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THEORETICAL ASPECTS OF THE PRAGMATIC ADAPTATION OF THE TEXT

Ця стаття присвячена вивченню проблеми прагматичної адаптації тексту в сучасному перекладознавстві. В ній концептуалізовано ключові положення та підходи до прагматичної адаптації тексту, які допомагають чітко структурувати механізми перекладу та сприяють розробці певних перекладацьких стратегій

Ключові слова: *прагматична адаптація, прагматика, перекладознавство*

In modern translation studies the problem of pragmatic adaptation text is very important: the criterion of linguistic differences, the adequate and equivalent translations give way to another important criterion – the ability of the interpreter to achieve pragmatic goals, which means, to adapt the text to the realities of life. It is well-known that a full understanding of linguistic phenomena is achieved with both linguistic and extra-linguistic factors. The translation being a special form of interlingual communication, the influence of pragmatic language categories is quite obvious.

In this context, it is quite natural that scholars pay much attention to pragmatic adaptation of the text in translation studies. Most researchers consider the degree of closeness to the source text and the quality of the text's decoration to be one of the strongest criteria for assessing the quality of translation. And what is more important, the ability of the interpreter to achieve certain goals [10, p. 1224-1225]. As the German scholar A. Noybert stated, adequate translation – is a translation that retains the original pragmatics [11, p 197]. Russian scholar L.Barkhudarov can´t but agree with the above mentioned statement: he believes that taking into account pragmatic factors is vitally important for achieving the full and adequate translation [2, p. 125]. It should be noted that Ukrainian and foreign

translation studies lack a systematic theoretical survey of adaptation as one of the basic concepts of translation. To be specific, basic differences between adaptation and related forms of secondary communication haven't been specified; main cross-cultural factors that encourage it haven't been defined; methodological basis of pragmatic adaptation of different types of texts and discourses hasn't been developed yet.

So the purpose of this article is to make a survey of the main theoretical aspects of pragmatic adaptation of the text as it seen in the modern translation studies. This is of vital importance both in terms of clarifying the mechanisms of translation in the context of the growing interest to the new aspects of translation and in terms of working out certain strategies in translation studies.

The pragmatic aspect of translation is in the focus of scientific attention of such scholars as N. Arutyunov [1] V. Komissarov [8, 9] Lysenko [10] A.Schweitzer [14, 15] A. Noybert [11] J. Retsker [13] Charles Morris [7] V.Demetska [4; 5] T. Ivanina [6] and others.

It should be noted that pragmatic adaptation includes changes made to the text in order to achieve the desired response from the recipient. However, in our view, translation adjustment, as an intermediate zone has its value: the types of adaptive model of pragmatic texts explain the need for transformation and thus unite the communication theory, and the theory of translation, pragmatic linguistics. Adaptive translation model designed to reveal the causes of changes in the text and to integrate it from one discourse into another one, from one type of the text to another one or transition from one ideology to another one. These very models explain transformations in the course of transferring a single text language and culture.

The degree of proximity/distance from the original text may vary for different types of adaptive texts. There is also the concept of "pragmatic translation problems", which include the facts both of linguistic and extra-linguistic character. Most often pragmatic translation factors include genre and stylistic features of texts of the original language and the target language, their different pragmatic value,

functional role of the sign in a given message, pragmatic task of the translator. These factors also rank as national and cultural peculiarities of the recipients of the original and translation texts, background knowledge of recipients, their socio-psychological characteristics. Sometimes pragmatic adaptation is caused by different semantic structures of correlative words involved in the translation process.

It is necessary to recall that the term "pragmatics" was introduced by an American researcher Charles Morris. He offered to divide semiotics as the science of signs into three sections: syntactic, that examines the relationship between the actual signs, semantics, which studies the relationships between characters and objects, and pragmatics, which studies the relationships between characters and those who use them. "Since most interpreters (and possibly all) of the characters are living organisms, the sufficient characteristic pragmatism would be the evidence that it deals with all the psychological, biological and sociological phenomena observed in the functioning of signs" [7, p. 63]. Nowadays the rapid development of science, technologies, internet-technology helped to revive the dialogue between different systems of a sign, it is not surprising that the pragmatic component became important in Philology, particularly, in translation studies.

