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## TRANSLATION AS A MEANS OF INTERCULTURAL COMMUNICATION

**Summary.** The article deals with the issue of translation as an important means of communication between individuals who speak different languages and belong to different cultures. The article analyzes the translation as interlingual communicative phenomenon. The translation process is determined by the linguistic norms, communicative situations, functional parameters of the original text and translation norms. The role and tasks of an interpreter in the process of intercultural communication of individuals are defined.

**Key words:** communication, intercultural communication, translation, linguistic norms.

**Formulation of the problem.** The translation enables to form and enrich its own culture through acquaintance, awareness and borrowing through comprehension of the achievements of cultural, political, economic, artistic and aesthetic development of other ethnic groups in the process of interlingual communication. The development of scientific knowledge and the formation of new ideas are possible only after a comprehensive study of other language systems in the historical perspective. At the same time, in order to fully master the language, it is necessary not only to master the system of linguistic signs in combination with the rules, methods of presentation and analysis of the result of the message, but to be able to compare this system of your own language with the systems of other languages.

Translation is undoubtedly a very ancient and important form of the human activity. Without translation it would be difficult to imagine such important historical events as: the creation of large empires inhabited by numerous and multilingual peoples, the establishment of the culture of the ruling nation, the spread of religious and social doctrines [1, p. 44]. In this regard, many scholars recognize the fact that translation means not only the transition from one language to another, but also from one culture to another [1, p. 18]. We define the translation as an integral part of modern communication – due to the situation and socio-psychological peculiarities of communicators of the process of establishing and maintaining contacts between members of a social group or society in general on the basis of spiritual, professional or other unity of communication participants. This process is a combination of intellectual, emotional and voluntary acts mediated by the language and discrete in time and space – that is, in the form of acts of speech, acts of paralinguistic character and psycho-physiological influence, acts of perception and understanding related to the processes of gathering facts, their storage, analysis, processing, design, statement and, if necessary,

distribution, perception and understanding. The process can take place using different sign systems, images, sounds, communication tools and communication facilities. His result is a specific intellectual and emotional-volitional behavior of the interlocutor, the concrete results of his activity; decisions made by him that satisfy the members of the social group or society as a whole. The translation exists in the process of communicating information between communicators. It is based on the establishment and maintenance of contacts between members of the social group, belonging to different ethnic groups and cultural strata, and in turn, forms the process of communication in society as a whole. Society as a symbiotic communicator (initiator of the communication process) and communicator (the addressee of the communication process) is impossible without the use of translation. For the exchange of information, the participants in the communication process must have a thorough knowledge of the system of signs through which a particular message is transmitted. Lack of this knowledge deprives the communicator of new, sometimes necessary for the further existence of knowledge, and the communicant – the result of the process of communication, makes transmission and dissemination of information virtually impossible [2, p. 83].

**The aim of the article** is to study the problem of intercultural communication with special attention to language as one of the main means of communication.

The urgency of the problem attracted the attention of many researchers, such as Aristotle, Voltaire, I. Herder, I. Kant, W. Humboldt, L. Spitzer, F. Boas and others. Any social age, due to continuous political, economic, cultural interconnections, which have almost never ceased for a long time between states and nations, are characterized by their specific vocabulary in each national language. The emergence of new word-names in the designation of scientific, social, political and other concepts in one language has never been limited to this language, and has always been borrowed (through translation) from other languages, creating a common international dictionary of different languages. Each layer of such vocabulary always defines the historical period, often even the date of the word's entry into the national lexicographic use. A fairly significant layer of the vocabulary in every developed language is introduced solely through translation. In our time, in the era of information invasion, the development of science and technology, as well as the emergence of many new national states that promote the development of international relations, the scale of translation activities has increased incredibly, which makes it possible to talk about the beginning

