

### **To the problem of standards' translation quality**

Active introduction of foreign international standards of management system into the economic activity of enterprises is a necessary component of any country's performance in the international scientific and technical community. These documents allow organizations to manage effectively and efficiently various aspects of their activities.

Problems associated with the implementation of these standards are multifaceted. First ISO 9000 family standards were translated in 1987. These problems have been extensively investigated 27 years later [3]. As a result, many materials have been published to help overcome the methodological, organizational, socio-psychological, and other industry-specific obstacles to the development of internationally recognized models of management systems.

However there are some problems that our country has not overcome yet. They are concerned with the translation of international standards into Russian language, and relate to delay, inadequacy and ignorance of these transfers.

Language translation of the standards is required if there is no Russian version of the international standard. The translation should be authentic i.e. match the original standard in the technical content. It is also necessary to keep the original structure of the document at this stage. The section of technical terms and definitions of international standards should be translated with indication to their English equivalent in parentheses. Abbreviations used in the text of the international standard should also be necessarily submitted to the decoded form with translation and bringing a corresponding reduction in Russian, if it is possible. Bibliographic data and references should be submitted without translation into Russian language, if it is known that these documents have not been translated into Russian. It is allowed to change the style of the individual formulations (without changing the technical content) applying to international standards [2]. To reduce the time and cost of translation the attention should be paid to the possible complete identity of introductory chapters (such as "Introduction") thematically similar to the international standards or standards developed by a single organization.

The systematic delay should be considered with the release of Russian equivalents. Constant delay with the release of Russian national equivalents of international standards has become a bad tradition of Committee for Standardization and Metrology of the Russian Federation.

If the standard was released in another language and it should be translated, it is necessary to carry out a number of steps, such as:

1. enabling this work in the state plan of standardization;
2. searching for translators and ordering translation to them;
3. editing technical and scientific translation;
4. making translation in the appropriate format of the national standard;

5. consideration of Committee for Standardization and Metrology of the Russian Federation;

6. preparing and issuing the order approving the standard;

7. adding a new standard in the standards' base and issuing public notice of its adoption;

8. including the standard on a solid support in the plan of publication;

9. printing a new standard.

Also we have one more problem such as inadequacy. It is concerned with oriented standards and implies the mismatch of content in a number of terms that are already used in other management system standards including Federal Standard ISO 9000-20011 with inadequate Russian translation of technical terms as well as distortion of their recognized target orientation in the standards for management systems, for example in paragraphs 4.1.3., 4.2. and 4.6.2. the term 'effectiveness' is translated as "effectivnost" (Federal Standard ISO 9000-2011, § 3.2.14), while the correct variant is "resultativnost" [1].

So, for the efficient operation of enterprises we should be more responsible to the translations of such documents as standards. In Russia, some businesses are adopting standards, but they are not effective and this is partially because of inaccuracy of translation that makes the activities of these enterprises not entirely correct.

#### *References*

1. ИСО - Международная организация по стандартизации. URL: <http://www.iso.org> (дата обращения 28.04.2014).
2. Якушев А.И., Воронцов Л.Н., Федотов Н.М. Взаимозаменяемость, стандартизация и технические измерения. 6-е изд., перераб. и доп. М.: Машиностроение, 1986. 352 с.
3. Качалов В.А. Стандарт ИСО 9001:2008 в кривом зеркале перевода. // НТК «Трек». Научно-технический сборник «Все о качестве. Отечественные разработки», № 1 (64), 2010.

*Scientific adviser: A.V. Soboleva, senior teacher, TPU.*

*A.A. Tyasto, V.M. Vavrarchuk  
Tomsk Polytechnic University*

### **Some peculiarities of foreign film title translation**

It is difficult to imagine modern life without movies and cinema. This kind of art has firmly penetrated into our life and took a very important place.

Surely, cinema is an enjoyable pastime. Moreover, it has also important philosophical and social functions: cultural exchange, worldview formation, preservation and transfer of information from generation to generation and so on.

As cinema has a great cultural value, the problem of foreign film titles translation is certainly important. It is obvious that the quality of translation depends on the adequacy, nuance consideration, translator's area of thought, experience, cultural background, skills and many other factors [2, 3, 4, 6, 8].