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**PRAGMATIC MODIFICATIONS IN THE TRANSLATION PROCESS****ПРАГМАТИЧНІ МОДИФІКАЦІЇ В ПРОЦЕСІ ПЕРЕКЛАДУ****Udovichenko H.M. / Удовіченко Г.М.***PhD., associate professor. / к.п.н., доцент.*ORCID: <https://orcid.org/0000-0003-3731-0857>*Mykhailo Tugan-Baranovsky Donetsk National University of Economic and Trade,  
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**Abstract.** *The article discusses one of the challenges for the translator in the process of reproducing the pragmatics of a literary work, which consists in the difficulties associated with finding equivalents in the translated language that have a similar pragmatic meaning to the original; the difficulty of conveying the communicative and pragmatic content of the image of the character; the impossibility of using all types of translation transformations due to the need to ensure equal communicative influence.*

*The article states that it is possible to adapt the translation of certain stylistic devices, realities, cultural-historical features and peculiarities of mentality to different texts, depending on their orientation and target audience. Each text has its own pragmatic parameters that affect its semantic structure and structure as a whole and require adequate reproduction in translation. In general, the pragmatic aspects of the text include all its elements, which record the relationship between the text and the participants of communication: the author and the addressee. The importance of adequately reproducing the pragmatic effect in translation depends on numerous factors, many of which belong to the non-linguistic sphere, in particular to the role of the translator. The translator acts as the person who takes the original and transforms it into a translation, and this dual role has a huge impact on the translation result.*

**Key words:** *translation, pragmatics of the text, equivalent, pragmatic effect*

**Introduction.**

Any statement is created with the aim of achieving a certain communicative effect therefore pragmatic potential is the most important component of the statement. Therefore, the purpose of translation is to convey this communicative effect, and this can be achieved by preserving the pragmatics of the original or changing it according to the context. Translation, as a form of language communication, is carried out within the system of signs and communicators and involves preserving the pragmatics of the source text, contributing to the establishment of potential relationships between the speaker of the input language and the receiver of the message in the language of translation. When conveying a message to the audience in another language, the translator strives not only to find lexical equivalents (words or expressions that indicate the same phenomena) but also to reproduce functional aspects that are able to cause in the foreign language reader a reaction similar to that caused by the original in his speech. In addition to comparing different language systems, different worldviews and concepts are also taken into account during translation. Establishing the necessary pragmatic relationship between the recipient of the translation and the transmitted message largely depends on the translator's choice of linguistic means for creating the translation text.



## Presentation of the research results

One of the challenges for the translator in the process of reproducing the pragmatics of a literary text lies in the difficulties associated with finding equivalents in the translated language that have a similar pragmatic meaning to the original, the difficulty of conveying the communicative and pragmatic content of the image of the character, the impossibility of using all types of translation transformations due to the need to ensure equal communicative influence. Any text is created with the goal of achieving a certain communicative effect; therefore, the pragmatic aspect is important in the content of a specific text. This requires a pragmatic adaptation of the text, which may include both the addition of necessary elements and losses during translation. Considering the fact that the relationship between the pragmatics of the original and the translation may be different, the pragmatic adequacy of the translation does not always mean the complete preservation of the pragmatics of the original. Different genres of texts have different degrees of translation from a pragmatic point of view: from easy translation (scientific literature, informational materials) to the practical impossibility of reproducing the pragmatics of the original in translation (fiction, legal documents). This is due to the specificity of the communicative orientation of each specific text, which may or may not have the same pragmatic interest for the audience in the source language and in the language of translation. For example, an advertising text has a communicative interest for both source and target language receivers, and although linguistic and stylistic changes may occur during translation, the main communicative focus remains the same:

«*A unique vision of **beauty**. **Perfection** in every detail*» – «Унікальне бачення краси. - Досконалість в кожній деталі» [7].

«*If only everything in life was as **reliable** as a Volkswagen*» – «Якби все в житті було таке ж **надійне**, як Volkswagen» [7].

