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PRAGMATIC ADAPTATION OF TERMS IN SPECIAL TEXT TRANSLATION

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Abstract. The article examines popular-science texts which combines cognitive richness and accessibility. The aim of the study is to identify the need for pragmatic adaptation of terms considering the background knowledge of target audience and communicative norms. The main directions and ideas of the study include the analysis of special text and its translation identifying difficulties in conveying terms, studying the techniques of pragmatic adaptation, and considering the influence of background knowledge and linguistic competence of the readers.

The scientific and practical significance of the work is that a comprehensive study of the pragmatic adaptation of terms in specialized texts has not been conducted previously. The work expands the understanding of the specifics of translating popular-science discourse and can be used for educational and translation purposes. The research methodology includes qualitative analysis of the original and translated texts, corpus analysis, analysis of lexical-semantic transformations, as well as a sociolinguistic survey (n=64) aimed at determining the level of perception of terms by the target audience. The study revealed that some geological terms do not have established equivalents in Russian, which requires pragmatic adaptation. Translation errors caused by literal reproduction of polysemic terms were recorded. The findings confirm that effective translation of popular-science texts requires not only lexical accuracy, but also consideration of the pragmatic focus.

The value of the study is that the authors for the first time systematically considered the translation of popular-science texts through the prism of the cognitive-pragmatic approach. A contribution was made to the development of the theory of pragmatic equivalent and translational adaptation of special terms. The practical significance of the work lies in the possibility of applying the results in the practice of training translators, developing teaching aids for translating special texts and improving translation strategies in the field of terminological adaptation.

Keywords: translation, term, pragmatic adaptation, cognitive accessibility, special text, target audience, translation strategy, background knowledge, contextualization, corpus analysis, terminological equivalence

Introduction

The functional style determination is the primary stage of pre-translation analysis as it gives the information of cognitive information quantity and

emotional and aesthetic effect of the text. Functional style affects the density of cognitive and emotional information in a text, which is especially important in scientific-popular writing intended for non-specialist audiences. Considering this fact, the reminding of sub-styles of scientific style may be important. So, A.A. Streltsov writes scientific style is divided into:

- “academic literature (scientific articles, dissertations, monographs) which is devoted for specialists in special field.
- educational literature (manuals, tutorials, guides) which is devoted for future specialists.
- scientific-popular literature devoted for target audience without special knowledge” [1, p. 4-5].

The aim of this research is to analyze pragmatic adaptation of geological terms in scientific-popular translation from English into Russian. The hypothesis is that adaptation increases text accessibility and preserves communicative effect. Style specifics of educational literature is more reliable to classic representation of material with definite word selection and orientation to target audience. It depends on the author but mostly information is presented in explanatory manner and sometimes footnotes are provided. Scientific-popular texts are found in scientific magazines, newspapers, and some tutorials, monographs written and published individually without some official approval or order. So, such materials may be presented in free scientific style writing but with definitely accurate context. This direction may be adapted for public at large but because of individual linguistic characteristics and filed awareness, the text in some parts may be complicated for readers, especially when it is translated without adaptation.

Any text written for inside reader may contain some information based on cultural, linguistic, or professional realia which may be doubtfully interpreted in another language. So, it worth noting that scientific-popular translation is full of cognitive information contained in general scientific words, terms, and concepts, but at the same time the text itself has universal pragmatic purpose represented in communicative effect directed to audience. It explains that such texts must be directed to definite audience interests and vocabulary is chosen according to background knowledge of the target audience [2; p. 391]. This means forecasting the audience’s image, perception, and knowledge in particular field of knowledge. The termination of audience background knowledge as well as new information perception skill is complicated to evaluate. Thus, the surveying was carried out to determine the necessity to translate the texts of scientific-popular style as well as to understand the level of geological term and concept awareness of public at large which corresponds to Garbovsky’s requirements of pragmatic purpose of the text.

Pragmatics may be clearly seen by usage of illustrative materials which is important in scientific texts as they give precise information about the main data presented in the text. In scientific texts pragmatic problem mostly refers to adequate perception and translation of terms and concepts.

