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## **CURRENT PROBLEMS OF TRANSLATION**

Today English is the language of diplomacy and international trade. About 75% of international correspondence and more than 60% of telephone conversations are in English. Therefore, translation into English is one of the most popular type of text translation.

The topicality of the problem of text translating has led to the fact that more and more researchers are studying the factors affecting the quality of translation in their works.

In the modern globalized world, an increasing number of people all around the planet are using the results of linguistic translation. Translation as a special kind of humanitarian activity of linguists and writers has turned into an effective and prosperous sector of the global economy. Such situation inevitably attracts the attention of business and the public to the problems of assessment the quality of translated texts. Numerous researchers attempt to determine the criteria for the quality evaluation of translation are made from both practical and theoretical points of view. However, in the process of implementing these approaches, sometimes there is no convincing description of the interaction between the mechanisms of the constructed theoretical models and the practice of their use in translation activities.

The practical aim of the research is to develop criteria for the definition of the concept of “good” translation. As a rule, the definition of criteria leads to the creation of a correct language forms list. Then this list of criteria is used as a tool for determining prescriptive assessments for specific translations, as a result the translated text is qualified as “good” or “bad”. Professionally it is obvious that the list is not a sufficient basis for determining the quality of translation.

Indeed, if we define “good” translation as “correct” translation (as it is common among the professionals), then ensuring its quality depends on a much larger number of various factors compared with the parameters represented by the list of "correct" language forms..

The theoretical approach for determining the quality of translation in Western translation studies firstly was substantiated in the works of J. Holmes in the 1980s. (in the Russian translation theory this problem was paid attention by A. V. Fedorov as far back as 1953). J. Holmes deserves credit for making a research to determine the quality of translation in the general system of disciplines of modern translation studies. There are two main approaches of theoretical models for assessing the quality of translation: equivalence and functionality. If speaking about the theory of equivalence, translation is qualitative if it contains optimal equivalence. To determine the degree of equivalence, the researcher subjects both texts to comparative analysis using a number of specific categories such as text type, semantic, grammatical and stylistic features, extra linguistic determinants (for example, the fund of general knowledge of readers of both texts), etc.

In bookstores there is a large number of expensive translated scientific and technical products, but the quality of these products often turn out to be so bad that the literate reader often has to restore the text of the original using his own intuition.

Translation of scientific and technical literature is a field of translation activity in which professional performance of work is possible only by highly qualified technical specialists who know the subject area and its specific terminology, who are sufficiently fluent in a foreign language and are able to express competently their thoughts in the target language. Studies show that out of 100 specialists with technical education only 2 can translate the text at a sufficient level [1].

The demand for good technical translators was always high, although the results of their work were never appreciated. Today a technical translator who performs translation has to do his job in extremely harsh conditions: receive and submit work in electronic form, work fast forward, ensure the accuracy of interpretation of special terminology, independently decipher short-term abbreviations, foreign names,

incomprehensible units of measurement. The employer usually establishes the terms at the rate of 5-8 pages per day, but at the same time requires maintaining high quality, ensuring terminological correctness and often maintaining the format of the original. Therefore, the definition of effective and understandable criteria for the quality of technical translation and procedures for the professional selection of translators are also problems that deserve close attention [2, p.34].

The problem of ensuring high-quality translation is important, but in Ukraine nobody pays enough attention to it, because there is no culture of the relationship between a powerless translator and an all-powerful employer in the light of financial, moral, ethical and legal aspects.

As a result, the definition of effective and understandable criteria for the quality of technical translation and professional selection procedures for translators will lead to an increase of quality translation.

#### REFERENCES

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