

home task himself without any remarks), mother's speech act is not so appropriate, it may have communicative failure.

But even when all the conditions, providing the appropriateness of the speech act, are observed, the result to which it will lead may correspond or may not correspond to the speaker's aim.

So, in our example, the result of mother's speech act may be the agreement of the son to do the home task or his refusal.

The refusal may be motivated (for example, the desire to watch his favorite TV program till the very end or the home task is not given) and non-motivated [1].

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### **PRINCIPAL METHODS TO TRANSLATE CULTURAL TERMS IN TRAVEL GUIDEBOOKS**

Translation is one of the ancient activities that allowed people speaking different languages understood each other. Translation deals with mental activity, process to convey content of one language by means of the other language as well as with the result of this activity.

Translation requires perfect command both of source and target languages, deep knowledge of the subject and a wide range of skills. However, one of the most problematic phenomena in translation are phrases or words specifying objects, facts, etc. that are exclusive or specific to the target language. This reveals that such word or phrase has no direct transfer and equivalent in the target language [1, с. 3–5].

When considering this problem, we understand that the lack of correspondence between cultures can lead to severe complications for the translator. Correspondence of historical and cultural terms is still of a great importance and very problematic to achieve. Moreover, translation/interpreting may be complicated due to difference between cultures and lack of equivalence between two languages, as well as lack of universal translation strategies and understanding of travel tour guides peculiarities [8, p. 130].

Cultural terms are closely connected with cross-cultural communication and travel guidebooks where we can find a wide range of cultural terms. Thus, travel guidebooks are to be considered as a material of research.

Tourism is an activity that deals with direct communication between cultures and all features this concept includes (folklore, customs, gastronomy, dancing, rules, etc.). This language involves local and foreign cultures. This leads to high quality travel texts, namely translation, that may guarantee effective communication and collaboration between locals and foreigners [4, pp. 59–92].

However, quite often recipient may face with misunderstanding because of quality of the text: travel guides can contain conceptual or spelling mistakes, lack of information and misadaptation, etc.

This is a result of work of unskilled translator and lack of universal rules. On the lexical level travel guides [6, pp. 33–42] are characterized with a special language that anticipates (i) use of positive adjectives; (ii) use of superlatives; (iii) use of cultural references (cultural terms or realias) that are the most difficult components to translate and convey.

Despite linguists have developed a range of methods to translate cultural and historical terms, this issue raises a lot of questions. Considering classifications of the most profound linguists such as V. Vinogradov, S. Vlahov, S. Florin, R. Leppihalme, E. Nida, P. Newmark, etc. we are to conclude that translator is to facilitate transferring the messages and meaning with the help of the set of methods. E. Nida emphasizes importance of cultural and linguistic differences of languages and difference between cultures.

P. Newmark offers two other and opposite methods such as transference that anticipates full transfer of the original term into target text to convey its originality, and componential analysis that anticipates exclusion of any cultural terms in order to emphasize the message [8, p. 45].

V. Vinogradov, S. Vlahov and S. Florin define a list of methods that can facilitate translators to convey terms. In accordance with their theory, the most useful strategies are transcription (transliteration), calque and descriptive translation [2, c. 79].

In his works V. Vinogradov also mentions such strategies as hypo-hyperonymical method that is considered as the most helpful for translator due to opportunity to generalize term (especially when interpreting), and adaptation that is considered as the most helpful for an audience. When adapting cultural terms, audience and readers are able to immerse in understanding these terms without misconception.

D. Katan [5, p. 120] and R. Leppihalme suggest several solutions that include (i) borrowing or adaptation, (ii) omission or (iii) creating new word or expression [7, pp. 126–130].

After grouping 400 cultural terms into big functional groups in accordance with classification of V. Vinogradov and M. Luxemburg [3, c. 2425] and considering a wide range of methods, we may define the most

efficient methods to translate cultural terms. The classification reveals results as follows:

