

The paper studies the peculiarities of translating the titles of art works from English into Russian, William Turner's paintings being the subject. It is very important to analyze the art works titles in order to clearly understand the connections between the name and the content and determine the variability in the translation from the original language to the target language.

Keywords: linguoculturology, art, artionims, translation strategies, transformations

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**ФОРЕНИЗАЦИЯ И ДОМЕСТИКАЦИЯ КАК СТРАТЕГИИ ПЕРЕВОДА
ХЕДЖИНГОВЫХ КОНСТРУКЦИЙ В НАУЧНОЙ СТАТЬЕ ПО
ЭКОНОМИКЕ**

Статья посвящена вопросу использования стратегий форенизации и доместикации при переводе на русский язык хеджинговых маркеров, содержащихся в научных публикациях по экономике, написанных на французском и турецком языках. Проанализированы особенности их реализации

при переводе с учётом сохранения риторического потенциала и функциональной специфики хеджинговых конструкций.

Ключевые слова: доместикация, научно-технический перевод, экономический дискурс, форенизация, хеджирование

Hedges and hedging constructions are the important element of a scientific article on economic topics due to their argumentative and rhetorical potential. The correctness of their translation into another language mediates the recipient's perception of a scientific paper, taking into account their functional specifics. In this regard, the relevance of this research is due to the need for correct translation of hedging markers into the addressee's language and the competent choice of a translation strategy that allows preserving the rhetorical potential of these linguistic units.

The purpose of this study is to determine the peculiarities of the usage of foreignization and domestication strategies when translating hedges contained in scientific articles on Economics written in French and Turkish into Russian. Within the framework of this purpose, the following research tasks were set:

- to characterize such translation strategies as domestication and foreignization and analyze the features of their implementation when translating hedges from French and Turkish scientific articles of economic orientation into Russian;
- to identify the prevailing strategy for translating hedges and hedging constructions in this type of texts and determine the reason for its prevalence.

Within scientific papers on Economics hedging is a means of effective argumentation and, as A. I. Milostivaya and B. V. Svetaylov indicate in their article, it performs a number of such important functions as the author's assessment of the proposition put forward, which manifests the representation of the researcher's personality in the text, reducing categoricity and increasing the accuracy of propositions [Милостивая, Светайлов 2019: 136]. In addition, hedges are a problem from the point of view of intercultural interaction within the framework of scientific

discourse [Милостивая, Светайлов 2019: 136], which actualizes the issue of their correct translation into another language.

Such translation strategies as foreignization and domestication can be used for translating hedges. These terms were defined by a researcher L. Venuti, who characterizes domestication as “the ethnocentric adaptation of the original language to the cultural values of the target language.” While determining the foreignization strategy, the researcher resorts to its analysis through the concept of “ethnic pressure” exerted on the cultural values of a translating language. The purpose of this process is to consolidate the differences, contained in the original text, that are related to the language and culture [Venuti 1995: 20], which leads to a certain degree of foreignness of the original. It is essential to note that the presence of these translation strategies is determined by the differences between two languages in terms of cultural connotation and linguistic representation of transmitted information.

The strategy of foreignization is characterized by bringing a reader closer to the original text. During this process the cultural features, inherent in the original text, are preserved. In turn, as E. V. Belova and E. A. Medvedeva emphasize, the purpose of domestication is to adapt the text to linguistic features and the norms of the culture of a target language [Белова, Медведева 2019: 50]. Besides, the use of the domestication strategy may involve the loss or distortion of information contained in the source text, while the strategy of foreignization can contribute to transmitting the necessary meanings, but this may cause the difficulty of its perception by a recipient.

Due to the use of the domestication strategy, the translator manages to create a text that will be perceived by a reader to a greater extent as an original text rather than a translated one. Elements of a foreign language and another culture that are difficult to perceive may be replaced with more familiar and understandable ones for the recipient of the text. In turn, the strategy of foreignization contributes to give the text a “tinge of foreignness” [Меденцева 2021: 151], immersing a reader in a culture which is alien to him.

From the point of view of whether foreignization and domestication belong to one of the groups of translation strategies, it is important to note that they belong

specifically to the pragmatic one, as a translator taking into account the pragmatic potential of a text during the process of its translation. The choice of a particular strategy is also mediated by the characteristics of the audience and the genre to which the text belongs. In the case of translation of scientific articles on Economics, the factor of the presence of text construction's conventional norms is of great importance. At the same time, the choice of particular strategy should be made taking into account the requirements for translation equivalence, which is important for the text of a scientific paper characterized by a high degree of informativeness and its clarity for the audience.

The following examples illustrate the peculiarities of the use of the translation strategies described above:

Le caractère souhaitable d'une telle organisation n'est pourtant pas évident [Pignol 2018: 151]. – **Однако желаемый характер появления такой организации не является очевидным.** The hedging construction *n'est pourtant pas évident*, with the help of which the author questions the fact that the emergence of the type of organization, which is described by him, is desirable, is used in this example. Thus, he expresses his doubts about this fact in a non-categorical manner, supporting his judgment with arguments. The transformation of the permutation of the adverb *однако* to the beginning of the sentence is applied. Such an arrangement of an adverb is more typical for the Russian language. In addition, the verb *является* is added to the sentence. It contributes to a greater degree of the text's compliance with the norms of the target language. The use of these transformations demonstrates the implementation of a domestication strategy.