Terminology translation issues attract scientists to research in different fields, so terminological problems of translating international mining terms was

considered. It was investigated, the ways of their composition and translation into Kazakh language [3]. The grand work was done by the authors, the only limitation is that most terms shown were translated by calque or semi-calque as it must be made theoretically. However, nowadays terms are concepts as well, were there is a room for denoting. Terminology systems are observed by qualitative and quantitative indicators in Kazakh language. The 30-volume series dictionary was classified by native Kazakh words, foreign terms via Russian language, Russian terms, hybrid terms [4]. In this regard, A.Sh. Nessipbayeva [5] demonstrates that in the absence of precise lexical equivalents in the target language, hybrid terms are actively created by combining borrowed components with native Kazakh linguistic elements. This approach facilitates pragmatic adaptation and enhances the effectiveness of communication in popular-science and scientific discourses. While calquing remains the most frequent strategy in Russian-language practice, hybridization in Kazakh supports both localization and conceptual clarity.

The interest of terminology translation is not limited by Kazakhstani scientists, Ranran Wang observed the problem of term translation in the field of marine engineering using context adaptation tools [6]. While Zi-Xia Chang proposed a cognitive-pragmatic model for translation studies that integrates relevance and adaptation. This model emphasizes the importance of considering contextual influences and cultural aspects in translation, particularly in dealing with idiomatic expressions and metaphorical conceptualizations. It also highlights the need for pragmatic adaptation to facilitate cross-cultural communication effectively, focusing on how translators can adjust the source text for better reception by recipients from different cultures. Additionally, the model incorporates the use of reasoning for determining speech act content and belief ascription for modeling participants in the translation process, enhancing the understanding of the interactions between linguistic features and contextual influences in translation studies. Overall, Chang's model provides a comprehensive framework that addresses the complexities of translation through a cognitive-pragmatic lens, emphasizing relevance and adaptation [7]. Thus, Federica Scarpa introduces the concept of pragmatic equivalence in translating scientific-technical texts. The texts serve as a source of special purpose information for restricted target discursive audience [8]. Yu. A. Dubrovskaya focuses on usage of cognitive-pragmatic technologies in the process of practice-oriented training of specialists in the field of mining engineering. This technology helps to enhance the quality and efficiency of the educational process of the specialists in engineering direction [9]. However, the technology is useful in implementation for translational purposes as well.

Materials and methods

The authors observe pragmatic impact of the terms of geology in scientific-popular text translation. According to survey which was carried out by Google form means, there were asked several questions and presented the text of scientific-popular style titled "Scientists propose new theory that explains sand ripples on Mars and on Earth", published in <https://www.sciencedaily.com>. In the survey

took part 64 participants. The sample group results are analyzed and presented by pie-charts where all information is decoded. The surveying was carried out among people from 15 till 60 years old, but mostly only 15-20 aged group was active in questioning, so the authors asked questions in Russian language, but the text for observation was chosen in English language. The detailed information is presented in Discussion section of the study.

The terminology was also analyzed using corpus-based tools: COCA, the Russian National Corpus, Google Books Ngram Viewer, and bilingual dictionaries including Timofeev et al. [10] and Mazarovich [11]. This section is presented under Corpus Analysis.

Illustrative representation of the terms is important as it gives visual image of the word frequency usage during the give period. Google Books Ngram Viewer provides the visual introducing the data of the word usage in books found by Google Search program from 1800 till 2019. It also shows the form of word representation in the sources, which is shown in diagrams.

Discussion

The scientific-popular texts are usually translated by magazine or newspaper journalists or translators and published in the pages of them. This gives population at large be aware about achievements in the field of science of technics. It means that the interest of quality of translation of such texts is actual and important. This study focuses on the pragmatic challenges of translating scientific-popular geological texts and provides corpus-based examples of term adaptation.

In our survey 64 people took part in through online questioner where it was asked several questions to identify sample group, as well as to determine their interest in the scientific-popular texts and their translations. Also, in the article some errors in translating terms are presented as well as given typology of the terms' translation in the article. According to the data, the sample group mainly consisted of people who are from 20 till 30 years old as well as the group is mostly represented by females (87,5%) and only 12,5% by male representatives. According to the data about level of knowledge and educational experience (presented in Figure 3), as it was mentioned before, the most participants are students from different grade programs (76,6%), 15,6% are represented by school graduates who study at university but especially mentioned of achieved education. Less percentage are representatives with high, several high educations and school students with high English knowledge level.

