantic translation; adaptation, free, idiomatic and communicative translation.

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However, some of these methods can be reconsidered in terms of a ‘conscious plan’, i.e., a translation strategy. For example, a translator may set out (or be ordered to translate) a task to make his/her translation faithful or free, semantic or communicative, literal or idiomatic, etc., depending on the translator’s needs, the type of the original, client’s demands, significance of the source message, linguistic complexity of the ST material, etc.

Larson (1984) contends that translation methods can be divided into two classes – form-based or literal and meaning-based or idiomatic translation. The former implies close adherence to the form of the ST whereas the latter attempts to render the meaning of the ST in a way as to accommodate the translation to the conventional norms of the target language. She points at the continuum between the form-based and meaning-based translation, i.e., it may manifest itself in very literal, literal, modified literal, near idiomatic, idiomatic and unduly idiomatic (Larson, 1984: 16).

Thus, our brief review of the scholars’ approaches to the discrimination of the terms ‘translation strategy / method / technique demonstrates the intense debate over this issue within the academic community. It is obvious that the findings of the studies carried out in the field provide a number of theoretical perspectives. However, continued effort is needed to work out a uniform and common basis of the terms’ definitions and application. Drawing on the findings of the previous research this study suggests the ways of how the notions of translation strategy /method /technique could be taken.

A translation strategy is a global pre-translation action plan that determines the ways of translating the whole text. When adopting a translation strategy the translator is making a decision about the objective (or objectives) of translation, i.e., what the TT would be like, for example, would it retain the formal qualities of the ST or would it be functional and target recipient oriented.

A translation method is a global option of a prescribed procedure (a series of steps) set out during the pre-translation ST overview to be followed by the translator to achieve the objectives of translation. As the definitions show, there is much in common between the translation strategy and method since they both involve the notion of objective of translation. They are distinctive in the point that the strategy is a conscious plan for solving translation problems whereas the method is the guideline adopted to help the plan to be realized. In this sense the translation method can be reconsidered in terms of local strategy, that is it a set of translator’s procedural activities of problem-solving and decision-making.

It is well established from a variety of studies that there is an unambiguous relationship between the translation strategy / method and the type of the ST. This study suggests that a translator should be aware of a few factors that might affect his/her choice of the translation strategy / method as well as the translation techniques determined by this strategy /method.

Extra-linguistic factors:

1. The function of the ST (whether it is designed to inform, or to persuade, or to evoke aesthetic feeling and/or emotional attitude, etc.).
2. The type of the TT receptor (their cultural and/or educational background and expectations).

3. The significance of some information in the ST (what must be rendered and what may be rendered or omitted).

4. The complexity of the situation described in the ST.

Linguistic factors:

1. The style and register of the ST (whether it is a literary prose, poetry, historical, academic, business, economic, mass media, etc. text).

2. The amount of culture-specific units in the ST.

3. The number of translation challenges.

Thus, the pre-stage of translation process presupposes translator's awareness of the factors stated above and setting the objective of his/her translation. It is exactly on this stage where a global translation strategy and a suitable method to implement it are adopted.

A translation technique can be defined as a specific way of handling micro-units in the course of actual translation which is determined by the global conscious plan (strategy/method). A translation technique should be seen as a micro method for operationalizing the translation strategy (Tardzenyuy, 2016: 49). In other words, a translation method is employed in the relation to the whole text whereas a translation technique is used to render the meaning of text fragments. The techniques can be verified in a particular context and thus, they are valued as justified, unjustified or erroneous in terms of their functions (Molina, 2002: 509).

It seems evident that the translation strategy and method should be consonant with the translation techniques applied in the process of translation. These types of translation solutions (strategies/methods/techniques) inevitably involve the notion of equivalence, since any translator's approach towards problem solving results in materializing a certain category of translation equivalence that may or may not lead to translation adequacy. Hence, on this stage of our research we set out the task of clarifying the notions of equivalent, equivalent translation and adequate translation.