«*After just 14 days, I have much less hair fall: **see for yourself***» – «Менше проблем з випадінням волосся всього через 14 днів: **спробуй сама**» [7].

In these examples, both in English and in Ukrainian, the emphasis is on the uniqueness and value of the advertised product. At that time, other texts are intended directly for the audience of the original language and are aimed at members of this language group. In most cases, the goal of translation is to achieve a certain communicative effect for the receivers of the text in the target language, and this communicative effect is determined by the main function of the original. The process of understanding a text requires many aspects of human experience, including linguistic, social, emotional, evaluative, and cultural experiences. It is obvious that the problem of understanding texts is interdisciplinary in nature, and success in this process depends on the development of the "linguistic personality" of the person who will try to understand the text. A number of factors affect the understanding of the text, and often problems arise not because of a difference in pragmatic relations between the original and the translation, but because of the lack of common points of contact - non-linguistic factors. When translating, the translator uses various methods to preserve the pragmatic orientation of the text of another language and ensure its correct understanding by readers in the language of translation. However, these methods are often used without taking into account the individual characteristics of



the recipient of the text in the target language. Usually, an average reader is imagined, who has certain cultural and historical information about the language group of the original. However, in cases where the translator has additional knowledge of a specific audience, he can adapt the text to facilitate understanding. A more individualized correction of the text is also possible depending on the character and mentality of the recipient:

«*She once had wanted to enroll in **Cordon Bleu***» [11, 100]. – «*Вона мала намір записатися до **кулінарної школи «Кардон Блю»***» [9, 105].

«*it's Godzilla from upstairs*» [11, 29]. – «*Це Страхонуд. Він живе на поверх вище*» [9, 16].

In addition to translating the text, the translator also enters into a pragmatic relationship with the original text and the translated text. His personal attitude can influence decisions and actions in translation, and although he tries to be objective, his personal input is hard to avoid. The translator may supplement the text with information that may be obvious to the recipient of the original but requires explanation for the recipient of the translation. In such cases, the translator can use common nouns instead of specific names that are not in the translated text:

«*...her **Bryn Maur** elocution*» – «*... її дипломом **першорядного жіночого коледжу Бріна Мора***» [5].

Pragmatic aspects of translation can also affect the quality of translation, and the evaluation of translation results can include not only the analysis of linguistic equivalence, but also the assessment of how successfully the pragmatic goal has been achieved. Pragmatic translation tasks may also require the translator to depart from literal translation in favor of conveying the overall meaning or intent of the original. In certain cases, the translator may even have pragmatic goals that are unrelated to the original text and may include some form of influence on the recipient of the translation. The translator may try to give a different direction to the text or try to influence the recipient of the text in the target language in order to promote certain actions or reactions. Such an additional pragmatic goal can influence the translation process and the evaluation of its results. Considering this, translators sometimes deviate from direct equivalence in order to achieve pragmatic goals [8]. The quality of the translation depends on many factors, including the ability of the translator to achieve syntactic, semantic and pragmatic equivalence between the original text and the translated text in order to convey the meaning of the statements in a specific communicative situation. The interaction of these three types of equivalence determines the process of choosing linguistic means for translation.

Those statements in the original text and the translated text that have the same syntactic structure are considered syntactically equivalent. However, English and Ukrainian languages have different structural features, and therefore achieving full syntactic equivalence is difficult, although in some cases it may be possible. Let's compare the example of an ad in a hotel elevator:

«*In case of Fire or Earthquake, do not use the Elevator*» – «*У разі пожежі або землетрусу, не використовуйте ліфт*». [7]

Original texts and translated texts that convey the same meaning are considered semantically equivalent. Such texts describe the same situation of objective reality.