In the latest translation studies, the term "pragmatic adaptation" is available in the works of a famous Russian translator Vladimir Komissarov, who believes that pragmatic adaptation of translation – changes made in the translation text in order to achieve the desired response from a particular recipient of translation [9, p . 137-138]. In another study A. Schweitzer notes that pragmatic adaptation – the process of making some adjustments in the socio-cultural, psychological and other differences between the recipients of the original language and translation [14, p. 242].

In Ukrainian translation studies, the term "adaptation" is used in the work of V. Demetskaya: adaptation is a type of translation with the dominant pragmatic guidelines and expectations that focus on stereotypes of the recipient's language and culture. The difference between the translation-adaptation of translation,

reproduction, and the free interpretation based on texts or other types of intertext is that the translation-adaptation involves comparison and verification of the original text, provided the dominant focus on linguistic and cultural priorities of the recipient. The degree of proximity/distance from the original text may vary for different types of adaptive texts [5]. By adapting the translation application conditions include: 1) pragmatic function text becomes dominant; 2) target text is oriented to the stereotypes of the recipient's language and culture 3) the degree of remoteness/proximity of contacting languages and cultures detects the presence/absence of stereotypes expectations of a pragmatic type of the text [4].

Immediately, we note that an adequate response of specific recipient's translation depends on the depth of his/her cultural erudition and "interpenetration" in the context. Many interpreters face significant challenges in ability to transfer the pragmatic component of the original. In particular, this is due to the translation of the text of the facts and events related to the culture of a people, different national traditions and names of food, details of clothes, etc. It should also be taken into account that in any act of communication recipient may get incomplete information. Usually in the process of specifying the details recipient would refer to manuals, notes and references. It is natural for the reader not to understand foreign customs, rituals and acts of translation, which reflect the culture of another people.

However, we can't but agree with V. Demetskaya that adaptation and translation represent different kinds of translation practices, while in contrast to the translation, adaptation aims to the destruction of the source text [5]. In such a context the opinion of the famous Ukrainian researcher V. Radchuk is worth mentioning: he evaluates adaptation rather negative and compares it to "black-and-white thumbnail graphic of a large art canvases", which is nevertheless recognizable, but it is only a copy and even "the price reduced" [12, s.255]. Although researcher at the same time states that adaptation is a dual process and that adaptation may have several stages [12, s.255].

That is why there is an urgent need for classification of the types of pragmatic adaptation. Vladimir Komissarov stated that there are four kinds of pragmatic adaptation in translation practice. The first type aims to ensure adequate understanding of the message of the translation by the recipient. This type is often associated with a lack of necessary background among the recipients [8, p. 137-138]. It is used, for example, while the translation of American states into Ukrainian: "Ohio" is translated like "Огайо". So, we add the word "state" in order to adapt the Ukrainian reader to this reality. The second type is intended to convey the emotional impact of the source text to the recipient [8, p. 140]. For example, the English word "mistletoe" in the mind of the English recipient is a holiday when a boy and a girl are kissing under the mistletoe, while the Ukrainian recipient takes it just as a plant. The third type is focused on a specific recipient and on the specific situation and communication to reach the desired effect [8, p. 142]. In most cases, this type of adaptation occurs in the process of translations of literary works, films, TV programs in order to bring the reader to understanding of these names. The American film "Mr Smith goes to Washington" is translated as "Senator". The fourth type of adaptation can be characterized as a solution of a rather complex translation task like "non-translatable in translation" [8, p. 142]. Thus, the translation of the word "nevermore" in a work of Poe "The Raven" is still the subject of numerous debates in contemporary translation studies.

In connection with this A. Schweitzer, who added much to V.Komissarov's study, states that "pragmatic level takes place in the hierarchy of higher levels of equivalence" [15, p. 85]. Therefore, adequate translation can be defined as the translation that provides the pragmatic task of translation at the highest level of equivalence. It is worth noting that if the target audience speaks a different language, and has other specific features of the socio-cultural environment, pragmatic adaptation can be considered as changes made by the translator in order to achieve the desired effect from the target audience, in other words, to convey the basic communicative function correctly in the original.

Scientist A. Schweitzer also highlights the importance of transferring the pragmatic aspect of content of the source text through its referral for a foreign language recipient "on the basis of the reactions that cause the text accurately conveys denotative and connotative components of the source text to the foreign language reader. This is a pragmatic adaptation of the original text, that is fixed in the socio-cultural, psychological and other differences between the original recipients and translated text" [14, p. 242].

