

INNOVATIVE IDEAS IN THE DIRECTION OF LITERARY STUDIES AND TRANSLATION

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Annotation. The purpose of this article is to analyze innovative ideas in the direction of literary studies and translation activities, to determine the place of translation within the framework of a professionally carried out translation technological process.

Keywords: innovative ideas, translation, new trends, literary studies, localization, problems, creativity.

Annotation: Ushbu maqolaning maqsadi adabiyotshunoslik va tarjima faoliyati yoʻnalishidagi innovatsion gʻoyalarni tahlil qilish, professional tarzda amalga oshirilayotgan tarjima texnologik jarayoni doirasida tarjima oʻrnini aniqlashdan iborat.

Kalit soʻzlar: innovatsion gʻoyalar, tarjima, yangi yoʻnalishlar, adabiyotshunoslik, mahalliyashtirish, muammolar, ijodkorlik.

Аннотация. Цель данной статьи - проанализировать инновационные идеи в направлении литературоведения и переводческой деятельности, определить место перевода в рамках профессионально осуществляемого переводческого технологического процесса.

Ключевые слова: новаторские идеи, перевод, новые тенденции, литературоведение, локализация, проблемы, творчество.

Introduction. It is quite obvious that translation studies develop and is enriched with new and innovative ideas only due to its orientation towards translation practice. Actually, translation studies as a scientific discipline initially emerged in connection with the need to understand the essence of translation as a practical activity, the essence of the tasks solved by the translator and the methods for solving them, and the main approaches to translation. However, the relationship between translation theory and translation practice seems more complex; there are relationships of interaction and mutual influence between them: translation studies, being in a certain sense the result of a generalization of translation practices, at least their analysis, should, by definition, influence the state of translation practice, set certain guidelines in the constantly changing translation process, that is, provide guidance in the process finding optimal translation solutions in the context of constantly changing conditions for translation activities. That is why one of the tasks of translation studies is the development of general principles for training translators that meet certain requirements for them in the translation services market. Principles of this kind, implemented in the educational process, determine the quality of the final product - a professional translator and, ultimately, the overall level of quality of the translations performed.

In the last two or three decades, the conditions for translation activities have changed significantly. Translators now work in a computerized world, covered by the Internet, using a variety of platforms and environments, translation memory systems. The use of machine translation systems is also becoming an increasingly pronounced reality. Moreover, types of translation that were previously on the periphery of the translation profession or did not exist at all are becoming widespread (audiovisual translation, social translation, translation-editing, transcreation, audio description). Often these types of translation activities are presented as something fundamentally different from the so-called “translation itself” and are opposed to it. As I. Gambier writes, “indeed, depending on the specific field, this term is crowded out or replaced by other terms... They reflect different professional realities and practices, as well as specific directions in research”. And it is true. The emergence of certain types of translation activities, if not to the fore, then at least to the zone of general visibility, pushes researchers, as well as practicing translators, to understand the fundamentals, including theoretical ones, and the features of these types of activities. The result of such comprehension is not only new terms or labels, but also certain conclusions that, it would seem, should enrich the science of translation with new observations and new ideas. However, there is a fear that these ideas, undoubtedly new in nature, do not actually contribute to clarifying the essence of translation activity, but, on the contrary, obscure the meaning of the concept of “translation”.

Results and Discussion. I. Gambier notes two translation studies paradigms that are currently developing. The first is "the most traditional concept of translation, which has existed for centuries and is manifested in the equivalence paradigm." According to the researcher, this paradigm has become more recipient or audience oriented. It is difficult to disagree with the last statement. Suffice it to recall the following statement by V.N. Komissarov, one of the founders of the linguistic theory of translation in our country and the author of the theory of equivalence levels: “The translator must clearly understand why and for whom he is translating, what task the text he creates will perform, how and by whom this text will be used. In this regard, at advanced stages of training, assignments for future translators to translate educational texts should be accompanied by an indication of the purpose of the translation, the nature of the intended readers, the publication in which it should be accepted for publication, etc. Based on such data, the translator can decide whether he will do translation or some other type of language mediation”. One can only note with great regret that this statement by V.N. Komissarov was not noticed by supporters of linguistic translation studies or was deliberately ignored by them. As confirmation, here is a quote from an article by M. Nurmatova: “...in order to use a text for different purposes, it is not at all necessary to somehow change it every time, to adapt it to the needs of each recipient”. There is a clear contradiction between the recipient-oriented approach to translation and the approach in which the needs and expectations of the recipient are completely ignored. And all this was and is being declared within the framework of the same approach to translation - linguistic, or, as we call it, text-centric. From which it follows that the linguistic approach to translation itself suffers from contradictions and some uncertainty in its settings, although one cannot help but note the greater focus of this paradigm on the recipient.

