



Research Article

THE CONCEPT OF EQUIVALENCE OF CLICHES AND STAMPS (BASED ON THE MATERIAL OF RUSSIAN AND KOREAN OFFICIAL BUSINESS LANGUAGE)

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ABSTRACT

In this paper we are interested in translation at the level of a word combination. A word combination can represent a semantic unity both at the level of language. The most striking example of such a translation is the translation of idiomatic or stable (phraseological) word combinations. The process of translation of official business texts is closely connected with the use of stable constructions, clichés and stamps that belong to the differentiated special phraseology, without which the translation of a business text cannot be qualitative and will seem unnatural to the recipient.

KEYWORDS

Official business style, documentation, simultaneous translation, clichés, stamps, translation transformations, Korean, Russian.

INTRODUCTION

The concept of equivalence of units of one language in relation to similar units of another language is inextricably linked with translation and is one of its most important ontological features. There are various approaches to the definition of equivalence. So, for

example, Yu. Nida distinguishes two types of equivalence: formal and dynamic. "Subject to formal equivalence, attention is focused on the message itself, both on its form and content. With such a translation, it is necessary to translate poetry with

poetry, a sentence with a sentence, a concept with a concept. From the standpoint of this formal orientation, it is necessary to strive to ensure that the message in the target language corresponds as closely as possible to the various elements of the source language" [1, p.114-137].

THE MAIN FINDINGS AND RESULTS

Translation according to the principle of dynamic equivalence has as its goal the complete naturalness of modes of expression, and at the same time the recipient is offered a mode of behavior that is relevant to the context of his/her own culture. In such a translation, the aim is not so much to match the message in the target language with the message in the original language, but to create a dynamic relationship between the message and the recipient in the target language, which would be approximately the same as the relationship that exists between the message and the recipient in the original language [1, p. 119].

An illustration of these two types of equivalence is the stamp used as the final phrase of typical Korean writing: ... "배상" .. To achieve formal equivalence, this phrase should be translated as follows: "The bearer of this letter ...". Whereas the translation according to the principle of dynamic equivalence should take into account the cultural characteristics of the Russian language and use the stamp used in this case: "Respectfully, ...".

V. G. Gak and Yu. I. Lvin offer a scheme in which three types of equivalence are distinguished: formal, semantic, and situational [2, p. 10-11].

The formal equivalent involves the expression of common meanings in two languages by similar language forms. For example:

The British delegation is returning today.

영국 사절단이 돌아옵니다.

The semantic equivalent involves the expression of the same meanings in two languages in different ways. For example:

영국 사절단이 영국으로 떠납니다.

The situational equivalent involves the expression of statements describing the same situation, not only with the help of different forms, but also with the help of different elementary meanings. For example:

영국 사절단이 귀국합니다.

Developing the scheme of equivalence types of V.G. Gak and Yu.I. Lvin, A.D. Schweitzer proposes a hierarchical model of equivalence levels, in which "three dimensions of semiosis (sign process), distinguished in semiotics, were taken as a basis - syntactics (relation "sign : sign"), semantics (relation "sign : referent") and pragmatics (relation "sign : person")" [3]. In other words, three levels of equivalence should be distinguished: syntactic, semantic, and pragmatic.

This model is fully applicable to the clichés and stamps we are studying. In the corpus of lexical units we have selected, there are all three levels of equivalence, for example:

1. The syntactic level includes substitutions of the type: Regarding your order - ; To our deepest regret, we have to inform you that...

In this case, we see the replacement of units of one language with units of another language while maintaining the syntactic invariant.

2. The semantic level includes the semantic and situational equivalents described above. The semantic equivalent implies the presence of a wide range of transformations (passivization, nominalization, replacement of a word by a phrase etc.): Please let us know...; Consider the state of affairs. Persuade the committee to change its mind. To achieve a situational equivalent, multilingual statements equated to each other, having different semantic features, are used in order to generate semantically equivalent statements. For example: Let's vote this proposal; You need to register; Sincerely.

3. The pragmatic level of equivalence, which occupies the highest place in the hierarchy of these levels, involves taking into account such important factors for the communication process as targeting the recipient, communicative intention, communicative effect, intercultural differences. "Pragmatic equivalence is an integral part of equivalence in general and is layered on all other levels and types of equivalence". If the transformations carried out at the semantic level are carried out according to certain models, then at the pragmatic level the transformations of clichés and periphrastic structures are more free in nature (descriptive translation, omission, concretization of concepts, addition, logical development of concepts or complete paraphrasing, etc.). To illustrate the listed types of transformations at the pragmatic level, the following examples can be given:

Descriptive translation is used when there is no corresponding concept in another language. suffer losses - 손실을 보다.

The Russian expression to instantly respond will be equivalent to the combination 발빠르게 대응했다.

Omission is a technique that allows, for reasons of achieving equivalence, to omit a phrase or a whole phrase that is redundant from the point of view of the recipient for one reason or another of a social or cultural-national order.

The concretization of concepts consists in the transition from a generic concept to a specific one. For example, the Russian word apartheid should be translated as 흑인 인종차별[4].

Additions at the pragmatic level are found to achieve equivalence, taking into account the cultural and national specifics of compiling business documents. So the introductory phrase-cliché of a business letter in Russian In response to your letter of... we inform you that... cannot be translated into Korean without appropriate additions:편지의 답장으로 다음과 같은 것을 알려드립니다.

Paraphrasing changes the semantic structure of the phrase, based on the communicative purpose of the statement.

Pragmatic texts have a lot in common, but it doesn't matter whether the text of a contract, a legal document or a business letter is being translated.

CONCLUSION

In conclusion, we fully agree with I. M. Khavkin that when translating from Russian into a foreign language, bilingual dictionaries of commonly used words, phrases and phraseological clichés should become reference books for the translator [5].

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