Bu durum, zengin-fakir ayrimına dayandığı iddia edilen bireyci İngiliz toplumunda ortaya çıkabilecek olumsuzluklardan çok daha tehlikelidir [Güder, Atalay 2022: 147]. – **Эта ситуация гораздо более опасна, чем любые негативные последствия, которые могут возникнуть в индивидуалистическом британском обществе, которое, как утверждается, основано на различии между богатыми и бедными.** This example illustrates the use of the domestication strategy, which is justified by significant differences in the structure of the Turkish and Russian languages. The hedge *iddia edilen*, which is a participle in Turkish, is translated as an

introductory construction *как утверждается*, which is more consistent with the norms of the Russian language and is pertinent from the point of view of the syntactic structure of the sentence.

Halbuki döviz kuru, dolarizasyon üzerinde asimetrik etkilere sahip olabileceği gibi bu etkilerin kısa ve uzun dönem itibariyle de farklılık gösterebilmesi olasıdır [Kolcu, Yamak 2022: 482]. – *Однако обменный курс может оказывать асимметричное воздействие на процесс долларизации, и вполне возможно, что эти эффекты могут различаться в краткосрочной и долгосрочной перспективе.* Several transformations are used to correctly translate the hedging constructions contained in this sentence. Firstly, the hedge *sahip olabileceği* is translated with the help of the transformation of permutation and the lexeme *sahip* is omitted. Secondly, the permutation is also used for translation of the hedging construction *gösterebilmesi olasıdır*: the adverb *возможно* is placed at the beginning of the second part of the sentence in Russian, and the part of the translation of the hedge *gösterebilmesi* is also moved to the middle of the sentence. In addition, the adverb *вполне* is added, which makes it possible to express the hedging semantics of the original units to a greater extent. The use of these transformations illustrates the implementation of the domestication strategy, due to which it is possible to preserve hedging semantics, which consists in transmitting the probabilistic meaning of a proposition, and at the same time to achieve compliance of the translation text with the norms of the target language.

In some cases, the foreignization strategy is used to translate hedges, for example:

Je suis convaincu que la substitution des forces mécaniques aux forces humaines pèse quelques fois très lourdement sur les épaules des classes laborieuses [Piluso, Ruellou 2021: 6]. – *Я убеждён, что замена человеческого труда на механический иногда оказывается очень тяжёлым бременем для рабочего класса.* In this example the hedging construction *je suis convaincu*, with the help of which the author expresses his own opinion and confidence in the proposition put forward, is translated as *я убеждён*. The use of first-person singular pronouns is not

common within the framework of Russian-language scientific discourse, which allows to identify the use of the foreignization strategy in this sentence. Due to it the features of the style of the French-speaking author, who uses such pronouns in order to emphasize his own opinion in the text, are preserved. However, this does not have a negative impact on the accurate transmission of the meaning of the hedging construction.

Bu nedenle psikoloji disiplinin oluşturduğu temelini iktisat disiplinini istikrarsızlaştırdığı düşünölmüştür [Sarıkaya, Afşar 2022: 638]. – *По этой причине считалось, что фундамент, заложенный такой дисциплиной, как психология, дестабилизирует экономическую дисциплину.* In this example the author uses the hedge *düşünölmüştür* to remove responsibility for the information provided, indicating that this opinion on the issue is not his own one and was previously widespread. This hedge is translated with a verb in the past tense *считалось*, which is not considered to be a common norm within the scientific discourse of the Russian language. The preservation of the tense form of the Turkish verb, according to the unchanged content of its hedging semantics, demonstrates the successful usage of the foreignization strategy.

Thus, our analysis of the translation of the hedges from French and Turkish scientific articles on economic topics demonstrates the predominance of the domestication strategy. In the majority of cases the usage of this strategy makes it possible to achieve an equivalent translation and compliance with the requirements of scientific discourse of the Russian language. The foreignization strategy should be applied in a more limited number of cases, when its usage does not have a negative impact on the accurate transmission of the meaning of the hedges and allows to correctly convey both hedging semantics and the originality of the construction of a scientific paper in a foreign language.

In our opinion, the reasons for the predominance of the use of the domestication strategy are the high degree of regulation, that is typical of the scientific discourse of the Russian language, as well as the presence of requirements associated with the transfer of information contained in the text of a scientific work in an unchanged form,

which is of great importance in the framework of the translation of scientific publications on Economics. At the same time, the features of using both strategies are of interest in the framework of further study of the process of translation of French and Turkish scientific papers. It also determines the practical significance of our research due to the relevance of the correct translation of this type of texts and of the hedging structures contained in them.

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FOREIGNIZATION AND DOMESTICATION AS STRATEGIES FOR TRANSLATING HEDGING CONSTRUCTIONS IN A SCIENTIFIC ARTICLE ON ECONOMICS

The article is devoted to the issue of using foreignization and domestication strategies when translating hedging markers contained in scientific publications on Economics, written in French and Turkish, into Russian. The features of their implementation during translation are analyzed, taking into account the preservation of the rhetorical potential and functional specificity of hedging structures.

Keywords: domestication, scientific and technical translation, economic discourse, foreignization, hedging

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