Equivalence, equivalent translation, adequate translation

Though the notion of equivalence is one of the major theoretical issues that has dominated the translation studies for many years, it as yet remains a controversial and much disputed subject within the field. Up till now, the definition of the term 'equivalence' as well as its applications are still being negotiated in the academic community. The studies of translation equivalence have evolved within the philological, linguistic, communicative and socio-semiotic theoretical paradigms of translation which lay emphasis either on the formal or functional aspects of the notion of equivalence, or stand in the middle.

Vinay and Darbelnet (1995) hold the view that equivalence is determined by the translation situation rather than the semantic correspondence between the language units of the ST and TT. Translation equivalence is treated by the scholars as a heterogeneous phenomenon that falls into more specific sub-categories, i.e., types and levels of equivalence.

The notion of equivalence is the key subject of Nida's studies of the Bible translation (Nida, 1964; Nida & Taber, 1982). He differentiates between formal and

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dynamic equivalence and advocates the view of dependence of the equivalence options on the aim of translation. Specifically, if a translator sets out the task to reproduce the wording of the original as close as possible, s/he is likely to use the formal equivalence. The dynamic equivalence is employed when the aim of the translation is to trigger the same impact on the target receptor as the original text does on the source user (equivalent effect), providing that the message of the ST is retained.

Koller (1995) distinguishes five types of equivalents: denotative, connotative, text-normative, pragmatic and formal/aesthetic.

Komissarov (2002) holds the view that equivalence should be seen as a degree of semantic similarity between the ST and TT. Having explored the amount and degree of the semantic proximity (from a high to low degree) he sets up the theory of five levels of equivalence (the level of the communicative intention, the level of the situation, the level of the situation description, the level of the meaning of syntactic structures and the level of word semantics). Within his theory the levels are conceived as meaningful components of the ST that should be retained in translation.

Vinay and Darbelnet (1995) argue that equivalence is determined by the translation situation rather than the semantic correspondence between language units of the ST and TT.

As a semiotic category, translation equivalence is viewed from the perspective of syntax, meaning and communicative aim and is defined as syntactic, semantic and pragmatic (Neubert, 1985). Other views within the semiotic approach recognize structural, semantic and pragmatic equivalence.

Structural equivalence establishes the closest possible formal correspondence between the original and its translation and seeks to achieve maximum similarity between the grammatical form and lexical items of the ST and TT. Semantic equivalence is used to render the ST meaning in a manner that is natural and comprehensible to the TT receptor. Pragmatic equivalence is set up between the ST and TT to describe the same extra-linguistic situation and evoke the same reaction in TT receptor to it. The input and output materials may differ in the linguistic devices being used as well as the semantic components being expressed, however, they perform the same pragmatic function.

Summing up the approaches to translation equivalence we would like to highlight the following positions. Equivalence is attained by setting up meaningful correspondence between the levels of the ST and TT. The choice of an equivalent is determined by the linguistic parameters of communication (grammatical, lexical and stylistic) and the extra-linguistic (situation, subject matter, source author, target receptor, implications, etc.) ones and thus, equivalent units are those which have similar meaning and communicative effect.

The concept of equivalence is sometimes mixed up with that of adequacy since they both involve the idea of similar impact on the source and target readers and functional identification between the two texts. Although a few scholars use the terms 'translation equivalence' and 'translation adequacy' as synonyms, yet the majority of the researchers contend that these notions indicate different dimensions and features of translation, namely, equivalence refers to the text as a linguistic entity and the textual fragments while adequacy refers to its functional appropriateness. It is assumed that dynamic equivalence and semantic/pragmatic equivalence are directly

linked to translation adequacy. Though rarely, but formal/structural equivalents may also be regarded as an adequate solution if they meet the objectives of translation (a close rendering may be ordered by a client) and are consistent with the strategy of translation. However, as it is generally recognized, the most distinguishable feature of translation adequacy is the accommodation to the norms (linguistic and cultural) of the source language that promotes effortless, smooth and easy reading of the TT. One more observation should be made about the communicative effect that an adequate translation seeks to achieve, specifically, a translation can be called adequate if it evokes the reaction of the target receptor similar to that of the source user.

Thus, translation equivalence relates to the linguistic means employed to render the meaning of the ST whereas translation adequacy should be viewed as a quality of translation which is judged in terms of its correspondence to the extra-linguistic situation. This involves the communicative parameters of bilingual interaction (cultural, social, pragmatic, conversational, etc.) which stretch far beyond the textual (linguistic) ones. In order to achieve adequacy a translator is likely to employ the equivalents aimed for reader-oriented/communicative translation.

