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## The Extralinguistic Nature of the Guide-Translator's Speech

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### ABSTRACT

The article presents the linguistic and extralinguistic factors of translation that influence the implementation of mediated bilingual communication. Translation is seen not only as elementary change of codes of one language to another, but as a complex type of speech activity that has own motive, purpose and patterns. The authors pay special attention to the description of the specifics of interlingual transformations that affect the equivalence of translation. A competent translator seems to make extensive use of inferential strategies in the process of understanding a source text in translation. It also appears that extralinguistic knowledge plays an important role in this inference. However, it has not been determined how important it is relative to other components of translator competence and in what way it is important.

**KEYWORDS:** translation; extralinguistic factors; act of communication; transcoding; equivalent, direct and figurative meaning of the word, translator's speech.

In parallel with the appeal of linguistics to speech, there was a certain consolidation of all the sciences about man (sociology, psychology, ethnography, physiology, communication and information theory). On their basis, new sciences were born (psycholinguistics, sociolinguistics, ethno linguistics, etc.).

It became obvious that it was impossible to study speech in isolation from the speaking person as a representative of a certain culture, a certain social group and as an individual with his own subjective features. Language is always inseparable from man, and the latter cannot be imagined outside of his subjective judgments and subjective perceptions.

The components of translation activity modeled in translation theory, in addition to language, include texts, culture, and situations. Consequently, translation is influenced not only by linguistic or linguistic - components, but also extralinguistic, which do not represent a kind of "super-linguistic remnant", as A. I. Smirnitsky believed, but are integral components of the act bilingual communication, without which speech is unthinkable. In order to identify and describe the linguistic and extralinguistic factors of translation, their interrelations and interdependence, we will analyze the translation process as a specific type of speech activity, define its key features, consider, using practical examples, the likelihood of difficulties in understanding that arise during translation due to both linguistic and extralinguistic reasons.

Despite the unity of the laws of logic and knowledge of the world, different peoples have a specific “vision” of the world, reflect the reality around them in different ways, and that the reality itself may not completely coincide for different peoples. The national identity of not only formal, but also semantic structures of different languages explain a certain motive and purpose, from the complex interaction of which the meaning of a text or statement is born in the understanding of its author. The speaker (or writer) informs the interlocutor (or reader) of some information, expresses his emotions or seeks to evoke some emotions in the recipient of information, sometimes tries to induce him to some action, including speech, ask him about something and etc. Whatever the specific goal of the author of the text, he always strives to influence the interpreter of the text in one way or another, regulating his behavior in the broadest sense of the word (consciousness, motives, actions, etc.).

The speaker in the process of speech synthesis makes the way from thought to text, i.e. clothe his thought in the appropriate form - the text. In choosing a form, he is guided, on the one hand, by purely subjective, extralinguistic considerations (the purpose of a speech act), and, on the other hand, by the norms of speech behavior objectively existing in a given speech community. In addition, the author of the text is also guided by a number of other extralinguistic factors that together make up the situation of verbal communication. The specificity of the activity of the text interpreter lies in the fact that he makes the way from the text to the meaning, analyzes the received text in order to extract meaning from it. At the same time, in the speech activity of the interpreter, in his understanding of the meaning of the text, subjective factors of an extralinguistic nature: background knowledge about the subject of speech and encyclopedic knowledge, additions, “scale of values”.

The speech situation plays an important role both in the activities of the author of the text and its interpreter. She influences in a certain way the formation of the motive and purpose of the statement of the author of the text, as well as to choose the form in which the author's thought is clothed. For a text interpreter, the essence of a speech situation lies in the fact that he seeks and finds in it additional, extralinguistic sense actualizers, i.e. the speech situation helps him interpret the text correctly, sometimes even supplementing certain gaps in his linguistic and extralinguistic experience. It is obvious that linguistic and extralinguistic factors interact in the closest way both in the activity of the author of the text and its interpreter (two specialists in the same field, speaking different languages, will understand each other better than a specialist and a non-specialist speaking the same language).

The generation of a text in the target language, carried out by the translator, is not independent in terms of meaning, since the translator realizes at the moment of speech generation not his own, but someone else's thought. Thus, making the path “text - meaning text”, the translator carries out independent speech activity at the first stage (“text - meaning”) as an interpreter of the text, and at the second stage (“meaning - text”), his activity is not independent in the semantic sense, but it is quite independent in choosing the form of expression of a given meaning.