For example, an announcement on the door with the inscription *Private* in the English text is reproduced as *No access to third parties* in the Ukrainian text. The lexical unit *private* in English has the meaning *individual, personal*, and therefore indicates inviolability. In this example, both statements of the original and the translation have a common type of equivalence – pragmatic, which conveys the meaning of the statement in a specific communicative situation. It is important to note that the relationship between the pragmatic orientation of the original text and the translated text can be different. Pragmatic equivalence of the translation does not necessarily imply preservation of the pragmatics of the original text. Let's consider what relationships there may be between the pragmatic focus of the original text and, accordingly, the pragmatic focus of the translated text. In the following example, it is noticeable that the ratio between the pragmatic orientation of the statements in the original text and the translated text can be different:

A) «*There`s things going on, sir, that I don`t understand*». Armstrong said sharply:

(B) «*Things? What things?*». [10]

(A-1) – *Тут відбуваються такі події, сер, які я не можу збагнути.*

(B-1) – *Події? Які ще події? – різко урвав його Армстронг.* [6, 112].

Speech acts of constative (A) and questive (B) nature in the original text are preserved in the translated text (A-1, B-1). However, certain modifications of the pragmatic orientation of statements may occur during translation, namely, the degree and type of illocutionary force of the statement may change. The change in the degree of illocutionary force of the statement occurs in two directions - a decrease or an increase in the degree of its explanation. Example:

«*With a quick movement Blore was beside him. He said: 'If you'll just let me have a look...'*» [10]

«*Дозвольте мені поглянути!* – Блор кинувся до судді» [6, 56]

In this example, the selected text is an indirect speech act - a directive, which is expressed by the subordinate part of a complex narrative sentence. Instead, in the Ukrainian version, the translator conveyed it in an imperative way, so the pragmatic orientation of the statement in the translation increases due to the explication of the directive communicative intention of the addressee. Some lexical items can also help to increase the degree of illocutionary force of the statement, for example, exclamations:

«*The judge said acidly: At my time of life, I have no desire for 'Thrills,' as you call them.*» [10] – «*Овва!* – *скривився суддя. – Такі турботи в моєму віці*» [6, 60]

We can see that in the original text, the author did not use an exclamation, as the translator did in order to give the phrase greater emotionality, to best reflect the state of the speaker. The addition of certain lexical units saturates the text with emotion in the following example:

«*General Marcarthur broke out suddenly. He exclaimed: "The whole thing is preposterous – preposterous! Singing accusations about like this! Something must be done about it. This fellow Owen, whoever he is."*» [10]

«*Генерала Макартура раптом прорвало: «Це все якесь безглуздя, абсурдна вигадка! – заволав він. – Хіба ж можна ось так чіпляти ганебні*



звинувачення... *Необхідно вжити якихось заходів. І хто б не був той **тип** Оуен...*» [6, 48]

Here, the translator used a whole set of tools to strengthen the illocutionary force of the statement, in particular, the expressively colored vocabulary *абсурдна вигадка, заволав, тип, чіпляти*. This modification of the pragmatic type of expression becomes possible due to the presence of a certain pragmatic potential in the original text.

The following example illustrates the explication of the illocutionary force of the statement by introducing performative words into the translation:

«*Lombard said: **What about yourself, Mr. Blore?***» [10] – «*Ну а що ви можете сказати у своє виправдання, містер Блор? – запитав Ломбард*». [6, 137]

In the Ukrainian text is *сказати у своє виправдання*, instead of the English *what about yourself*.

An increase in the illocutionary force of the statement also occurs due to the repetition of the pragmatic orientation of the statement by various linguistic means:

«*She said to herself angrily: “**You must keep cool. This isn't like you. You've always had excellent nerves**».* [10] – «*Зберігай спокій, невпинно повторювала собі. – **Не панікуй, тримайся. Не втрачай рівноваги. Адже ти завжди відзначалася міцними нервами***». [6, 198]

In the translation, the heroine repeats to herself *keep calm, don't panic, hold on, don't lose your balance*. Although there are no such repetitions in the English version, with their help the translator successfully conveys the character's mood, emotional tension and even the atmosphere in which he is. This contributes to a deeper understanding of the text.

