

Секция «Иностранные языки и регионоведение»

The Peculiarities of Translation Technical Documentation and Advertisement

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Translation has been the only way of distribution the scientific and technological progress achievements among representatives of different languages throughout the development of humanity. Translation is understood as a text re-expressing, produced in one language by means of the other. A scientist and linguist A.L. Pumpyansky made a great contribution to the development of scientific and technical translation theory. In 1961 he wrote, “Apparently, it’s time to think about creating of a special discipline – translation of scientific and technical literature.” [2] Scientific and technical literature (monographs, collections and articles devoted to different problems of engineering sciences), teaching literature on engineering sciences (textbooks, reference books, etc.), non-fiction books on different branches of technology, technical literature and technical adverts are usually referred to this special discipline [1].

While translating scientific and technical literature, translation of technical documentation and adverts takes an important place. Such kinds of documents belong to technical documentation as a technical one itself (passports, technical descriptions, instructions for operation and repairing, etc.), a draft documentation (calculations, projects, drafts, etc.), materials of advertising type (announcements, brochures, firm catalogues, etc.).

Difficulty of translating the texts of such types is caused by their brevity and lack of detailed explanations. Peculiar difficulty of translation is represented by special terms used out of the context or in not completely detailed context (specifications, lists of details, schemes, drafts, etc.). It is important to follow the principle of standardization, that is application of common terminology in documents. The translation has to be done adequately. One is not allowed to admit deviations; he should try to avoid descriptive translation. The use of clichés is very important when one translates not only the terms in a narrow sense, but some set-expressions typical of technical documents, for example, found fit for service – признан годным к эксплуатации.

While translating technical documentation, special attention should be paid to advertisement, because it, being the description of new unforeseen situations and phenomena, appears by means of creating new words or using old ones in new meanings. This process leads to the inevitable breaking of grammar standards, to using some words’ normative set in speech, to an unusual way of phrase building. Subsequently, some successful names enter the structure of the language, for example, scotch tape – клейкая лента, «скотч». All said above proves that there are some difficulties in translation the advertisement, for example, “Step into the new Millennium on your carpet!” Alma. In this case it is impossible to give a literal translation which won’t attract any attention to itself, therefore, an adequate translation is «Новое тысячелетие с персидским ковром!» фирма Алма.

Thus, while translating a technical text, it is necessary to take into account its peculiarities for adequate performing of exchange of scientific and technical information.

Литература

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