An accurate description of the psychological and physiological processes of analysis and synthesis of an utterance, and perhaps other processes occurring in the human brain, is a very difficult task, since the work of the brain is not amenable to direct observation. There are many hypotheses on this issue. However, one thing is clear: translation is a complex thought process that cannot be considered in isolation from the entire process of bilingual communication, starting from the moment the original author generates a statement in the source language and ending with the moment the addressee understands the statement into the target language.

Translation cannot be considered only as operations of analysis, recoding and synthesis performed by the translator without regard to the speech activity of the original author and the recipient of the translation.

This approach does not allow solving such fundamental problems as adequacy and invariance in translation, since the solution of these issues requires correlating the results of translation activity with the goal of expressing the author of the original and understanding this goal by the addressee of the translation. In other words, the results of the translator's activity can only be assessed in relation and interdependence with the speech activity of the other two participants in the act of communication. The issue of translation cannot be reduced to the mechanical replacement of text in one language with text in another language, i.e., to primitive recoding at the level of meaning of language units. In this case, one could consider that the theory of translation is not a science at all and that it is enough to know two languages, "codes" and the rules of linguistic recoding, i.e. rules for the transition from one code to another in order to carry out the transfer.

However, this is not the case, since the transcoding rules in translation involve not only taking into account language meanings, but also their interaction with extralinguistic factors. The translator not only translates the source language text into the target language, but also the value system of one culture into the value system of another culture. For a translator as a mediator of cultures, it is important not only to regulate their own behavior, but also the ability to predict the behavior of communication partners.

Without taking into account this specificity, difficulties in understanding increase significantly due to both linguistic and extralinguistic reasons.

For example, Pepsi literally translated into Chinese the main advertising slogan "Come Alive with the Pepsi Generation". For the Chinese, the slogan acquired an unexpected sound: "Pepsi will make your ancestors rise from the graves". Or General Motors was in big trouble when trying to bring its new Chevrolet Nova to Latin American markets, but it took a while to discover that "No va means" - "can't move" in Spanish. In another example, in Latin America, ticket sales for American Airlines flights fell sharply after genuine leather seats were installed in aircraft cabins, which became the reason for a large-scale advertising campaign "Fly in Leather!". In the United States, the call to "fly in leather" was understood correctly, but for Latin American passengers, it literally sounded like an obscene sentence to "fly naked."

The translator in the course of his work must not only take into account these difficulties, but also be able to overcome them.

The general theory of translation, which could be used for any combination of languages, is designed to reveal the interaction of all factors that characterize the process of bilingual communication, the universal problems that the translator faces, and ways to overcome them, in other words, to determine the general patterns of the translation process. For example, the need to comply with the norms of the target language has long been emphasized. It is believed that the more persistent the translator's desire to preserve the structure of a foreign language, the worse he will convey the style of the original.

Observations on the results of translation alone, no matter how valuable these observations may be, are not enough to solve a number of issues related to the translation process as a special kind of human activity. The translation process is an objective reality, so it can be researched. The fact that subjective and objective factors are in close interaction in any human activity is not an obstacle to the study of the objective laws of this activity. However, the science of translation should not be confused with the science of translation. The science of translation, or what is usually called the art of translation, is the ability to find the right solutions in translation. In some cases they may be typical, in others they may be non-trivial, but they should always be

adequate. This skill depends to a large extent on subjective factors, on the translator's abilities. But if translation as a process has its own general patterns, then these patterns can be studied scientifically, i.e. the science of translation.

So, we have summarized only some of the factors influencing the implementation of translation activities. The translation process is presented by us as a multidimensional phenomenon, in which not only linguistic forms are compared, but also the linguistic vision of the world, cultural situations and a wide range of non-linguistic factors. It is noted that the equivalent interlingual transformations that the translator is forced to resort to have specific features that depend not only on linguistic factors and norms of the target language, but also on the communicative situation that most directly affects the formation of the translator's strategy.

The above data allow us to conclude the following. First, since translation is a speech activity, language plays a key role in the translation process, while extralinguistic factors are secondary and complement linguistic factors in the translation process. Among the extralinguistic factors, one should single out the factors of the objective situation and the factors of the communicative level. Secondly, the factors of the subject situation, as a rule, contain such components as temporary, stable, regional, regional and social information. Thirdly, when translating a media text, it is necessary to take into account the nuances of a pragmatic and cultural nature. The translator focuses on the reader and takes into account the conciseness and informativeness of the translation. In a specific speech situation, extralinguistic factors can play a central role and predetermine the omission of reality without its subsequent compensation. Thus, the informative factor determines the process of translation of a newspaper text. Therefore, the ratio of factors depends on their interaction, and their explicit expression - on a specific speech situation.

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