The methods applied in the study are comparative translation analysis meant to identify correct solutions and errors, the descriptive one which is based on the observation of the translation practices. It is undertaken to identify the regularities in the translators' responses to specific translation situations and to establish the results of their responses. In order to clarify the priorities of the translation analysis it is necessary to preview the following issues:

1. As it was stated above, the building up of the translator's conception of how to deal with the ST, the adoption of the translation strategy/method and all the ensuing techniques depend on the linguistic and extra-linguistic factors of the translation situation, one of them being the type of the ST. The original under consideration belongs to the category of general informative texts which are used in the publicist discourse and perform the informative, persuasive and expressive function. It is marked by the literary 'readable' style and presents logically connected facts and certain communicative values. The translators, thus, have to find optimal ways of communicating the message as a part of the ST textual content in the TT, that is their options should be judged against inter-linguistic (grammatical, lexical, stylistic, etc.) and extra-linguistic (communicative situation, information receiver, etc.) criteria. The balance between faithfulness and transparency is to be seen as one of the factors that facilitates the functional identification between the ST and TT and, eventually, the TT acceptability by the target receptors. Besides, the acceptance of the TT can be thought of as successful if a translator manages to reflect the ST communicative qualities by employing the speech patterns that are in common use in the target language community.

2. A word is a unit of nomination of certain reality and hence, its translation counterpart has to nominate the same reality and retain its semantic identity. However, since a sentence consists of linguistic units each of them possessing its own significance as well as its informative and communicative value, the content of a sentence cannot be reduced to the mere sum meanings of the units. The contextual conditions of the lexical unit occurrence may affect its meaning and this fact calls for particular attention to the linguistic environment of each word in the ST. Eventually,

the micro units together contribute to the functional aspect of the sentence, which is also to be transferred to the TT.

3. When translating a person faces three stages to undergo, namely, the stage of reception and interpretation, the stage of adoption a translation strategy/method, and the stage of formulation (reproduction).

3.1. At the reception and interpretation stage a translator evaluates the ST, identifies the text purpose, its stylistic register and logical complexity as well as its ideological and aesthetic values, and defines its message. Herein s/he builds a conception on how to handle the original and makes a decision about the optimal way of rendering the message in a coherent and cohesive text.

3.2. At the stage of adoption of a strategy/method a translator sets out a conscious plan or a strategy to achieve the goal of translation. The strategy entails the corresponding method to be implemented by using the appropriate techniques.

3.3. At the stage of formulation a translator focuses on the target language forms to render the meaning of the ST micro units. The options s/he chooses are determined by the translation strategy and result in the translation equivalents. Depending on their translation competence (linguistic, sociolinguistic, discursive, strategic) and their translation experience the translators demonstrate their individual approaches while dealing with translation challenges.

4. As translation is a process of decision-making and, thus, unique, subjective and individual and the translators build up their own conception of how to deal with the ST and they make their own decision of what is of the primary importance in translation, whether it would be accuracy or transparency, or a sensible balance between the two approaches. It is obvious that the translators enjoy certain freedom when selecting the optimal devices from a wide range of potential equivalents, however, their creativity and singularity should be subordinated to the demands of the translation situation and the goal of achieving the ST and TT functional identification.

In our study we differentiate between two basic strategies of translation, directly opposite in character, namely, the strategy of imitative, direct, ST-oriented translation and oblique, indirect, target receptor-oriented or functional translation. The TT1 and TT4 are the cases that follow these polar strategies, while TT2 and TT3 demonstrate the continuum of the imitative and functional translation.

SAMPLE 1. TT1.