As during surveying, it was given the text in English, so the English language knowledge is crucial in this study. According to the data, we have the following results: A2 level – 14,1%; B1 – 34,4%; B2 – 40,6%; C1 – 9,4% and C2 is 1,6% of survey participants. One of the main factors mentioned by scholars above was the field awareness and background knowledge, so the next question is about the knowledge in sphere of geology. According to the survey we took the next information, given in Figure 5: 23,4% have the answers – we learn about it at school but do not remember, and heard about it but not sure; the next was answer – background knowledge (23,4%), 14,1% are those who know

nothing; 12,5% - studied at school and 3,1% are those who read books or articles sometimes. After reading the text, the participants were asked several questions as well. According to the combined data (Table 1), almost half of the participants showed interest in the topic, 70% noted receiving new information, and 87.5% expressed an opinion on the need to translate such texts. This indicates the high educational value of popular science discourse and the importance of its adequate adaptation for a wide audience.

Table 1. Evaluation of the perception and significance of a popular science text

Indicator	% of participants
Showed interest	~49%
Received new information	~70%
Consider translation important	~87%

According to the requirements presented by scholars, we determine interest and approximate background knowledge of sample group as generate this data to all population. So, we have the following results, people have low knowledge in geological sphere, but they are mostly interested in the discoveries in this field. This information gives us reason to continue our research in this field with assumption that there is necessary to use some pragmatic tools corresponding to translation ethics – do not add anything (no comments) or omit some parts. But it may be done some additions as actualizing some information by generalizing of concretizing the given information in pragmatic purpose to achieve communicative goal. Such actualization may be connected to terms and concept issues. So, it worth determining the denotation of term and its difference from concept. An ideal term invariably denotes a concept that is strictly defined and contextually independent. It is concise, devoid of ambiguity, synonymy, and homonymy. However, A. L. Semenov advocates that there is no ideal term in practice which may match these requirements, and presents his own characteristics to a term:

1. Unambiguity or at least a tendency towards it, which means that a term should have a clear and well-defined meaning, and this meaning should be less changeable across different contexts. However, the possibility of homonyms may occur as well as the cases of multi meaningfulness.

2. Semantic Accuracy which means the ability to capture, reflect and represent meaning of the concept without oversimplification or distortion.

3. Stylistic Neutrality and Lack of Expressiveness, which maintains neutral and objective tone.

4. Nominality which is represented typically in a form of noun or a phrase.

5. Systematicity which denotes the connection of any term to terminological system of field.

6. Pragmatic Utility which is shown by useful and practical communication within the relevant academic or professional context [12; p. 14-15].

So, any translator faces the problem of lexical, semantical, syntactical and pragmatical challenges. The lexical problematic is:

- General scientific words translation, observed and presented as examples: “extremely beautiful triangular” with a meaning of an equilateral triangle is a triangle in which all three sides have the same length. As it is shown in the example, hyperbola represented by a word “extremely” is omitted while adjective “beautiful” has the meaning “equilateral” in this context.

- Special field terms and terminological concepts, e. g. “tectonic plate” is a relatively rigid layer, termed the lithosphere, approximately 100 kilometers thick, underlain by another layer called the asthenosphere, which is several hundred kilometers thick.

- In the context of terminology, terms and terminological concepts can be employed with figurative meanings to enhance comprehension of complex phenomena. For instance, the term “fault” not only defines the act of dropping something but also signifies the displacement of rock strata. This figurative usage imparts clarity, conciseness, and vividness to the concept.

- Phraseological terms, in some books, are called terminological metaphors, which are lexical units that have been used in combination for a long time and have entered specialized terminology, such as “earthquake waves”.

Results

In translation the article “Scientists propose new theory that explains sand ripples on Mars and on Earth”, Vladimir Goobaylovskiy used different transformations. Some of them are logical, some are questionable. The translation is presented in techinsider.ru site, the news part. The translator paid attention to equivalents of geological terms used in article and almost successfully solve the problem of their translation, some of terms were translated by their equivalents in Russian language, some were translated using transformations as there are no direct equivalent (Table 2).