of a new phase in the history of translation. Translation in the modern world is an important means of communication between individuals who speak different languages and belong to a different linguistic and cultural area. In this context, the translation is considered as a special type of intercultural communication. The main subject of communication is a person who, in order to ensure his life, enters into interconnection with other people. 70% of his time is spent on communication. Without effective communication, many production processes would be stopped. The system of human relationships is mediated by a culture that determines the nature and effectiveness of human communication. The process of intercultural communication begins with the usual recognition of the existence of cultural differences between representatives of different cultures, which is one of the most important causes of misunderstanding, as well as overcoming them. Intercultural communication is possible when communicators have a common code. If individuals entering the communicative process do not have a common code, they will not be able to reach understanding. Intercultural communication is an attribute of the socio-cultural life of a society in which the social space interacts with the subsystems of culture (within a separate culture), between different cultures, in spatial and temporal dimensions, as well as between actors-carriers at the level of a separate culture and intercultural communication. Intercultural communication develops on the basis of a dialogue of cultures.

An integral part of communication, which includes the gathering of facts, their storage, analysis, processing, design, expression and distribution, perception and understanding, in its turn, cannot exist without adequate use of translation as a means of communicative communication elements of this system. For the complete collection and analysis of the facts, you need to master all possible developments of a particular industry in all available languages. At the same time, it cannot be said that the recipient of information has all the languages that potential producers can use when creating a message. The specialist uses the signs of the language system that he owns perfectly, in order to create the desired message and without any additional barriers to provide information to the selected target audience. For the mastering and processing of the entire layer of this information, the recipient, who at the same time may be the future producer of the already synthesized message (knowledge gained during the processing of information, and his own knowledge of the recipient in combination, gives a new message), refers to translated sources presented in the language that is perfectly has the recipient and it is more convenient and easier for him to learn the necessary information. The received information passes the process of processing - the recipient's translation of the message into the language of his own understanding with the chosen purpose – to obtain or consolidate new knowledge, to change the attitude to the chosen phenomenon, event, process or, conversely, to confirm the attitude, to spread the acquired knowledge through transferring them in their own message after synthetically-analytical processing to get acquainted with the findings of the research and development of the selected target audience for a specific purpose. The result of the receptive-productive work can be different types of communication. The Polish scientist, Tomas Goban-Klass, gives seven typical definitions of communication:

- 1) communication as the transfer of information, ideas, emotions, human skills;
- 2) communication as understanding other people when the communicator seeks to be clear to the communicator;

- 3) communication as an effect through symbols;
- 4) communication as the creation of community by language or signs;
- 5) communication as interaction with symbols;
- 6) communication as an exchange of meanings between people who share in perceptions, aspirations and positions;
- 7) communication as an integral part of the social process, which expresses group norms, exercises public control, distributes roles, etc. [3, p.73].

These seven concepts and typical definitions of communication do not contradict each other. They work only in symbiosis. Actually, the symbiosis of these seven types allows achieving the result of the communicative process – to create a qualitative second creation as a message for adequate perception by the recipient. Selected for translation work is a message intended to convey information, ideas, emotions, human skills, the spread of a concept, the presentation of already known or not yet learned at the level of social knowledge of human ideas. The author-communicant seeks to do everything in order to make his text (the original source) understandable to the reader-communicator [4, p. 44]. The translator also acts at this stage as a communicator that takes over part of the function of the communicator and, in turn, creates a text that is understood by the recipient of the translated material (the second one). The processing and transmission of the author's material takes place at the level of processing and conversion of signs, the transfer of one language system to the signs of another language system, understandable to the reader, which is the basis for determining the translation as a communication method. During the creation of the text of the second work there is the creation of a community, the unification of ideas between different parts of mankind, familiarization with similar or opposing ideas of participants in the communication process for the further creation of a new idea, consolidation of the concept or its complete refutation, depending on the information outlined and the target audience of the potential work. There is an exchange of knowledge that leads to new knowledge in the communicator and in the world system of knowledge, promotes the dissemination and addition of already known theories, consolidating them in practice. At this stage, the translation becomes part of the social process, that is, a part of communication in its social sphere, an integral part of human development as an individual, the formation and dissemination of new knowledge.