1. The reasons / *причини* (1) / why people study English / *через які люди вивчають англійську мову* (2) / have been changing for a long time / *змінюються протягом тривалого часу* (3) / and bring us new types of students / *і приносять нам нові типи студентів.* (4) / The change of generation / *зміна поколінь* (5) / is a cultural change / *це культурна зміна* (6) / which we can see / *яку ми можемо розглядати* (7) / either as a threat / *і як загрозу* (8) / or an opportunity / *і як можливість.* (9) / In any case / *в будь якому випадку* (10) / immobility / *бездіяльність* (11) / risks / *ризикуює* (12) / reducing the study of English / *знизити вивчення англійської мови* (13) / to a purely mechanical exercise / *до рівня суто механічних вправ* (14) / aiming at mastering / *які спрямовані на оволодіння* (15) / a means of business communication / *засобами ділової комунікації* (16).

The strategy adopted by the TT1 translator is to produce a direct, imitative and objective text; the method applied while handling the original is literal translation. It may also be discerned as the ‘foreignization’ method according to which the text is not manipulated to fit the norms of the target language, but retains the ‘alienness’ of the sentence structures. TT1 demonstrates close adherence to the ST word order, noticeably, at the expense of TT readability, and the attention is focused predominantly on reproducing the form of expression. The techniques used in translating are the word-for-word (the ST word order is preserved and lexical units are translated mostly by their common meaning) and one-to-one translation (the primary meaning of the lexical units are somewhat modified). The equivalence maintained in the piece is the formal /structural one. In order to fine-tune her translation the translator employs the situational equivalents in fragments 7, 11 and 15, specifically, the word ‘see’ is translated as ‘розглядати’, the word ‘immobility’ is translated as ‘бездіяльність’, the word ‘aiming at’ is translated as ‘спрямовані на’ though these senses are not registered in the respective dictionary definitions.

If we project ourselves into the position of the TT receptor we would have to admit that the reading is not easy since the translator fails to use the speech patterns that are habitually used in this type of the communicative situation, therefore it necessitates effort to grasp the ST message. On the other hand, the fact of the ST message rendering cannot but be recognized as the translation is sufficiently informative. However, taken into account that any translation is an act of communication, it is evident that the objective of translation as an act of communication is to transmit the information which is in the ST to the TT and to elicit the TT receptor’s response identical to that of the ST user rather than to reproduce the meaning of the original.

There are two points of view on literal translation. According to the first one, literal translation leads to distortion of meaning and its maximal closeness to the ST structures results in violation of the target language grammatical and conversational norms. The opposite view advocates the idea of relative acceptability of the TT (translated literally) on condition that it manages to render the ST message and reach the communicative goal similar to that of the ST. In the case under consideration the type of the ST seems to be a crucial factor. As it was stated above, the general informative texts (the category under which the original is subsumed) are usually meant for a wide readership and hence, their translation should be smooth and effortlessly understood. Although TT1 is linguistically equivalent, i.e., it meets the inter-linguistic criterion (renders the content of the ST), but the structural equivalence set up by the translator does not provide easy reading which is normally expected with this types of texts. Therefore, the achieving of the communicative goal seems to be doubtful and the TT acceptability is problematic as it does not meet the extra-linguistic criterion. In this light, the translation adequacy of TT1 is of the low degree.

SAMPLE 2. TT2.

The reasons / *причини* (1) / why people study English / *вивчення англійської мови* (2) / have been changing for a long time / *постійно змінюються* (3) / and bring us / *що веде до появи* (4) / new types of students / *нових типів студентів* (5). / The change of generation / *зміна поколінь* (6) / is a cultural change, / *є також і зміною культури* (7) / which we can see either as / *яку можна розглядати і як* (8) / a threat / *небезпеку* (9) / or an opportunity / *і як*

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можливість (10) / In any case, / в будь якому випадку (11) / immobility / відсутність прогресу (12) / risks / може (13) / reducing / перетворити (14) / the study of English / вивчення англійської мови (14) / to a purely mechanical exercise / до виконання суто механічних вправ (15) / aimed at / метою яких є (16) / mastering / засвоєння її (17) / a means of business communication / як засобу ділового спілкування (18) /.