The second translation paradigm, according to I. Gambier, is the one within which the various platforms and environments through which translation is carried out in our time are reflected. “In this sense, there is a transition from paper format to digital and to Internet format (where the translated text becomes multimodal). This rapidly changing context is responsible for the proliferation of terms used to denote what was once considered translation” . As we can see, I.

Gambier cites the use of modern environments in which translation is carried out as one of the reasons for the emergence of new terms to denote supposedly “new” types of translation activities. There is no doubt that the working conditions of a translator - in a purely technical sense - have changed significantly. But is this enough to indicate a new approach, a new paradigm in translation studies? Anthony Pym, although more cautious in identifying translation paradigms, seems to still share the opinion of I. Gambier: new translation technologies, he argues, are not just additional tools, but systems that change the very nature of the translator’s cognitive activity, his social relationships and professional status (“...are altering the very nature of the translators cognitive activity, social relations, and professional standing”).

We cannot agree with either I. Gambier or E. Pym. First of all, because the opposition of the equivalence paradigm (the linguistic approach to translation in our terminology) to the paradigm determined by the use of new media seems artificial and illogical. If the equivalence paradigm is a certain attitude towards translation, an idea of its nature and the essence of the tasks solved by the translator, then the second “paradigm” contains an indication only of a set of tools used by the translator to increase the speed and efficiency of the translation process, and the features of their use. After all, a translator can apply the same approach to translation with or without translation memory or machine translation systems. This was observed before, before the advent of new information and communication technologies. Conversely, while using the same tools, different translators may take different approaches.

Today, one of the innovation approaches is considered more productive - a functional approach to translation, which involves considering the translation event within a certain situation, taking into account such categories as:

- ✓ The purpose of the translation;
- ✓ Expectations and needs of both real and prospective consumers;
- ✓ The method of using the translated text within the framework of the substantive activities of translation consumers;
- ✓ Taking into account the communicative intention of the sender of the original message;
- ✓ The communicative effect that is produced by the original on the appropriate recipients.

Expanding the topic of research, one should turn specifically to the problems of translation of literary studies and translation studies. So, we will initially turn to the issue, the consideration of which began many centuries ago, but its relevance remains to this day. Thus, we can immediately highlight the problems of religious and literary translation. It must be remembered that the development of the science of translation studies must be considered as a spiral movement. In other words, at each new turn, translation scholars take into account new aspects of the problems that were considered earlier. The important thing is that over time, the point of view for viewing problems and approaches to their study change.

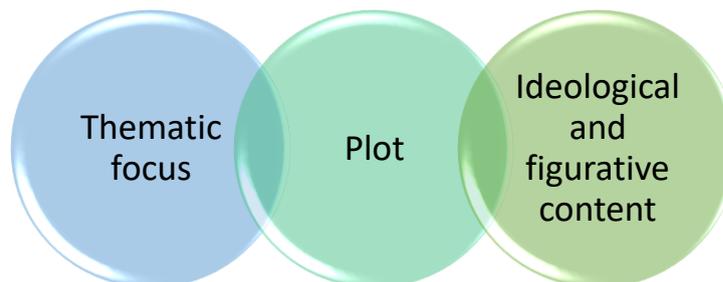
It should be noted that translation studies have already proven its practical orientation. Thus, everything new that has appeared in the theory of translation is in one way or another connected with changes in the nature of translation activity based on innovative ideas.