Table 2. Geological terms and ways of translation

Geological term	Russian equivalent (as a term)	Usage of transformations in case of zero equivalent
sand ripple	песчаная рябь	
subaqueous ripple	-	descriptive translation - рябь большего размера образуется из-за гидродинамической неустойчивости, например, такой, как возникает на дне водоемов
rover	марсоход	
distinct patterns	различные модели	
large ripple	большая рябь	
shorter «impact» ripples pattern	-	insufficient translation - более короткую «ударную» рябь
impact mechanism of the particles	-	insufficient translation - механизм удара частиц

hydrodynamic instability	гидродинамическая неустойчивость	
Mars tunnel	-	modulation - установка под названием «марсианский туннель»
fine grains of sand	-	concretization - мелкие песчинки
fieldwork	полевое исследование	

As it is presented in Table 2, the translation of “sand ripples” by “песчаная рябь” caused problematics in perception as the Russian word “рябь” is mostly associated by water ripples then with sand ones. So, it was decided to check the collocation is Russian Language National Corpus (RLNC), but there is only one mention about possibility to use this collocation in context (see Figure 1).

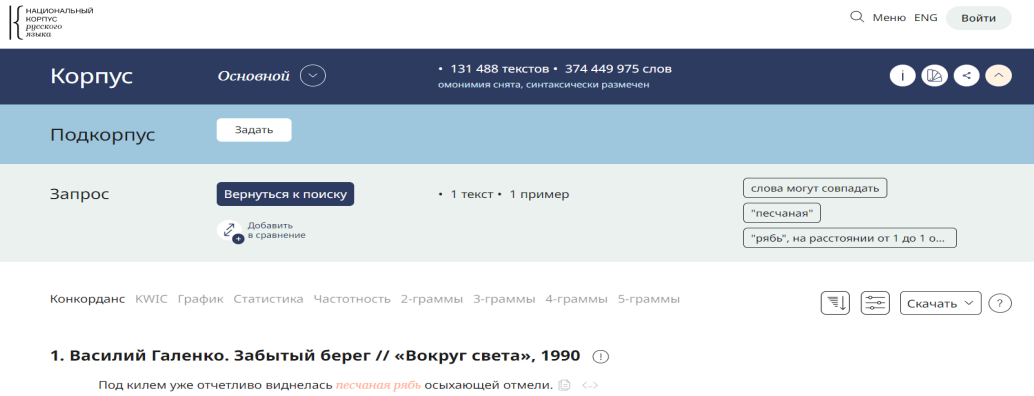


Figure 1 – The collocation “песчаная рябь” in RLNC

The given example in RLNC refers to scientific-popular magazine but it was decided to check correctness of this collocation by English-Russian dictionaries by Timofeev et al. [10] where it was found exact translation as “песчаная рябь”, in the second dictionary - Worlds Ocean Tectonic and Geomorphology: Terms and Definitions with Illustrations by A.O.Mazarovich [11], there is no such collocation found.

According to Google Books Ngram Viewer the term shows in diagram the representation of the collocation usage during given period (see Fig. 2).

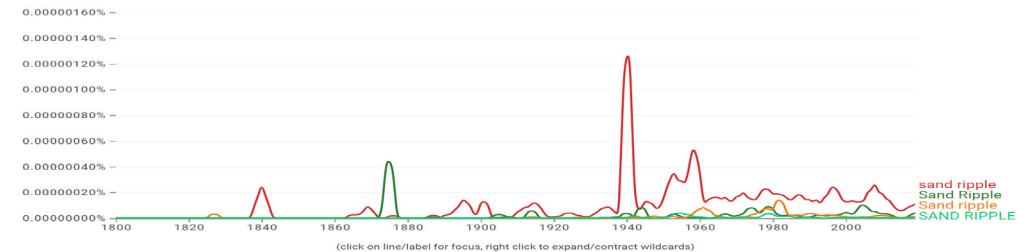


Figure 2 – Frequency of term “sand ripple” usage in Google Books

As it is given in Fig. 2, the collocation “sand ripple” was in high frequency usage in 1940s when it showed the highest point which may be justified by interest caused by the Second World War activities. However, the rapid drop of usage and then some interest in 1950-1960s followed by average decreased frequency may be a reason of lack collocation usage in English as well in translation field.

