

SPECIFICS OF STUDYING THE PERSPECTIVE CONCEPT IN TRANSLATION

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Abstract. The concept of perspective in translation is a multifaceted phenomenon that significantly influences the process and outcome of translation. This article explores the specifics of studying perspective in translation, focusing on its theoretical underpinnings, practical applications, and methodological considerations. Through a comprehensive analysis of various perspectives and techniques employed in translation studies, this article aims to elucidate the complexities of managing perspective in translation. By examining the role of perspective in shaping meaning, maintaining fidelity to the source text, and accommodating cultural nuances, this study contributes to a deeper understanding of the translation process and highlights the importance of perspective-aware translation practices.

Keywords: Perspective in translation, semiotic perspective, fidelity to the original text, communicative goals, academic discourse, interpretation of meaning.

The perspective concept in translation refers to the way in which the viewpoint or angle of the source text is conveyed in the translated text. It involves understanding and interpreting the original text's perspective, including the narrator's viewpoint, cultural context, and underlying meaning, and then accurately conveying this perspective in the translated version. In essence, perspective in translation encompasses not only the literal translation of words but also the interpretation and adaptation of the author's intended viewpoint or angle. This can include considerations such as narrative voice, point of view, cultural nuances, and stylistic elements. Understanding the perspective concept is crucial for translators because it allows them to effectively convey the intended meaning and tone of the original text to the target audience while taking into account cultural differences and linguistic

nuances. It requires translators to be sensitive to the nuances of language and to possess a deep understanding of both the source and target cultures.

1. The importance of studying perspective in translation cannot be overstated, as it directly impacts the quality and effectiveness of the translated text. [Tymoczko, Maria. *Translation in a Postcolonial Context: Early Irish Literature in English Translation*. Manchester: St. Jerome Publishing, 1999.] Here are some key points highlighting its significance:

2. **Preservation of Meaning:** Understanding the perspective of the source text allows translators to preserve the intended meaning and tone in the translated version. This ensures that the message conveyed remains faithful to the original author's intent, maintaining coherence and clarity for the target audience.

3. **Cultural Sensitivity:** Different cultures may perceive events, ideas, and expressions differently. Studying perspective in translation enables translators to navigate cultural nuances and convey the appropriate tone and context to the target audience. It helps avoid misinterpretations or misunderstandings that may arise due to cultural differences.

4. **Effective Communication:** Translating perspective accurately facilitates effective communication between individuals from diverse linguistic and cultural backgrounds. By conveying the viewpoint of the original text in a manner relatable to the target audience, translators bridge language barriers and facilitate meaningful interactions.

5. **Enhanced Interpretation:** Perspective adds depth and richness to the text, influencing readers' interpretation and emotional engagement. By studying perspective, translators gain insights into the narrative voice, character viewpoints, and thematic elements, enabling them to convey these aspects effectively in the translation.

6. **Literary and Artistic Merit:** Many literary and artistic works rely heavily on perspective to convey themes, emotions, and aesthetic qualities. Translating perspective faithfully preserves the artistic integrity of the original work, allowing readers to appreciate its literary and artistic merit across different languages and cultures.

7. **Professional Competence:** Competence in understanding and conveying perspective distinguishes skilled translators from novices. Mastery of perspective enhances a translator's professionalism, credibility, and reputation in the field, leading to greater opportunities for career advancement and recognition.

An overview of perspective in translation theory reveals its multifaceted nature and its significance in the translation process. Perspective encompasses various aspects, including the viewpoint of the narrator or characters, cultural context, and linguistic nuances. [Bassnett, Susan, and André Lefevere. *Translation, History and Culture*. London: Pinter Publishers, 1998.] Understanding these elements is crucial for producing accurate and contextually appropriate translations. In translation theory; perspective is often discussed in relation to point of view (POV) and voice. Point of view refers to the position from which the events of a story are narrated, while voice encompasses the style, tone, and attitude conveyed through the narration. Translators must consider both the POV and voice of the source text to convey the intended meaning effectively. For example, in Fyodor Dostoevsky's novel "Crime and Punishment" (Преступление и наказание), the narrator's perspective and voice play a significant role in shaping the reader's understanding of the protagonist's internal struggles. Translating these aspects requires careful attention to the nuances of the Russian language and cultural context to convey the psychological depth and emotional intensity present in the original text. [Newmark, Peter. *A Textbook of Translation*. New York: Prentice Hall, 1988.] Similarly, in English literature, the perspective of the narrator or characters can profoundly influence the reader's interpretation of the text. For instance, in Jane Austen's "Pride and Prejudice," the narrative perspective shifts between different characters, providing insights into their thoughts, feelings, and motivations. Translating these shifting perspectives requires skillful navigation of linguistic nuances and cultural nuances to maintain the narrative coherence and emotional resonance of the original work.

