

Міністерство освіти і науки України
Національний університет
«Полтавська політехніка імені Юрія Кондратюка»



ФІЛОЛОГІЯ ОЧИМА МОЛОДІ

**ЗБІРНИК МАТЕРІАЛІВ
ІV УЧНІВСЬКОЇ КОНФЕРЕНЦІЇ
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Анастасія Онищенко
Комунальний заклад
«Полтавський міський багатoproфільний
ліцей №1 ім. І. П. Котляревського»,
м. Полтава

Науковий керівник – Агейчева Анна Олександрівна
Національний університет
«Полтавська політехніка імені Юрія Кондратюка»

TRANSLATION IN THE CONTEXT OF INTERCULTURAL COMMUNICATION

Communication theory is a branch that studies verbal and nonverbal methods of communication and information transfer. The study of communication features is often associated with intercultural communication - the transmission of oral messages from one language (culture) to another. Interlingual communication and, accordingly, translation is usually carried out by one of two methods - transformation or component analysis.

Communication is a developed system based on the exchange of messages between several entities. This could be the transfer of information, an emotional assessment of any events, etc. The act of communication is impossible without a sender, who gives the message, and a recipient, whom the oral or written message is intended. The communication process makes sense in the transfer of information - a set of facts, information, judgments that encourage people to enter into communicative relationships. The classification of communication includes three types of information transfer: verbal (dialogue), non-verbal and visual

The use of communication as a method of interaction is possible between subjects of the same culture or different ones. Communication between representatives of two cultures is not possible without translation of oral or written speech, as well as correct interpretation of non-verbal signals that interlocutors exchange during direct dialogue. Given the existing differences in language knowledge and differences in national mentality, there is a high probability of misunderstanding and unproductive communication. A message passed from one person to another may be interpreted in a non-standard way, misinterpreted, resulting in further inability to communicate and exchange information. A separate branch of science deals with the problems of intercultural communication and overcoming linguistic and sociocultural differences.

Culture is the spiritual and social heritage of a certain segment of society (ethnic group, country). Culture can include moral ideas in society regarding the rules of behavior - traditions, beliefs, ways of life, national folklore and other areas of art, the specifics of establishing personal connections between people, characteristics of behavior in the process of fulfilling social roles, manners of dressing and behaving in

society. All people who grew up and live in the same country are characterized by typical behavior, way of life, and judgment.

But even under living conditions in a single environment, some differences can be observed, primarily caused by belonging to social strata, social class - depending on financial well-being, upbringing, education, and type of activity. In addition, in each country, changes occur in the socio-cultural sphere - economic growth, change of government regime, migration processes, influence of other countries - factors that have a significant impact on the consciousness of society and the cultural dogmas of people.

When a group of individuals from two very different cultures interacts, misunderstandings are inevitable if their verbal and nonverbal communication is not conducted in the correct manner. Therefore, in many cases, intercultural communication requires the intervention of professionals.

A translator who helps establish communication between people from different countries must pay close attention not only to linguistic differences in the presentation of information, but also to the nuances of the perception of cultural values.

Translation is the literal transmission of information into a foreign language and the cultural rethinking of all the facts that come from two participants in communication when interacting with a translation specialist. A translator should not ignore the semantic differences between languages when working on a translation - this applies to both live dialogue in an informal setting and professional collaboration on a project.

Transformation is a change in the source text (speech) by transferring words in a single order from the original source into a second language. In this case, the word is transliterated - written in letters of a foreign language in order to become understandable to a native speaker.

Component analysis is aimed at a deep understanding of the meaning of the content of a text or oral message and its competent interpretation, understandable in the target language. At the same time, the cultural features of the language are erased, and only the informative content of the original message comes to the fore.

It is best if the customer decides this issue - by prioritizing what particular meaning of the text will play a primary role in its presentation. It is worth considering the direction of the content, the purpose - for whom the material is translated and on whose behalf the information in the original source is presented. A specialist who manages to maintain a balance between the semantic and cultural components of translation will be able to successfully neutralize any problems inherent in communication within the framework of intercultural communication.

Translation is a complete replacement of the source material with a text in a foreign language that is similar in content and semantic meaning. In translation activities, it is important to take into account the correct interpretation of not only specific words and phrases, but also the entire content of each sentence in the context

of the general meaning of the material. A linguist must study the cultural nuances of the target language, be aware of the specifics of working with a specific audience, and clearly define the purpose of the information presented in written or oral form. It is important to take into account that there is necessarily a difference in the semantic meaning of various cultural terms, and a competent translator in most cases can only approximately interpret what is said in another language, avoiding gross errors, inaccuracies and interpretation of concepts in the opposite meaning.