The global strategy the translator uses as a guide in her work is ST-oriented, objective, close translation. However, in the process of translating when dealing with structural constraints of the ST the global strategy is reconsidered (modified) and the local strategies of syntactic and semantic translation are applied. The method used in TT2 is semantic translation which attempts to reproduce the original wording of the ST as well as its exact contextual meaning. Particularly, TT2 retains the surface structure (grammatical and lexical components) of the ST. The sample demonstrates that the division of the ST into the micro-units is nearly fully mirrored in TT2. The techniques operationalized are consistent with faithful translation (word-for-word and calque). Since the translator is definitely trying to reconcile translation accuracy and transparency, the adjustment techniques typical of communicative translation are also resorted to (addition, reformulation and replacement). Specifically, in translation pairs 1, 9, 10 the technique of word-for-word translation is used; translation pairs 5, 6, 11, 14, 16, 18 are the examples of calques; translation pairs 2, 3, 7 demonstrate replacement; in translation pairs 4, 15 addition is applied; translation pairs 12, 14 are the cases of reformulation; translation pairs 8, 17 exhibit specification; translation pair 13 exemplifies generalization.

The combination of the techniques of imitation and transformation (adjustment) proves that the translation under consideration fluctuates between the form-based and meaning-based method moving from literal to modified literal and near idiomatic translation thus, demonstrating the continuum between the formal and dynamic equivalence. This allows the translator to reproduce some aesthetic features of the ST and in such a way to bring her translation nearer to the status of an editorially acceptable text. However, since some fragments (7, 15, 18) of TT2 make little concession to the target receptor the complete translation adequacy is questioned or it may be defined as near adequate translation.

SAMPLE 3. TT3.

The reasons why people study English have been changing for a long time / з плином часу змінюються причини, що спонукають до вивчення англійської мови (1) / and bring us new types of students. / і таким чином з'являються нові типи студентів (2). / The change of generation is / зміна поколінь є (3) / a cultural change, / культурною зміною (4) / which we can see / яку можна розцінювати (5) / either as a threat / як загрозу (6) / or an opportunity. / або ж як нову можливість (7). / In any case, / у будь якому випадку, (8) / immobility / відсутність змін (9) / risks reducing / може звести (10) / the study of English / вивчення англійської мови (11) / to a purely mechanical exercise / до чисто механічного вправляння (12) / aimed at / спрямованого лише на (13) / mastering / опанування (14) / a means of business communication. / ділового спілкування (15).

The strategy adopted in TT3 is the target receptor-oriented translation aiming at rendering the ST message and dominant text function in the verbal manner that is habitually expected in this type of communicative situation so that the concession and respect to the target reader is being made apparent. The methods used by the translator are the idiomatic or/and communicative translation which attempts to utilize the linguistic forms that are conventional in the target language and to produce on the TT receptor an effect as close as possible to that obtained by the ST reader. In order to reach naturalness and smoothness of expression the translator resorts to the techniques of addition, subtraction and alteration (Nida, 1964) that can be treated in terms of transformations. Thus, the technique of transposition is used in translation pair 1; this case may also be viewed as re-patterning on the level of words which is necessitated by the difference in the theme-rheme arrangement in the English and Ukrainian sentences. Another variety (lexical-grammatical) of transposition, namely, addition, is used in translation pair 5, omission – in translation pair 15; lexical substitutions (sense development) are used in translation pairs 2, 5, 10, 13; grammatical substitution (part-of-speech replacement) is used in translation pair 1 (to study (V) – вивчення (N)). Unlike TT2, TT3 reproduces the textual information of the original adding the cohesive elements ‘і таким чином’ (2), ‘лише’ (13), thus, explicating the semantic relations between the objects in the ST which apparently endows TT3 with a textual quality

The techniques operationalized in TT3 make it semantically and pragmatically equivalent with the ST, since the two texts have the similar meaning and perform the same function. This case can also be termed as dynamic equivalence which is attained by reproducing the ST message in the most natural target language forms. Given that TT3 is linguistically accommodated to the target language grammar and idiomatic norms and is able to evoke the response identical to the ST it should be considered as sufficiently adequate translation.

SAMPLE 4. TT4.