An important component of the theoretical study of the translation process is the description of factors under the influence of which this process is carried out. In the first place, the course and the result of the translation process determine semantic relations that may exist between the original and the translation in connection with the peculiarities of the levels of content due to the systems of the original language and language-translation. These features are constant factors that affect any act of translation, regardless of the specific conditions of its implementation. However, the communicative model of translation clearly shows that the translation process is also under the influence of factors, which vary according to the specific conditions under which this process takes place. The description of the translation process cannot fail to take into account such factors, the moreover, their variable nature is not an indicator of their secondary nature in the process of generating the text of the translation. Any of the variables can decisively influence the nature of the translation process. It is they who in each particular case determine the degree of the need to estab-

lish equivalent relations between the original and the translation. Variables that influence the translation process can be divided into three groups. The first group will include the features and the nature of the text that is translated. In the translation process, the translator can deal with a variety of originals, which differ in their functional orientation, time and place of generation, genre affiliation, attitude to the popular norm of the source language. All these circumstances impose an imprint on the methods and techniques of translation used by the translator and on the results of the translation process. The second group of variables includes different conditions under which the translation process is carried out. This includes: the way of generating the original and the translation (in the form of fragments of oral and written speech), the degree of correlation between the processes of generating the original and the translation in time (the synchronous, sequential or remote translation), the circumstances under which the translation process takes place (timing, availability additional information, the degree of autonomy of the content of the translated materials, the degree of responsibility for possible errors, etc.). And, finally, the third group will include all the factors associated with the characteristics of the persons involved in the translation process, that is, the source, translator and recipient of translation [3]. The role of the language in the translation process is the same as it always plays in the life of society: it also serves as an "important means of human communication" [4, p. 11]. When evaluating the results of the translation, it is important to consider whether the translation of the same association causes the same as the original text, or does the recipient of the translation of the received message the same conclusions as the recipient of the first text, or has the equivalent translation emotional and stylistic characteristics [3, p. 96].

To summarize, it should be noted that translation is a very important and necessary means of intercultural communication and is of paramount importance for maintaining direct communication between communicants belonging to different linguistic and cultural areas. Translators place high demands on a person with a high culture and morality. They should be acquainted with the main cultural characteristics of the language-translation country, that is, has certain background knowledge. The main task of the translator during the process of intercultural communication is to establish a cultural connection between the speakers and to overcome the lan-

guage barrier, while transferring the content of the translation as accurately as possible.

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#### **Поліщук Л. П., Пушкар Т. М. Переклад як засіб міжкультурної комунікації**

**Анотація.** В статті розглядається питання перекладу як важливого засобу спілкування між індивідами, які розмовляють різними мовами та належать до різних культур. Стаття аналізує переклад як міжмовне комунікативне явище. Процес перекладу визначений мовними нормами, комунікативними ситуаціями, функціональними параметрами первинного тексту та перекладацьких норм та їх культур. Стаття аналізує переклад як міжмовне комунікативне явище. Визначено роль та завдання перекладача у процесі міжкультурної комунікації індивідів.

**Ключові слова:** комунікація, міжкультурна комунікація, переклад, мовні норми.

#### **Полищук Л. П., Пушкар Т. Н. Перевод как способ межкультурной коммуникации**

**Аннотация.** В статье рассматривается вопрос перевода как важного средства общения между индивидами, которые разговаривают на разных языках и принадлежат к разным культурам. Статья анализирует перевод как межязыковое коммуникативное явление. Процесс перевода определен языковыми нормами, коммуникативными ситуациями, функциональными параметрами исходного текста и переводческих норм. Определена роль и задача переводчика в процессе межкультурной коммуникации индивидов.

**Ключевые слова:** коммуникация, межкультурная коммуникация, перевод, языковые нормы.