However, the proved might be unsophisticated observing “subaqueous ripple” usage using Google Books Ngram Viewer where the highest frequency was indicated in 1910-1920 with some ups and downs of interests during the following time schedule. This data means that the collocation was used in literature enough but in Russian language there is no equivalent, so the necessity to use descriptive translation is proved (see Fig. 3).

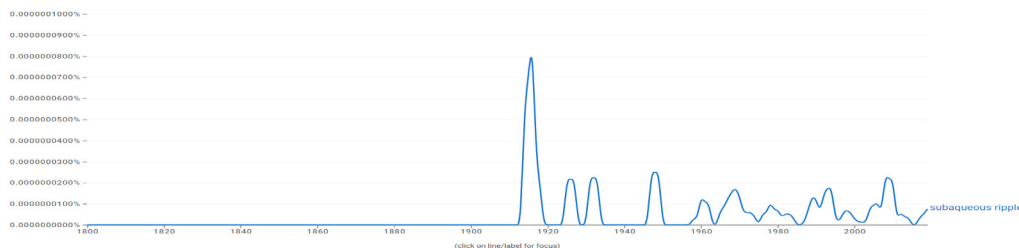


Figure 3 – Frequency of term “subaqueous ripple” usage in Google Books

While other terms are not caused any suspense, so the authors start to examine terms with insufficient translations. Thus, there is necessity to observe them in contexts.

The terminological unit “shorter impact ripples pattern”: Sand ripples photographed on Mars by NASA’s Curiosity rover in 2015 showed two distinct patterns - large ripples (meter scale) and a shorter “impact” ripples pattern (decimeter scale).

Песчаная рябь, сфотографированная на Марсе марсоходом NASA «Curiosity» в 2015 году, показала две различные модели: большую рябь (метровый масштаб) и более короткую «ударную» рябь (дециметровый масштаб).

The researchers use Russian Language National Corpus as well as both dictionaries and have found no results of “ударная рябь” collocation. It gives the evidence that this collocation is not sophisticated in this context. So, it was observed the possibility of other translation as well as possibility to omit “impact” as a part in translated text regarding to the text totally. In translation, there is no need to translate the word “impact” with the word “ударная” into Russian language as it gives no sense to Russian speaking audience and confuses the reader, which is against of pragmatic goal of translation scientific-popular texts. The translator may omit such word with latter compensation which is possible according to the context or give descriptive translation based on concretization approach, but here it is excessive. According to Raymond van den Broeck who sees deconstructive translation as a tool of interpreting texts with “abusive fidelity” mode [13], it may be sometimes useful to omit some parts when the original text is so intensive with lexical components which are against of translation language’s norms.

The next insufficient translation of the terminological unit “impact mechanism of the particles”, again refers to inappropriate translation of the word “impact” which has here the meaning of “воздействие”. The content with this terminological unit is following:

The prevailing theory proposed since then argues that the smaller scale ripples are produced by the impact mechanism of the particles transported by the wind like normal ripples on Earth and the larger ripples form due to hydrodynamic instability like subaqueous ripples.

Преобладающая теория, предложенная с тех пор, утверждает, что рябь меньшего масштаба создается механизмом удара частиц, переносимых ветром, как обычная рябь на Земле, а рябь большего размера образуется из-за гидродинамической неустойчивости, например, такой, как возникает на дне водоемов.

As it is seen in the context, the “impact” in a sense of “hit” works insufficient as here is shown the wind affection on sand. So, the translation may be the next:

Преобладающая теория, предложенная с тех пор, утверждает, что рябь меньшего масштаба возникает из-за воздействия ветра на частицы песка, переносимые ветром, как обычная рябь на Земле, а рябь большего размера образуется из-за гидродинамической неустойчивости, например, такой, которая возникает на дне водоемов.

The term “impact” is necessary to investigate using syntagmatic shift with presents the reason of error occurring. The observation in The Corpus of Contemporary American English (COCA corpus) is essential as it gives information about real usage of the word in speech (see Fig. 4).