In foreign translation studies pragmatic adaptation is investigated by the German researcher A. Noybert who noted in his famous work "Pragmatic aspects of translation" that adequate translation has to reproduce the pragmatics of the original. He proposed to distinguish four types of pragmatic relations in the translation: from the highest (actual translatability) to inability to reproduce the original pragmatics in translation. The researcher proposed the following classification of texts:

- Texts, oriented to the native speaker. It can be scientific and technical literature, advertisements and more. These texts are interesting for every audience (both native and non-native speakers) [11, p. 197-198]. To such type of texts, according to A. Schweitzer, belong the advertising of cigarettes "Winston" - Bad Grammar - Good Taste. This translation will be understandable only for native speaker, as it will be associated with the words «Winston tastes good like a cigarette should». You need to put "as", but not "like" [14, p. 240];

- Texts, oriented to the target language speaker. It may be laws and promotional materials and the local press, and ads. The pragmatic component here is assumed by the author of the text. [11, p. 197-198];

-Texts, which occupy a position between the first and second above mentioned types. These texts include fiction [11, p. 197-198];

- Texts, oriented both to the native speakers and to the target language speakers. To the category of these texts belong social and political literature, economic periodicals [11, p. 197-198]. It means that both recipients equally understand the material, so the role of the pragmatic component is quite weak.

As A. Schweitzer noted on this occasion, such a division is very "up-to the situation": if we assume that the scientist writes a report for an international conference in another excellent manner than for his country colleagues who already know the necessary terminology [14, p. 242].

Thus, analytical review of scientific achievements, aimed at highlighting the phenomenon of pragmatic adaptation of the translation showed that the translator should follow the pragmatic equivalence both for the source text and the target text. The text should carry the same impact both for the native and the non-native speakers. In this context the personality of the interpreter is extremely important, his skills and ability to consider both the communicative situation and the particular historical and cultural context, to maintain a pragmatic intention of the native speaker and, what is most important, to reproduce the "spirit and letter" of the source text as closely as possible, even taking into account "non-translatable in translation."

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Тарасенко К.В. Прагматическая адаптация перевода текста: ключевые подходы и методологические ориентиры

Эта статья посвящена изучению проблемы прагматической адаптации текста в современном переводоведении. В ней концептуализованы ключевые положения и подходы к прагматической адаптации текста, которые помогают четко структурировать механизмы перевода и способствуют развитию переводческих стратегий

Ключевые слова: *прагматическая адаптация, прагматика, переводоведение*

Tarasenko K. V. Pragmatic adaptation of the translation of the text: key approaches and methodological guidelines

This article is devoted to the investigation of problems of pragmatic adaptation of the text in modern translation studies. The key approaches to pragmatic adaptation of the text, which help to understand the nature of the mechanisms of translation and contribute to the development of translation's strategies are in the centre of attention in this article. The works on translation studies written by of A.Noybert, V.Komissarov, Y.Rezker, A. Shweizer, L.Barhudarov, V.Radchuk and other prominent scholars are in the focus of this investigation that has a character of a review. It is stated that pragmatic adaptation of the text is aimed to produce the same effect both for the native speaker and for the alien speaker. Different classifications of the types of pragmatic adaptation are also taken into account (A.Noybert, V.Komissarov, A. Shweizer). The influence of the extra linguistic factors, which is of vital importance, is also mentioned in the process of pragmatic adaptation of the text.

The analytic survey of the works of the scholars has showed that the translator should in any case adhere to the pragmatic equivalence of the source text and the target text, and it is desirable that the text should make the same effect both on the native speaker and non-native speaker. In this context the personality of the translator and his (her) skills play an important role, because of their ability to take into account both a communicative situation, and a specific historical and cultural context. The translator should transfer the pragmatic intention of the speaker and, what is the most important, to reproduce the spirit of the original text as closely as possible, even taking into account certain realia or something that can't be translated. The most difficult aspect in this case is to translate realia or some specific words or cultural points which have no direct equivalents in the language of translation and there seems to be no possibility to convey the semantic effect for the non-native speaker.

Key words: *pragmatic adaptation, pragmatics, translation studies.*