a. Ethnographic cultural terms

Example *Ярмарка-фестиваль «Хлеб всему голова»* may be translated in English as *Funfair (BrE) and festival Bread is the Staff of Life or Carnival (AmE) Bread is the Staff of Life*. The words ‘funfair’ and ‘carnival’ have a close meaning to Russian word ‘ярмарка’ or ‘фестиваль’ but despite that translator is only able to adapt these words for foreign readers or audience. The proverb «Хлеб всему голова» has official translation in English as ‘Bread is the Staff of Life’ but the connotation is quite different and based on history and traditions of the country. In foreign perception this adverb means ‘to eat to survive’ while for the Russians bread is not just a food, but sufficient part of every person and source for everything. This examples reveals that when translating we apply direct transfer and adaptation. The other example is *Региональный фестиваль авторской песни «Томский перекресток»* – *Regional bard festival Tomsk Perekryostok (Tomsk Crossing)*. This example might be very controversial. The term ‘бардовская музыка (авторская песня)’ has an official translation as ‘bard music’ but execution and understanding of this music depends on the country of origin. Translation of festival name ‘Томский перекресток’ raises questions. From the one side, in accordance with represented methods translator transliterates (transcribes) names for tourist to be able to find the festival ‘Tomsk Perekryostok’, for instance, asking the locals. However, guide books also should appreciate immersion of foreigners into the local cultures to understand names. This leads to use several methods in one translation example: direct transfer, adaptation and transliteration (transcription).

b. Geographical cultural terms

This group includes names of local animals, plants, landscapes, etc.: *Михайловская роща* is translated as *Mikhailovskaya coppice*. The method used is calque that is mentioned almost in every classification of Russian and foreign linguists. The other example *Дызвездный ключ* which raises several options to be translated. If we describe the natural monument ‘Дызвездный ключ’ we apply transliteration (transcription) – *Dyzvezdnyi Klyuch*, also adding capital letters. However, if the description concerns spring itself, we apply calque – *Dyzvezdnyi spring*. As in accordance with analysis of this group we may conclude that the most appropriate method is calque.

c. State and Administrative cultural terms

The next example *Музей прикладных знаний* may be translated as *Museum of Natural History and Material Culture (mineralogy, geology, zoology, paleontology, ethnography)*. As can be seen from the example, we are unable to understand clearly what this museum concerns. Therefore we

have no possibility to translate this name in a proper manner. The strategy to translate such names is to study more information about the object. As per description we are able to conclude that this is museum of natural history and material culture that have exhibitions regarding mineralogy, geology, zoology, paleontology, ethnography. The methods selected here is description with adding additional information useful for tourist. The next example is *Гербарий имени П.Н. Крылова* that is translated as *Herbarium named after P.Krylov (department of Tomsk State University)*. As can be seen from the example, translator applied the same method – description adding also direct transfer and transliteration (transcription).

d. Onomastic cultural terms

Example of this group *театр 2+ку* can be translated as just *theater 2+Ku* but this will make no sense for tourists, however, the goal is to facilitate visiting Tomsk sights. Therefore, translator also applies descriptive method here as *2+Ku (theater of alive puppets)* to reveal. The other example is *Томский театр* which is also problematic to understand without any comments, even for locals. Translator applies transliteration (transcription) and adds some comments *Tomsk Teatral (illustrated magazine)*. Thus, the most appropriate methods are transliteration (transcription) together with descriptive method.

e. Associative cultural terms

Group of associative terms should include cultural terms remind us about this or those city, region, country, etc. Association depends on readers and audience. The example *серебряная лошадь* is translated with direct transfer method as *Silver horse (symbol of Tomsk)* adding additional information for tourists who are not familiar with the history of Tomsk, regions and districts. Also, the same methods were applied when translating names and symbols: *норка – mink (symbol on the emblem of Aleksandrovskiy district)*; *пламя природного газа и капля нефти – flame of natural gas and oil drop (symbol on the emblem of Kedroviy town)*.

There is no doubt that a fully equivalent and correspondent translation of cultural terms (realias) and cultural-rooted expressions is almost impossible, especially in the travel guide texts that impose more responsibility on the translator. However, discovering and study information about methods of translation may facilitate the process and give translator basis to choose those or these strategies. As can be seen from the above mentioned examples the most useful methods are direct transfer, transliteration (transcription) and calque. Of course, what translator understands is that these methods are to be applied not individually but that they are close interconnected and, in many cases, cannot exist separately.

Translator understands that (s)he is the only mediator between two cultures. Translation of a guide book may lead to a perfect travel or, oppositely, absolute disaster. Therefore translator bears responsibility and facilitates a process of perception applying methods and strategies to convey cultural terms and phrases.

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