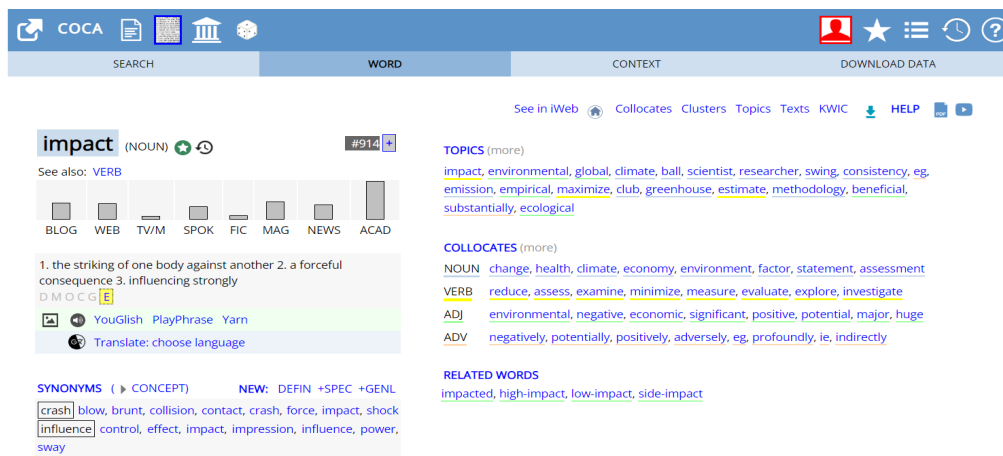


Figure 4 – The word “impact” in COCA Corpus

As Figure 7 illustrates the word “impact” may be collocated in context with a noun or a verb, an adjective or an adverb depending on the author aim. It mostly used in academic contexts, lesser in magazines, newspapers, blogs, and websites. Topics of its frequent usage is environmental, methodological, scientific themes. Thus, it does less evidence of translation mistake done in the

narrow localization impact and complicated for translating by descriptive tools. The next problem in translation terms refers to mistaken perception of them by translator and it leads to errors which is tiredly connected to pragmatism.

Pragmatism here is represented by three sides. The first is what the original text's author wants to tell, the second is how the translator understands it and how reproduces in the language of translation and the third is how the target audience percepts this translation and is this perception is the same as the perception of the original audience is. It is obvious that in some cases the perception of translator was missed, and it caused incorrect translation which influenced on perception of translated text's audience.

Thus, in translation of scientific-popular text is important to understand the original text and evaluate the translation tools and pick only those which help to achieve the same pragmatic effect as it is contemplated by author. The important fact is relevance and contextualization of words in translating process mustered by Zi-Xia Chang [7].

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КӘСІБИ МӘТІНДІ АУДАРУ КЕЗІНДЕГІ ТЕРМИНДЕРДІ ПРАГМАТИКАЛЫҚ БЕЙДЕТУ

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Аңдатпа. Мақалада ғылыми-көпшілік мәтіндер кең аудитория үшін когнитивтік байлық пен қолжетімділікті біріктіретін ерекше функционалдық стилі бар мамандандырылған дискурстың түрі ретінде қарастырылады. Зерттеудің мақсаты – мақсатты аудиторияның фондық білімі мен оқылатын тілдің коммуникативтік нормаларын ескере отырып, арнайы саладағы ғылыми-көпшілік мәтіндерді аудару кезінде терминдерді прагматикалық бейімдеу қажеттілігін анықтау.

Зерттеудің негізгі бағыттары мен идеялары ғылыми-көпшілік мәтінді және оның аудармасын талдау, терминдерді жеткізудегі типтік қиындықтарды анықтау, прагматикалық бейімдеу әдістерін (отырмау, нақтылау, сипаттамалық аударма) зерттеу, сонымен қатар аударманы қабылдауға оқырманның фондық білімі мен лингвистикалық құзыреттілігінің әсерін анықтауды қамтиды. Жұмыстың ғылыми-тәжірибелік маңыздылығы арнайы мәтіндердегі терминдердің прагматикалық бейімделуін кешенді түрде зерттеу бұрын жүргізілмегендігінде. Жұмыс ғылыми-көпшілік дискурсты аударудың ерекшеліктері туралы түсінікті кеңейтеді және оқу және аударма мақсатында пайдалануға болады. Зерттеу әдістемесіне түпнұсқа және аударма мәтіндерге сапалы талдау, корпустық талдау, лексика-семантикалық трансформацияларды талдау, сонымен қатар мақсатты аудиторияның терминдерді қабылдау деңгейін анықтауға бағытталған әлеуметтік лингвистикалық сауалнама (n=64) кіреді. Зерттеу

