

## РОЗДІЛ 2 ГЕРМАНСЬКІ МОВИ

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### CROSS LINGUAL ORTHOGRAPHIC INTERFERENCE AND THE PROCESS OF TRANSLATION

### МІЖМОВНА ОРФОГРАФІЧНА ІНТЕРФЕРЕНЦІЯ Й ПЕРЕКЛАД

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The article is dedicated to the theoretic questions of orthographic interference and its variations in translation. It states about possible influence on translation, and possible negative influence on language. It denotes the nature of orthographic interference, orthographic interference functions in the process of translation. In the article kinds of interference are also analyzed. Special attention is paid to the role of translation in cross lingual communication.

**Key words:** translation, interference, cross lingual interference, orthographic interference, cross lingual orthographic interference, transliteration.

У статті досліджені теоретичні аспекти вживання орфографічної інтерференції, а також її види в перекладі. Досліджений її можливий вплив на процес перекладу. Визначена суть орфографічної інтерференції та її функції в перекладі. У статті проаналізовано типи інтерференції загалом. Особливу увагу приділено ролі перекладу в процесі міжкультурної комунікації.

**Ключові слова:** переклад, інтерференція, міжмовна інтерференція, орфографічна інтерференція, міжмовна орфографічна інтерференція, транслітерація.

В статье рассмотрены теоретические аспекты употребления орфографической интерференции, а также ее вариации в процессе перевода. Рассмотрено возможное влияние на процесс перевода. Определена суть орфографической интерференции, ее функции в переводе. В статье проанализированы типы интерференции. Особое внимание уделено роли перевода в процессе межкультурной коммуникации.

**Ключевые слова:** перевод, интерференция, межъязыковая интерференция, орфографическая интерференция, межъязыковая орфографическая интерференция, транслитерация.

**Formulation of a research problem and its significance.** The problem of interference takes the leading position in researches especially connected with the English and Ukrainian languages. Most of these researches are devoted to the problem of orthographic interference and its possible influence on the process of translation. During the XXth century interference as a linguistic phenomenon was studied by psycholinguistics and this science stated about its negative influence on language. But now the attitude of scholars to this language phenomenon is completely different. The conclusions made in the process of researches proved that interference may have positive influence not only on language, but may also positively influence our specific language skills or even memory.

In modern linguistics scholars single out the following types of interference: 1) according to the origin – external and internal; 2) according to the character of specific language skills transferred from mother tongue – direct and indirect; 3) according to the manner of influence – hidden and not hidden; and 4) according to the linguistic nature – phonetic, lexical, grammatical and orthographic (which is the aim of our research) [1, c. 164]. When we talk about cross lingual communication we face with translation. And while translating we observe interference in its different variations.

During the last decades cross lingual orthographic interference became widespread not only in Europe. For example, we may observe this language phenomenon even in the Eastern countries where

they started adopting parallel Latinized alphabets for languages using the other systems of writing. This process shows the existing tendency of integrating local languages into the singular modern worldwide cultural and historical area. And when we talk about cross lingual orthographic interference and processes within it we talk not only about spelling but also about terminology within it. According to all the above mentioned, transliteration is one of the variations of orthographic interference.

**The goal and the specific tasks of the article.**

The main goal and the tasks of the article are dedicated to the problem of orthographic interference shown in the process of cross lingual communication and translation. The task of the article is to show the way orthographic interference may influence cross lingual communication and the process of translation.

**Analysis of the latest research into this problem** proved that the problem of orthographic interference was studied by many scholars. Most of their works were dedicated to the problem of cross lingual interference as a part of translation process. Among the most famous scientists we may easily single out E. Haugen, V. Karaban, S. Semchinskiy, Yu. Zhluktenko, U. Wainreich and others. The aspects of their researches were connected with the negative influence of interference. They stated about spoiling effect on target language text and pointed the prevention from learning languages. Cross lingual orthographic interference is impossible without speech. And our speech, in its turn, has different character and contains various levels of speech processes. When we talk about interference or orthographic interference shown in translation we first of all talk about the meaning of a word and its external form. According to this, scholars, especially I. Serakovska, state that interference is a kind of negative transfer from source language text into target language text words with formal correlation and not full coincidence, and lexemes with full semantic coincidence. Manifestation of interference is shown through phonetics, grammar and word-stock. Orthographic interference is based on the tendency to extension of internationality in modern language parallels of the European languages. The above stated tendency shows that new borrowings (barbarisms and foreignisms) are adopted into language without taking into consideration phonetic or orthographic rules of the target language. And in this case we have the full right to talk about extra linguistic cases of preserving foreign sounds and forms [6, c. 37]. Some scholars denote that orthographic interference may be combined with graphic interference as the both: 1) may be singled out in writing; 2) transfer rules of writing

