

## STRATEGIES FOR TECHNICAL TRANSLATION

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**Introduction.** If we ask an interpreter which strategy he sticks to while translating, he won't probably be able to answer definitely. The reason is that many interpreters follow the strategies unconsciously. That is why one may think there are no strategies at all.

But there is no room for doubt at least because each expert has his own approach to translation: one person translates a text word by word editing it afterwards; another translates whole sentences at once.

In any case, translation is not just a replacement of one language units by the units of another language. That is the process, and every process has its strategy. And in our case we mean consequence or the way of proceeding which an interpreter follows to succeed.

**The purpose** of the article is to distinguish among different types of translation and emphasise the importance of technical translation as specialized translation, its role for successful business and its strategies.

**Basic material.** There is a wide range of translation services. There are currently new terms used to describe translation service specializations that can't be considered as human translation or machine translation. We can name some of them:

- general translation
- legal translation
- administrative translation
- literary translation
- commercial translation.

General translation is the simplest one. It allows a translator quite a lot of leeway because its source material mostly uses layman terms and ordinary, everyday speech. There's no need to understand special terminologies, and most translation work fall into this particular type [5].

Legal translation deals with the text translation (contracts, treaties, other legal documents) within the field of law. A translation service is responsible for both understanding politico-legal and socio-cultural context behind a legal text and translating it in such a way that a target audience with different cultural, political, societal background could readily understand.

As the mistranslation of a passage in a contract, for example, could lead to lawsuits and loss of money, translation is often considered to be preferably handled by professional translators specialising in legal translation [3].

Nowadays many multinational companies use administrative translation to connect employees and clients together into a global community. This type of translation differs from everyday language. One should have a sound knowledge of management and its procedures to translate accurately.

Translation of literature is fundamentally different from other categories. This is because the main principle of literary translation is the dominance of poetic communicative function. It means that in addition to rendering information to the reader, literary translation also has aesthetic functions [4].

Commercial translation deals with the translation of presentations, marketing material (including company brochures, newsletters, magazines, etc.) correspondence, company accounts, tenders and quotations, reports. It requires specialist translators with knowledge of sector terminology used in a business environment.

So, what distinguishes technical translation from other types of translation?

Technical translation has long been regarded as not particularly exciting or attractive and definitely lacking in glamour of other translation types. It is often referred to the bottom division of translation activity and considered as little more than an exercise in specialised terminology and subject knowledge.

It is clear that technical translation has traditionally been regarded as the poor cousin of “real” translation in the literature. This vocational and industrial type of translation has been largely neglected in the literature on translation theory. This is supported by Franco Aixelá survey saying that out 20,495 publications listed in the BITRA multilingual bibliography of translation research only 1,905 or 9,3%

addressed technical translation. Literary translation, on the other hand, is the subject of 21% of the total number of entries despite its niche status in professional practice [1, p. 1].

We can say that technical translation deals with scientific and technical subjects' material using specialized terminology of the scientific or technical field. It requires the use of a technical translator with a good understanding of the subject matter and knowledge of the specialized terms of that field both in the source and in the target languages.

As the technical sector develops rapidly, and new terms are constantly emerging, one of the main problems in technical translation is to find the equivalent terms to those that have been recently created. In this sense, many translators will carry out a documentary process in detail that guarantees the investigation of this particular technical field in the target culture, and to identify the appropriate terms according to the experts' points of view [6, p. 50].

Of course, there are no rules for choosing translation strategy. One can only give some general advices. Usually an interpreter develops his own strategy, the most effective for him. And it can include elements of several different strategies.

Let's consider some of them.

*Strategy 1.* The purpose of translation is to reproduce in the target language what is written in the source text as accurately as possible (from a linguistic point of view). At the same time the correspondence of the target text with objective reality and traditions of the target language presentation is not a priority. Sometimes these issues are not regarded at all.

*Strategy 2.* The purpose of translation is to create the target text which describes the objective reality correctly using the original text. At the same time the tradition of the target language presentation should correspond to the tradition existing in the area of expertise. In other words, the priority is not the original text, but the correspondence of the target text with objective reality while respecting the traditions of the target language presentation.

*Strategy 3.* Automate wherever possible. Computer-assisted translation tools will greatly improve project efficiency. If you're translating the same technical

documentation many times, with only minor changes from one version to the next, a translation memory database can automate most of the work.

Keep your grammar and sentence structures as simple as possible. Limit the use of dependent clauses, which are difficult for the software to recognize [2].

**Conclusion.** Probably the requirements to translation may vary in different situations and each interpreter may lay down his own requirements, the most appropriate for him. The thing is that the requirements should be specific as far as possible. It will facilitate the quality control while translating and protects the interpreter in case of claims by the customer.

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