Also, it is necessary to consider a popular topic that relates to audiovisual translation or translation of video presentations, films, smartphone applications, computer games, etc. A number of authors consider this kind of translation as a special type of translation activity, which is fundamentally different from oral and written translation. When researching this area, two areas can be distinguished:

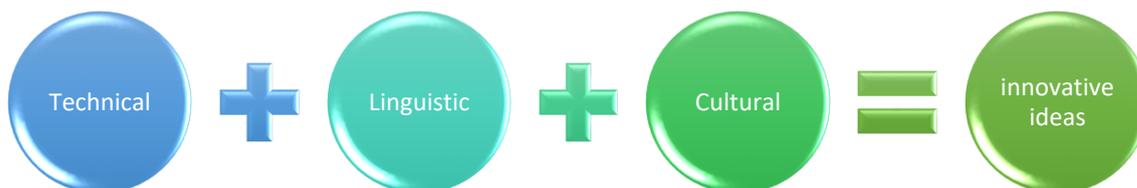
- Study of individual technologies and characteristic features of audiovisual translation. These include duplication, subtitling or over voice;
- Study of the translator's particular problems that arise in the process of film translation. For example, conveying metaphors, puns, etc.

Also, in recent years, a service such as localization has become widespread in the translation market. Many translation companies try to attract clients by claiming that in addition to translation, they also provide localization. Localization is presented as a certain activity, although included in the structure of the translator's activity or in the scope of his responsibility, but fundamentally different from the so-called "translation itself." In this case, the translation itself is considered as a reproduction of the content of the source text, and sometimes its formal features, by means of the translating language. The distinction between "literary translation" and "localization" in practical translation activities has become such a stable phenomenon that, at the behest of the developers of the professional standard, which was initially supposed to be called "Translator," it was reflected in its name - "Specialist in the field of literary translation and localization".

Speaking about the problems of audiovisual translation, it should be noted that they are among the most pressing today. Thus, in the process of localizing a film in a foreign language, not only mechanical text translation must be carried out, but also adaptation to the cultural target audience. In other words, there must be a transition from one language code to another. So, despite the choice of translator's strategy, the title must correspond to such categories as:



However, if all the criteria are met, the film should also remain attractive and interesting for a foreign language viewer. We should not forget that the technologization of the translation process, namely, its use in creating applications for smartphones, computer games, website interfaces, etc. led to the differentiation of translation. Thus, in practice localization was formed, and in theory - new paradigms for the study of translation. In general, new information technologies based on innovative ideas are not just additional tools, but systems that change the very nature of cognitive translation activity, the professional status of the translator and social relations.



More specifically, technical issues typically refer to the use of specific technical features that are required to support languages. In turn, a cultural problem may be the adaptation of the content of accounting software based on accounting principles.

It is important to note that there is a trend that pits localization against translation. This trend is likely both in theory and in practice. In a commercial environment, translation is

considered to be the transformation of one text into another. However, localization refers to a process in which a significant pragmatic adaptation of the text to the realities of a particular culture is carried out. Thus, summing up all of the above, it should be concluded that, today, translation studies has become, to a greater extent, a practical science. Also, it is focused on understanding the laws of translation activity. Also, do not forget that the science of translation studies has an interdisciplinary nature, which is expressed in the complex nature of most types of translation.

Conclusion. We examined some new trends and innovative ideas in modern translation studies and in practical translation activities. New areas of theoretical research due to the expansion of the areas of use of such types of translation as audiovisual translation and translation in the social sphere remained beyond the scope of our consideration. The theoretical understanding of these types of translation, which is quite widely represented in foreign translation studies, deserves separate consideration.

An analysis of the noted trends in the theory and practice of translation in the direction of literary studies leads us to the conclusion that both among translation theorists and practitioners there is a naive idea of translation as an activity, the purpose of which many see as simply the transfer of cognitive information mainly in that the form in which it was presented in the source text. Pragmatic, cultural adaptation of the text, the need for which arises in connection with the differences between two cultures, is considered as a separate type of translation activity that goes beyond the scope of translation itself, which cannot be agreed with. In cases where the cultural factor acquires special significance or the ways of using the translated text are of particular importance, researchers tend to consider the translator's activities as separate types of translation or give this activity the status of a separate translation "strategy" or "innovative idea", which also causes our objections. In our opinion, in all cases we should talk about translation itself, carried out with varying degrees of cultural adaptation in different communicative situations. The result of the translation, accordingly, will differ in varying degrees of transformation. Thus, localization, transcreation, trans adaptation and transculturation are all the same translation, performed with varying degrees of pragmatic and cultural adaptation. In this case, there is no particular need to attach new labels to already well-known entities. The statement that translation is diverse is a statement of a fact observed in reality. Recognizing this fact, researchers should also take into account that in the process of translation, the translator solves a whole range of problems, including the task of ensuring that the resulting text meets the expectations and needs of the translation consumer based on innovative ideas when translating literature.

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