from source language text into target language text; 3) cause spelling mistakes.

**Statement regarding the basic material of the research.** The Internet opened new possibilities for communication and promoting business. This type of electronic communication made it easy to work and chat with people from the other countries. It is a well-known fact that English is the language of communication for many people. But sometimes even for English speakers cross-cultural communication can be an issue. In our today's world cross-cultural communication is a must.

When we talk about cross-cultural communication, we definitely face challenges. In this case for effective communication strategy we need understanding that the sender of a message and the receiver are from different cultures and backgrounds. Without getting into cultures and sub-cultures, it is perhaps most important for people to realize that a basic understanding of cultural diversity is the key to effective cross-cultural communications [7, c. 386].

Modern researches of language prove that representatives of various cultures look at the same phenomena differently, as well as perceive them differently. Therefore a translator faces a task not only to transfer lexical units from one language to another, but also to consider cultural aspects of language and communication in the course of the work, that is, in the process of translation. The translation as a language science plays an important role in society as exactly due to it, important political and economic agreements are signed. There is also a distribution of religious and social trends and exercises occurring due to translation. Exactly thanks to translation we can get acquainted with the most modern researches of the European scientists in various fields of scientific researches and they become accessible for reading. The same may be told about works of modern European writers.

As for the features of cross-cultural communication, they are based on the principle that the social experience is passed on and acquired in the course of communication. Language and the so-called paralinguistic in the system of information in which certain social values are assigned play a special role in cross-cultural communication. In the course of cross-cultural communication cooperation happens between subjects which have certain similarities and distinctions. From this aspect translation takes a leading role. It requires concentration around such concepts as value, requirements and institutions of the native speaker formed under the influence of culture. Namely, we can talk about that for successful communication between representatives of various cul-

tures. A translator has to realize what the most valuable for one native speaker is (and it is necessary to consider this while translating) and to define what valuable for the representative of another culture is, and also to consider it when translating [3, c. 164].

In everyday life individuals, representatives of different cultures do not analyze the elements entering their cultural activity as we all live on the principle of stereotypes. But what is stereotype in cross-cultural communication? Stereotype may be understood as group characteristics to individuals singled out on the basis of cultural membership. The term "stereotype" may be used when we talk about "typical" member of a culture. But this term cannot be used for particular individual as we all are completely different. Stereotypes have a way of potentially devaluing people from other cultures. The latter allows the individual to be guided quietly in the situations which are not demanding acceptance of crucial decisions. However the stereotype also plays a negative role because it prevents us from estimating independently and objectively arising contradictions in the process of public relations. Therefore the translator in the course of cross-cultural communication cannot lean on behavior stereotypes as the specified stereotypes to differ because of our belonging to different cultures.

As for translation functions in cross-cultural communication, it is, first of all, the function of overcoming misunderstanding between representatives of different languages and representatives of various cultures. It is, of course, the communicative function as in translation process there is a transfer of a certain information and also function of comparison and correlation of language systems. In cross-cultural communication we carry to a separate translation function intermediary or as it is still called "transport" function, when process of communication happens between representatives of different cultures, but at the same time one of speakers is not a native speaker of a language he uses [4, c. 93].

So, the translation plays an important role in cross-cultural communication as allows representatives of different cultures to carry out full exchange of information. In translation process it is necessary to pay attention to cultural aspects of formation and usage of language and it is also important to take into consideration stereotypes of individual behavior. The main objective of the translator at the process of cross-cultural communication is, of course, to establish connection between or among speakers and to break the language barrier. The leading role of the translation is overcoming a cultural distance between communicants which is aimed at providing mutual understanding between them. The translator in that

case has to have cognitive base that is the structured set of knowledge of national and cultural community, both of the first speaker, and of another one. It is important, first of all, because they form specific national and cultural mentality which needs to be considered when translating.