The reasons why people / *мотивація людей* (1) / study English / *вивчення англійської мови* (2) / have been changing for a long time / *постійно змінюються* (3) / and bring us / *і внаслідок цього виникають* (4) / new types of students / *нові типи студентів* (5) /. The change of generation / *зміна поколінь* (6) / is / *передбачає також і* (7) / a cultural change, / *певні зміни культурних пластів* (8) / which we can see / *що може мати* (9) / as a threat / *як негативні наслідки* (10) / or an opportunity / *так і розкривати нові перспективи* (11) /. In any case / *у будь якого випадку* (12) / immobility / *відсутність змін* (13) / risks / *загрожує* (14) / reducing the study of English / *звести вивчення англійської мови* (15) / to a purely mechanical / *до чисто механічного* (16) / exercise / *виконання вправ* (17) / aimed at / *з метою* (18) / mastering / *вдосконалення лише навичок* (19) / a means of business communication. / *ділового спілкування* (20) /.

The strategy adopted in TT4 is target reader-oriented, thought-for-thought translation attempting to ensure fluency for the target receptor by employing stable expressions and speech patterns that are in common use in the target language community. The method applied is meaning-based, communicative translation which

is meant to produce the exact ST contextual meaning in such a way that the resultant text is easily understood and fully accepted by the target receptor. The analysis of the correlated source and target texts' micro units reveals that the splitting into the units of translation is somewhat different from that in TT1, TT2 and TT3. The difference may be accounted for the translator's striving for maximization of idiomatic translation. Another objective of the translator seems to render not only the textual but also the contextual meaning, thus, the implicit reason-consequence relations between the facts are expressed explicitly due to adding the cohesive elements (highlighted in the sample 4). The techniques opted for by the translator encompass translating on the level of words and on the shift of levels and involve a number of transformations. Specifically, situational lexical equivalents are used in translation pairs 1, 4, 7, 14, 15; calques (that actually function as fixed expressions in the target language) are used in translation pairs 5, 6, 12, 18; grammatical replacement (part-of-speech substitution) is used in translation pair 2; grammatical transposition is used in translation pair 3; paraphrase is used in translation pair 13; omission is used in translation pair 20; addition is used in translation pairs 8, 9, 10, 11, 17, 19. The cases of the addition can also be treated as sense development or local modulation which is aimed at rendering the textual material in a manner that conforms to the natural patterns of the target language. Eventually, it promotes the transfer of the coherent meaning from the ST into the TT and hence, endowing the translation with idiomatic and textual quality. The techniques operationalized by the translator result in the semantic and pragmatic equivalence (or the dynamic equivalence).

Since TT4 meets the linguistic and extra-linguistic criteria of the translation situation it should be viewed as a case of functional identification. If compared with other translation samples, TT4 faithfully transmits the ST message (as in TT1 and TT2), employs the target language conventional patterns, promotes transparency and effortless reading (as in TT2 (partially) and TT3). Besides, by introducing explicit cohesive elements, it manages to reflect the textual value of the ST which definitely works for the overall communicative effect of the translation. In this light TT4 may be regarded as the case of complete adequate translation.

Conclusion

1. Translation techniques used by the translator and the resulting equivalents are determined by and are consistent with the translation strategy and method, thus, the strategy and method seem to be crucial for the manner of translation development.

2. While making his/her decision of how to handle the ST the translator considers and evaluates the translation situation which involves the linguistic and extra-linguistic parameters. If the translator takes into account all of these parameters s/he produces a high quality translation, if s/he ignores any of them his/her work appears to be of a doubtful quality.

3. Translation adequacy may be measured against the TT acceptability and its communicative effect. The acceptability of the TT is be considered on four levels:

- a) the faithful rendering of the ST meaning while little concession to the target receptor is made;

- b) the faithful rendering of the meaning with relative respect to the target receptor;
- c) the faithful rendering of the meaning with due respect to the target receptor;
- d) the faithful rendering of the meaning and textual quality with much respect to the target receptor.

Correspondingly, the TT that achieves the first level of acceptability is viewed as the case of low translation adequacy; the TT on the second level of acceptability is seen as the case of near adequate translation; the TT on the third level of acceptability is termed as sufficiently adequate translation; the TT on the fourth level of acceptability is defined as the case of complete adequate translation.

Since the present research is carried out on the material of the small size samples, quite a number of translation techniques are not included into the analysis. It is therefore recommended that further research be undertaken on texts longer than those presented in the study. To develop a full picture of the translation adequacy, additional studies will be needed that might clarify the correlation of various types of translation equivalents and establish their contribution into the overall translation communicative effect.

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