

## SOME VIEWS ABOUT TRANSLATION STRATEGY

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**Annotation:** This article is devoted to the translation of specialized literature, especially scientific and technical journals, which is one of the most popular nowadays. Of course, this is due to the rapid pace of development of science and technology, as well as the strengthening of international ties in the scientific and technical field. All these circumstances have revealed the need to find new strategies for studying and translating technical information.

**Key words:** translation strategy, adequate translation, pragmatics, strategies, methods, translation analysis, communicative intention, supercategory, subcategory.

In translation practice, the term "translation strategy" has been widespread for a long time. The stage of forming a translation strategy is intermediate between pre-translation analysis and translation itself. It is worth noting that, speaking about the translation process, researchers use not only the term "translation strategy", but also "translation strategy" [Alekseeva, 143-170], "translator's behavior strategy in the translation process" or "translation tactics".

Translation experts offer various options for interpreting the translation strategy: an action plan developed by the translator (N.A. Kryukov), a program of practical actions (A.D. Schweitzer), translation methods (R.K. Minyar-Beloruchev), a set of translator's actions to achieve the set goals (D.N. Shlepnev), a set of techniques (T.A. Volkova), options for solving translation problems (H. Krings), an algorithm of actions aimed at creating a translation text (I.S. Alekseeva), the translator's thinking, which lies in the basis of his actions (V.N. Komissarov), a certain general line of conduct in accordance with the conscious purpose of the translation (N.K. Garbovsky), a program of action when an adequate translation is achieved (D.V. Psurtsev).

In his study, V.V. Sdobnikov is based on the designation of the general concept of "strategy", which is given in the dictionaries of Russian and English. All definitions will include such senses as "planning" [Ozhegov, p. 700], "preparing and implementing something", "devising or employing plans or strategies towards a goal" [Merriam Webster]. Proceeding from this, "by strategy we mean the planning of future activities, its preparation in relation to certain conditions and in accordance with a certain goal" [Sdobnikov, p.23].

In modern translationology, the term "translation strategy" is often used to describe the translation process. However, this concept seems to many researchers rather vague and is understood by them quite widely - as the concept of translation in general or the concept of translation of a specific text [Alekseeva I.S, p.45]. A critical analysis of the scientific literature shows that different scholars are guided by different considerations when determining a translation strategy. Thus, Willis in the textbook "Translation Strategy" considers the concept of strategy from a practical point of view: "To achieve this goal, we need a translation strategy that will show the best way to solve translation problems. Like any strategy, a translation strategy must be based on facts. In this respect, it is comparable to the strategy of a chess player, where the player must orient himself in the development phase of the game to the time he has available and to the opponent's strategy. The way he consistently implements his chosen strategy shows the placement of his chess pieces, and this

becomes clear only to professionals. Thus, an amateur or beginner in the field needs expert commentary if he wants to recognize the underlying strategy of the game.

Alekseeva I.S. was one of the first to make an attempt to comprehend the translation strategy from theoretical positions. According to the definition he proposed, translation strategies are “potentially conscious plans of the translator aimed at solving a specific translation problem within the framework of a specific translation task” [I.S. Alekseeva, p.45]. H. Krings distinguishes between two categories of analysis of translation activities: microstrategy - ways to solve a number of translation tasks and macrostrategy - ways to solve one problem. V. M. Ilyukhin, who studies the strategies of simultaneous translation (SP), gives a definition of a strategy that is close to the definition of H. Krings: “Strategy in SP is a method for performing a translation task, which consists in adequately transferring the sender’s communicative intention from FL2 to TL3, taking into account cultural and personal characteristics of the speaker, basic level, language supercategory and subcategory” [Ilyukhin, p. 5]. The choice of strategy, according to V. M. Ilyukhin, is influenced by both purely linguistic and extralinguistic factors, each of which can determine the use of one or another method (or several at the same time) in each segment of the translation. V. N. Komissarov in his work “Modern Translation Studies” defines strategy as “a kind of translation thinking that underlies the actions of a translator” [Komissarov, p. 356], and identifies three groups of principles for the implementation of the translation process, which form the basis of the translation strategy. The principles proposed by the scientist include the whole set of linguistic and extralinguistic factors: some initial installations; the choice of a general course of action that the translator will be guided by when making specific decisions; choice of the nature and sequence of actions in the translation process.

The concept of a translation strategy (especially literary translation) also includes making a decision regarding those aspects of the original that should be reflected in the translation in the first place. It is not always possible to exhaustively and adequately convey all aspects of the original, which leads to some losses in translation. Therefore, the translator needs to determine in advance the scale of priorities, create a hierarchy of values that allows one to single out those features of the original that seem to be leading [Kazakova, p. 64–65]. Further, the translator, in accordance with the chosen general translation strategy, determines specific ways of implementing the communicative intention (A.D. Schweitzer refers here to “translation transformations” that make up the translation technology [Schweitzer, p. 65]), taking into account linguistic and extralinguistic determinants of translation.

The theory of T. A. Kazakova [Kazakova, p. 64–65], which offers its own strategies for solving problems in literary translation. The author calls them heuristic, contrasting the term "heuristics" with the concept of "algorithm", since for literary translation there is no algorithm as a set of rules that allow purely mechanically solve any specific task from the class of tasks of the same type. Nevertheless, there are rules or techniques of literary translation activity that help to achieve success in solving similar problems, but do not guarantee the correct solution of each subsequent translation task. Obviously, the implementation of the strategies proposed by T. A. Kazakova is explained by pragmatic relations that arise in the process of translation. The diversity of these relationships is a kaleidoscope of constantly changing conditions for the translator: “... the connection of meaning with extralinguistic reality, explicit and implicit speech context, communicative setting that connects the statement with the changing participants in communication - the subject of speech and its recipients, the fund of their knowledge and opinions, the situation ( place and time) in which the speech act is carried out” [Alekseeva I.S., p.45].

The above review of the main concepts of the translation strategy allows us to conditionally divide them into two groups: translation strategies as methods of analysis and as an independent plan for a special type of activity. Since translation strategies are not singled out on the basis of a single criterion, it is currently not possible to build their internally consistent classification, and it is hardly

advisable. However, the “translation strategy” analysis tool itself seems to be very productive due to the fact that translation as an activity cannot but be carried out without special plan even if the translator himself is not aware of it. Therefore, the study of issues related to clarifying the essence of translation strategies, methods of their formation and typology is significant not only from a translation point of view, but also from the point of view of translation didactics.

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