In the last decades in the sphere of cross-cultural communication the trend of usage of a spelling interference is traced. What represents this phenomenon in the sphere not only cross-cultural communication, but also in the translation? For accurate interpretation of this language phenomenon it should be noted that in modern linguistic science there are two main directions which characterize both an essence of this language phenomenon, and feature of its use in the course of cross-cultural communication (and its influence on translation process in particular). And, in spite of the fact that these directions are several, they are united by general idea about interference as about transfer of knowledge, skills of language material of the native language in foreign. So, the first direction of language research lies in interference where this language phenomenon investigates process of imposing of a system of the native language, and its studying only began. As a result of it badly acquired elements of a modern language are replaced by those which are already known from native language (or mother tongue). From this part in linguistic literature the term "interference" sometimes gains negative value in connection with narrow understanding of this language phenomenon as it is deprived of objectivity. It is possible to distinguish from the most famous representatives of this research direction of language interference, and among them are V. Andonov, L. Voytseshchuk, T. Dikar, to L. Kornilov, etc.

According to researches of representatives of the second direction, interference is the phenomenon with negative influence of one language on another [4, c. 59]. The interference when translating has functional manifestation. Generally, the interference is one of the ways to achieve adequacy in the translation. And because it performs a certain function in translation process, it is also functional. In translation process cross lingual interference performs four functions: 1) serves as means of achievement of coherence of the text; 2) serves as an instrument for ensuring of adequacy of the translation; 3) serves as means of enrichment of language with new stylistic and lexical means and also means of filling of lexical lacunas; 4) serves as means of approach of national cultures. In translation process it is expedient to allocate interference as negative, synonymic and functional. It is especially relevant in the translation of works of art [1, c. 22].

The phonetic interference is shown in change of the place of an accent in some foreign words under the influence of the native language, for example: magazine, industry, colleague; and also in pronunciation of letters not pronounced in English: whistle, sword. Also cases of the so-called wrong accent of words are widespread in the English language. It concerns those words where the accent falls on the first syllable if it is nouns and on the second syllable if it is verbs: suspect – suspect. The phonetic interference takes place when distinctive sign, characteristic of the phonetic system of one language, is absent in another one. As for the main types of a phonetic interference, treat them: wrong accent; omission of sounds which do not exist in Ukrainian; pronunciation of sounds which by rules of the English phonetics have to fall; wrong reading combinations of letters; others altered manifestations in language phonetics which not only distort the correct sounding of language, but also add over time to its lexemes of uncharacteristic sounds, has result of formation of words with negative impact on purity of language and its originality.

As it was stated above, one of the main manifestations of a spelling interference in linguistics and in the translation is transliteration which definitely presents difficulties for the translator, especially if he/she deals with proper names. Therefore, the term “transliteration” designates the transmission medium of foreign-language words borrowed on the basis of graphic structure of original language on the graphic system of target language text. In translation several types of transliteration allocate. They are: 1) a strict transliteration which provides consecutive replacement of one sign only with one sign of other letter; 2) weakened, consisting in replacement only of some signs; 3) expanded which characteristic is in representation of the corresponding connections of signs in the special way in other system of the latter. In other words, we speak about transliteration as about transfer of graphic shape of a word means of the international graphic system of compliance.

In modern theory of translation there is a number of rules of transliteration usage in process of transformation text from Ukrainian into English. The first rule is that use of the approved system of transliteration is not obligatory at the translation of foreign names into Ukrainian. The second rule comes down to the fact that the transliteration has to be carried out directly from Ukrainian into English without usage any additional language. The third rule states that it is approved norm obligatory for the translation of names from Ukrainian into English in legislative and official acts. At the same time we apply two principles of transfer to render proper names.

It is reproduction letter to letter and record sounding of a word without paying attention to its alphabetic registrations in original language [3, c. 121].