Changes can occur not only at the level of increasing/decreasing the illocutionary force of the utterance, but also at the level of changing the type of pragmatic orientation of the utterance during translation. Sometimes the translator conveys not what is said, but what is understood by the implicational, that is, what is meant. Consider the following example:

«*He said: “**There, there, my dear, of course, it's not true**”.* [10] – «*Заспокойтеся, любя, заспокойтеся, – **втішав** дівчину, – ми вам віримо*». [6, 66]

In the Ukrainian translation, the performative verb *втішав* directly names the speech act; the verb *said* is more general and does not directly name the speech action of the speaker, although the pragmatic orientation of the statement is easily deduced by the reader from the communicative situation. That is, in the translation, the illocutionary force of the statement is explicated. Consider the translation of statements that contain speech clichés:

«*Anthony said with a grin: **The legal life's narrowing! I'm all for crime. Here's to it***» [10]. *Ентоні усміхнувся: – «У вас, юристів, надто обмежені інтереси. А мене злочини не лишують байдужим. **Я виголошую тост за злочини!**»* [6, 32].

In the translation, the English stereotyped expression *Her's to it* is replaced by the corresponding Ukrainian stereotyped phrase *Я виголошую тост за злочини*. Thus, during translation, the pragmatic orientation of the statement is preserved due to the functional replacement of the English phrase with a Ukrainian cliché, which is



used by native speakers of the translation language in relevant communicative situations [2].

Thus, pragmatic modifications during translation allow to achieve an adequate perception of the content of the original, and this, in turn, ensures the desired pragmatic attitude to the translated text of its addressees.

### Conclusions.

Therefore, the main goal of the translator is to achieve the communicative effect of the original text. This is possible if it preserves the pragmatics of the original or makes specific changes to achieve this goal. The translation of certain stylistic devices, realities, cultural-historical features and peculiarities in mentality can be adapted to different texts in different ways, depending on their orientation and target audience. Each text has its own pragmatic parameters that affect its semantic structure and structure as a whole and require adequate reproduction in translation. In general, the pragmatic aspects of the text include all its elements, which record the relationship between the text and the participants of communication: the author and the addressee. The importance of adequately reproducing the pragmatic effect in translation depends on numerous factors, many of which belong to the non-linguistic sphere, in particular to the role of the translator. The translator acts as the person who takes the original and transforms it into a translation, and this dual role has a huge impact on the translation result.

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**Анотація.** В статті розглянуто один з викликів для перекладача в процесі відтворення прагматики літературного твору, який полягає в труднощах, пов'язаних з пошуком в перекладній мові еквівалентів, які мають аналогічне прагматичне значення до оригіналу; ускладненість передачі комунікативно-прагматичного змісту образу персонажа; неможливість використання всіх видів перекладацьких перетворень через необхідність забезпечення рівноцінного комунікативного впливу.

В статті зазначено, що до різних текстів можна по-різному адаптувати переклад тих чи інших стилістичних засобів, реалій, культурно-історичних особливостей та особливостей в менталітеті в залежності від їхньої спрямованості та цільової аудиторії. Кожен текст має свої прагматичні параметри, які впливають на його смислову структуру і структуру в цілому і вимагають адекватного відтворення в перекладі. Загалом, прагматичні аспекти тексту охоплюють всі його елементи, в яких фіксуються взаємовідносини між текстом і учасниками комунікації: автором і адресатом. Важливість адекватного відтворення прагматичного ефекту при перекладі залежить від численних факторів, багато з яких належать до позамовної сфери, зокрема до ролі перекладача. Перекладач виступає як особа, яка сприймає оригінал і перетворює його в переклад, і ця подвійна роль має величезний вплив на результат перекладу.

**Ключові слова:** переклад, прагматика тексту, еквівалент, прагматичний ефект

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