барысында кейбір геологиялық терминдердің орыс тілінде бекітілген баламалары жоқ екені анықталды, бұл прагматикалық бейімделуді қажет етеді. Көп мағыналы терминдердің сөзбе-сөз қайталануынан туындаған аударма қателері тіркелді. Қорытындылар ғылыми-көпшілік мәтіндерді тиімді аудару тек лексикалық дәлдікті ғана емес, мәтіннің прагматикалық бағытын да ескеруді қажет ететінін растайды.

Зерттеудің құндылығы – авторлар геология саласындағы ғылыми-көпшілік мәтіндердің аудармасын когнитивтік-прагматикалық көзқарас призмасы арқылы алғаш рет жүйелі түрде қарастырды. Арнайы терминдердің прагматикалық эквивалент және аудармалық бейімделу теориясының дамуына үлес қосылды. Жұмыстың практикалық маңыздылығы нәтижелерді аудармашыларды даярлау тәжірибесінде қолдану мүмкіндігінде, ғылыми-көпшілік мәтіндерді аударуға арналған әдістемелік құралдарды әзірлеуде және терминологиялық бейімдеу саласында аударма стратегияларын жетілдіруде.

Тірек сөздер: аударма, термин, прагматикалық бейімделу, когнитивтік қолжетімділік, арнайы мәтін, мақсатты аудитория, аударма стратегиясы, фондық білім, контекстік, корпустық талдау, терминологиялық эквиваленттілік

ПРАГМАТИЧЕСКАЯ АДАПТАЦИЯ ТЕРМИНОВ ПРИ ПЕРЕВОДЕ СПЕЦИАЛЬНОГО ТЕКСТА

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Аннотация. В статье рассматриваются научно-популярные тексты как разновидность специального дискурса, обладающего особым функциональным стилем, сочетающим когнитивную насыщенность и доступность для широкой аудитории. Целью исследования является выявить необходимость прагматической адаптации терминов при переводе научно-популярных текстов в специальной области с учетом фоновых знаний целевой аудитории и коммуникативных норм языка перевода. Основные направления и идеи исследования включают анализ научно-популярного текста и его перевода, выявление типичных затруднений при передаче терминов, исследование приемов прагматической адаптации (опущение, конкретизация, описательный перевод), а также выявление влияния фоновых знаний и языковой компетенции читателя на восприятие перевода.

Научная и практическая значимость работы заключается в том, что ранее не проводилось комплексное исследование прагматической адаптации терминов в специальных текстах. Работа расширяет представление о специфике перевода научно-популярного дискурса и может использоваться в образовательных и переводческих целях. Методология исследования включает качественный анализ оригинального и переводного текстов, корпусный анализ, анализ лексико-семантических трансформаций, а также социолингвистический опрос (n=64), направленный на определение

уровня восприятия терминов у целевой аудитории. Исследование выявило, что часть геологических терминов не имеет устоявшихся эквивалентов в русском языке, что требует прагматической адаптации. Были зафиксированы ошибки перевода, вызванные буквальным воспроизведением полисемичных терминов. Выводы подтверждают, что эффективный перевод научно-популярных текстов требует не только лексической точности, но и учета прагматической направленности текста.

Ценность исследования состоит в том, что авторы впервые системно рассмотрели перевод научно-популярных текстов в области геологии через призму когнитивно-прагматического подхода. Внесен вклад в развитие теории прагматического эквивалента и трансляторной адаптации специальных терминов. Практическое значение работы заключается в возможности применения результатов в практике подготовки переводчиков, разработке учебных пособий по переводу научно-популярных текстов и совершенствовании переводческих стратегий в области терминологической адаптации.

Ключевые слова: перевод, термин, прагматическая адаптация, когнитивная доступность, специальный текст, целевая аудитория, стратегия перевода, фоновые знания, контекстуализация, корпусный анализ, терминологическая эквивалентность

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