Usage of transliteration in translation process, especially if we talk about names, has certain specifics. The transliteration differs from a practical transcription in the simplicity and a possibility of introduction of additional signs. The transliteration is often applied by drawing up bibliographic indexes and at the organization of catalogs, for example, when it is necessary to collect in one place of the catalog the description of all works of the domestic author by foreign languages.

Means of transliteration are used in that case when languages use various graphic systems (for example, English, Ukrainian, Greek, Armenian, Georgian), but letters (or graphic units) of these languages can be delivered in some compliance to each other, and, according to these compliances, there is cross lingual transfer of names.

**Conclusions.** Translation plays an important role in cross cultural communication as it allows representatives of different cultures to exchange information completely and adequately. In the process of translation we should always pay attention to cultural and cross cultural aspects of communication and usage of language. And we should also include stereotypes of individual behavior as we all are representatives of different cultures. The main task of translation in cross cultural communication is to set a kind of connection between (or among) speakers. It denotes that translator has to overcome cultural distance to make communication clear and adequate. So it is important to know national and cultural peculiarities of different cultures.

Interference as a language phenomenon may be of several types: according to the origin, according to the character of transfer peculiarities of a mother tongue, according to the sphere and manner of influence and according to the linguistic nature. Up to XXth century scholars stated about negative influence on language. But after researches they changed their point of view. Interference is now shown as a language phenomenon that may positively influence not only language (both source language text and target language text) but also specific language skills. Orthographic interference as interference in general is impossible without speech.

Orthographic interference in translation deals first of all with a meaning of a word (as the process of translation in general). In translation it performs four functions: serves as means of achievement of coherence of the text; serves as an instrument for ensuring of adequacy of the translation; serves as means of

enrichment of language with new stylistic and lexical means and also means of filling of lexical lacunas; serves as means of approach of national cultures.

Transliteration is one of the main kinds of orthographic interference. According to the latest researches it may be subdivided into: a strict transliteration (which provides consecutive replacement of

one sign only with one sign of other letter); weakened (consisting in replacement only of some signs); expanded (which characteristic is in representation of the corresponding connections of signs in the special way in other system of the latter). As any language phenomenon it has its own peculiarities. It is used when languages use different graphic systems.

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### ЛІНГВОПРАГМАТИЧНІ ОСОБЛИВОСТІ ПОЛІТКОРЕКТНИХ ОДИНИЦЬ В АНГЛОМОВНОМУ ГАЗЕТНОМУ ДИСКУРСІ

### LINGUOPRAGMATIC PECULIARITIES OF POLITICALLY CORRECT UNITS IN THE ENGLISH NEWSPAPER DISCOURSE

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Статтю присвячено вивченню лінгвопрагматики політкоректних одиниць в англійському газетному дискурсі. Проаналізовано різноаспектні підходи вчених до вивчення феномена політкоректності. Опрацьовано функціональні класифікації евфемізмів. Зазначається, що дистинктивні ознаки газетного дискурсу зумовлюють прагматичні властивості політкоректних одиниць, що в ньому вживаються. Описуються функціональні особливості та вмотивованість політкоректних одиниць у текстах британських і американських газет.

**Ключові слова:** політкоректність, евфемія, газетний дискурс, дистинктивні ознаки, лінгвопрагматичні функції.

Статья посвящается изучению лингвопрагматики политкорректных единиц в англоязычном газетном дискурсе. Проанализированы разноаспектные подходы ученых к изучению феномена политкорректности. Отмечается, что дистинктивные признаки газетного дискурса обуславливают прагматические свойства политкорректных единиц, которые в нем употребляются. Описываются функциональные особенности и мотивированность политкорректных единиц в текстах британских и американских газет.

**Ключевые слова:** политкорректность, эвфемия, газетный дискурс, дистинктивные признаки, лингвопрагматические функции.

The article deals with the pragmatics of politically correct units in the English newspaper discourse. Various scientific approaches to the study of the phenomenon "political correctness" undertaken in different aspects have been analyzed. Functional classifications of euphemisms have been tackled. It has been noted that distinctive features of the newspaper discourse condition pragmatic properties of the politically correct units that are used in it. Functional peculiarities and motives of usage of politically correct units in the texts from the British and American newspapers are being described.

**Key words:** political correctness, euphemisms, newspaper discourse, distinctive features, pragmatic functions.