

Zhanat Dabylovna Rapisheva

Candidate of Philology, associate professor

Karaganda State University named after academician E.A. Buketov,
Kazakhstan

TRANSLATION AS MEANS OF CROSS-CULTURAL COMMUNICATION

Resume of the article

This article observes social aim of nowadays' translation, development justifications and necessity of life. Although the need of social aim and necessity of life of translation is obvious, it still needs to be proved from its terminological constancy. People from all over the world speak about cultural patterns and communicate through translation in attempt to reach civilization equality. Therefore, article's authors evaluate translation highly, because it helps to develop society.

If translation exists, there is always science which studies it as well. These two things are inseparable. Every language has its own national characteristic, but in intention to join worldwide civilization, native people try to explain these characteristics to other non-native speakers. In fact, people want to be aware of pros and cons of other nations to develop themselves. So, authors of this article will try to prove social importance of translation and its theories by giving different examples on this topic.

Key words: *translation, translating, target translation, worldwide civilization, globalization, translation and society, translation and language, importance of translation, role of translation, aim of translation.*

Introduction

Because of modern development of society, the role of translating from one language into another is very important. Translation from language into another is the way of exchanging, accepting, collecting, analyzing and sending information to make

political, economical, cultural and spiritual connection between Independent Kazakhstan Republic and foreign countries.

Nowadays it is difficult to find a sphere which does not need translation. Translation is the most convenient way of spreading and promoting news of telegraph agencies, magazines, technical and scientific informations. It means that translation is a uniting power used to develop and unite international relations, to unite cultural and spiritual resources of nations, to develop equally our multilingual and multinational society.

The aim and objects of the work. The aim of the research is to identify modern principles, methods, ways of the process of translation and the role of translation in a society. To achieve the aim, following objectives should be followed:

- to analyze general and Kazakh history of translation;
- to observe functions and methods of modern translation;
- lexical-semantic peculiarities of words during the process of translation;
- to demonstrate translation types and pragmatic features of translation.

The results come as the next.

According to Translation Studies, transformations between languages are called linguistic migrational processes. So it means that some foreign words enter into language, or they equal technically (loan translation) or semantically (search of close in meaning words), or other methods of constructing word-combination.

International words, terms, clichés, phrases (*үштік одақ, Ақ үй, мемлекеттік құрылым, төртінші билік*) are principles made of linguistic migrational processes between European, Russian and Kazakh languages, influence of languages and translation processes.

In globalization period, when we need to translate language of science, knowledge, literature, culture, information and advertisement, the role of translation is important. From one hand, we develop our knowledge, broaden our minds and views through translation; from other hand, we should remember to keep safe of our

native language. To do that, every translation from foreign language should base on knowledge, culture, tradition, psychology of Kazakh reader. Therefore, the role of pragmatics is very important.

Because translation has close connection with language, it is better to give some definitions for language. If we choose more linguistical approach than cultural or philosophical; first of all, we would say that language is a tool of communication; secondly, it is text of communication.

To make a translation, translator should not only study two languages, but should study also methods, tools, should use different transformations and should follow theoretical strategic principles.

Also, there is classification, based not only on content, extent, peculiarity, objectives of the target text, but on meaning, genre-stylistic peculiarities, and construction. Linguistic mechanism doesn't change during translation, even with its peculiarities and objectives. Therefore, there is a principle of union and relations which relies on extent and peculiarity. Objectives of translation are based on these principles.

Considering peculiarity of text, speech of translator and process of translation, V. N. Komissarov offered following classification of translation: genre-stylistic (literary and informative) and psycho-linguistic [1, 86].

Literary translation is a translation of literature, which aim is to give aesthetic pleasure to a reader. Unique feature of such translation is its literary value. If compared with other types of translation (which convey information in detail), communicative function of translation is to recreate literary character, to make particular aesthetic influence. That's why it is important to identify and give to the readers author's attitude, mind and sense. Literary translation is divided into: poetry translation, drama translation, satiric translation.

Informative translation is a translation of non-literary texts, such as social-political, scientific, technical, official texts. Its function is to convey information. Informative translation consists of translation of scientific, military, social, political, detective texts, travel snapshots, essays. According to the style of source text, they

are divided into following styles: 1. scientific; 2. academic; 3. journalistic; 4. Patent documents [2, 83].

To achieve equivalence (keeping of similarity of text's content and style), translator must construct special plan based upon functional and stylistic peculiarities of the source text. But this division is not a common rule, because literature has not only stylistic, communicational, functional and informative elements, but also has expressive and emotional elements.

Psycho-linguistic classification means to understand source text and to create target text.

Such translations are achieved through translation speech, understanding source text and creating target text (oral and written). Written translation is fixed translation. Translator can retranslate, correct and fulfill text any time.

Oral translation is a direct connection between source language and an interpreter, it is one-time translation. In such situation, interpreter is not able to fulfill, retranslate or correct the translation.

Conclusion

The act of translating is the art of human creativity. It is hard to find proper tools in translation, which could describe content and form of the text. This act needs creativity from translator side and helps to brainwork. Therefore, literary translation, which is the text created by stylistic devices, is difficult to translate, as it needs literary creativity. That's why we can consider it an art.

There is Translation Studies, which observes translation process and ensures that theory goes along with practice. Translation always had important role, and do have now, as it is the tool of spiritual, cultural, social, economical, trade relations among countries and nations. It is more important nowadays, as international relations increase. Such important and worldwide process needs theoretical base.

Stable position of Independent Kazakhstan depends on translation, which literally means exchange of culture through the language. Because political, economical, spiritual and cultural connection between countries and nations increases

everyday, we not only need to prepare future translators, but to solve theoretical issues.

Due to the fact that people of our planet speak thousands of languages, and cultural communication increasing day by day, we need translation even more. Translation is ancient, but it's an art. Calling translation an art, emphasizes its cultural value. Cultural communication during the translation makes us realize different aspects of our lives. Therefore, we need not only to make a translation studies, which is the branch of linguistics and literature, but to develop culture studies, which is also important.

References

1. Commissarov N. Translation theory. – M, 1990. – 220 p.
2. Chernov G. P. Bases of simultaneous interpretation. – M, 1982. – 126 p.
3. Vereshchagin E.M., Kostomarov V. G. Language and culture: a linguistic regional geography in teaching Russian as foreign. –M.: Russian language, 1990. – 246 p.
4. Yelizarova of G. V. Kultur and training in foreign languages. – SPb.: Union, 2001. – 291 p.
5. Zhakupov Zh.A. Reference book of the translator. – Almaty: Sardar, 2009. – 176 p.