Different approaches to understanding perspective in translation encompass a range of theoretical frameworks and methodologies aimed at analyzing and interpreting the nuances of the source text. [Baker, Mona. *In Other Words: A Coursebook on Translation*. London: Routledge, 2018] These approaches vary in their emphasis on linguistic, cultural, and semiotic factors, offering diverse perspectives on how translation can capture and convey the original message. One approach involves considering the role of cultural perspective in translation. Cultural perspective encompasses the cultural values, beliefs, and norms embedded in the source text and how they influence the interpretation of meaning. [Pym, Anthony. *Exploring Translation Theories*. London: Routledge, 2014.] For example, when translating Russian literature into English, understanding the cultural context of Russian society, history, and traditions is essential for accurately conveying the underlying themes and messages of the text. Another approach focuses on linguistic

perspective, which involves analyzing the language-specific features of the source text and their impact on translation. This approach emphasizes the importance of linguistic equivalence and fidelity to the original text while also recognizing the need for adaptation and creative expression in the target language. For instance, when translating idiomatic expressions or wordplay from English into Russian, translators must consider the linguistic structures and conventions of both languages to ensure clarity and coherence in the translation. Additionally, a semiotic perspective emphasizes the role of signs and symbols in shaping the perspective of the reader or viewer. Semiotics examines how meaning is constructed through signs, including words, images, and cultural artifacts, and how these signs are interpreted within specific cultural contexts. For example, when translating visual media such as films or advertisements from Russian into English, translators must consider how cultural symbols and visual cues may be interpreted differently by audiences in different linguistic and cultural contexts.

Analyzing the perspective of the source text involves examining how the author's viewpoint, voice, and narrative style shape the meaning and interpretation of the text. [Hermans, Theo. *The Manipulation of Literature: Studies in Literary Translation*. London: Croom Helm, 1985.] This process requires translators to delve into the intricacies of the source text to understand its underlying perspective and communicative goals. For example, in translating a literary work like Leo Tolstoy's "War and Peace" from Russian into English, the translator must analyze Tolstoy's narrative perspective, which combines omniscient narration with a deep psychological insight into the characters. By understanding Tolstoy's perspective, the translator can accurately convey the author's intentions and capture the complexity of the characters' thoughts and emotions in the target language. Similarly, when translating a scientific article from English into Russian, the translator must consider the author's perspective in presenting research findings and theoretical arguments. By analyzing the source text's perspective, the translator can ensure that the translation accurately reflects the author's scientific viewpoint and adheres to the conventions of academic discourse in the target language.

In conclusion, studying perspective in translation is crucial for producing accurate and culturally appropriate translations that faithfully convey the meaning and tone of the original text. By analyzing the perspective of the source text, translators can gain deeper insights into the author's intentions, narrative style, and communicative goals, allowing them to produce translations that resonate with the target audience. For instance, consider the translation of a legal document from

Russian into English. Understanding the legal perspective embedded in the source text is essential for accurately conveying the legal terminology, concepts, and implications in the target language. Failure to consider the legal perspective may result in mistranslations or misinterpretations that could have serious consequences in legal contexts. Similarly, in translating a marketing brochure from English into Russian, the translator must consider the marketing perspective of the source text to ensure that the translation effectively promotes the product or service to the target audience. By understanding the marketing strategies, cultural references, and persuasive techniques used in the source text, the translator can adapt the translation to appeal to the cultural preferences and expectations of the target audience. In essence, studying perspective in translation enhances the translator's ability to bridge linguistic and cultural gaps between source and target texts, resulting in translations that are not only accurate and faithful but also culturally relevant and impactful. By incorporating perspective analysis into their translation practice, translators can contribute to effective cross-cultural communication and facilitate meaningful interactions between individuals and communities around the world.

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NEW TECHNIQUES AND RESOURCES FOR LEARNING ENGLISH LANGUAGE

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The ability to communicate effectively in English has grown more and more important in today's globalized world for people who want to succeed in a variety of social, academic, and professional contexts. Learning English has moved beyond traditional classroom settings thanks to the introduction of new tools and technologies, which also provide learners with creative ways to improve their language proficiency. An overview of the cutting-edge methods and tools that are transforming the English language learning process is given in this introduction, enabling students to become fluent and proficient in this widely spoken language.

Including cutting-edge techniques in English language learning: The internet can provide young learners with a wealth of authentic material through podcasts, electronic books, and Moodle, Kahoot, Vocabulary.com, blogs, and Wiki spaces. Teachers who are less confident in their language abilities are helped by innovative technologies. These resources boost self-assurance and create new opportunities for collaboration between the teacher and the student. Depending on the learner's group, experience level, and degree of comfort with ICT, a teacher should select the