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UNVEILING CULTURAL NUANCE: APPROACHES AND TECHNIQUES FOR RENDERING SOCIO-POLITICAL REALIA IN ENGLISH PUBLICISTIC TEXTS

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Publicistic texts, encompassing news articles, editorials, and political speeches, play a crucial role in shaping public discourse. However, these texts often contain socio-political realia – culturally specific words, phrases, or concepts that can pose significant challenges for translators. This research delves into the complexities associated with rendering socio-political realia in English publicistic texts, exploring various approaches and techniques employed to bridge the cultural gap and ensure accurate and nuanced communication. The abstract acknowledges the potential for misunderstandings when translating realia. Cultural references, legal terms, and political systems specific to English-speaking countries might not have direct equivalents in the target language. This could lead to misinterpretations of the intended message, hindering effective communication. To address this challenge, the research investigates a range of approaches for rendering socio-political realia. The concept of domestication will be explored, where the realia is replaced with a target-language equivalent that conveys the closest possible meaning within the cultural context. However, foreignization, where the realia is retained in the original language with an explanatory footnote, might be necessary to preserve the specific nuances and cultural significance. Furthermore, the research examines the role of descriptive translation, where a detailed explanation of the realia is provided within the translated text. This approach ensures clarity but can potentially disrupt the flow of the text. Additionally, paraphrasing the realia to convey the underlying concept might be employed, striking a balance between accuracy and readability. The research also acknowledges the importance of considering the target audience and their level of familiarity with the source culture. For audiences with limited understanding of Anglophone political systems, for instance, a more explanatory approach might be necessary compared to translating for a culturally informed audience. Ultimately, this research aims to contribute to the ongoing dialogue on effective strategies for rendering socio-political realia in English publicistic texts. By analyzing the strengths and limitations of various approaches, the research will provide translators with a valuable toolbox for ensuring accurate, nuanced communication across cultural boundaries.

Keywords: *publicistic texts, socio-political realia, translation, cultural gap, domestication, foreignization, descriptive translation, paraphrasing, target audience, cultural nuance.*

Introduction. The modern stage of the development of the field of intercultural communication is characterized by the rapid pace of information exchange thanks to the use of electronic means, which creates a common information space. At the same time, science and technology are developing at a very fast pace, new political, economic, and scientific concepts are emerging, but they do not have direct equivalents in another language. Also, such areas of human activity as medicine, science, and information technology do not stand still, which means that many terms and lexical units appear that temporarily have no analogues in other languages. These concepts are only introduced into one or another culture, do not have a literal translation and are designated as non-equivalent vocabulary (realia). In addition to neologisms, non-equivalent vocabulary also includes other words and expressions that reflect

the non-linguistic reality and culture of the people. Thus, the relevance of this work is determined by the need to solve practical translation tasks.

Problem statement. Publicistic texts are vital for informing public discourse, yet translating them accurately presents a challenge. These texts are rife with socio-political realia – culturally specific terms and concepts unique to English-speaking countries. These realia often lack direct equivalents in other languages, leading to potential misunderstandings (Koliasa et al., 2022).

The problem lies in bridging this cultural gap. Translating realia too literally might leave the target audience confused, while excessive explanation disrupts the flow of the text. Striking balance between accuracy and readability is crucial. This research investigates various approaches for rendering socio-political realia, including *domestication, foreignization, descriptive*

translation, and *paraphrasing*. It will also explore the role of the target audience's cultural understanding in choosing the most effective technique. By analyzing these approaches and their limitations, the research aims to equip translators with a comprehensive toolbox for accurately conveying the nuances of English publicistic texts across cultural divides.

The relevance of the research also lies in the fact that the study of realities as a category of translation studies is today a key scientific problem in view of the need to activate the intercultural dialogue of nations through the translation of their literature. Since Ukrainian and English media discourse have a significant nationally marked component, the study of ways of reproducing the ethnic flavor in translation becomes especially necessary.

The object of this research is the process of rendering socio-political realia in English publicistic texts during translation.

In simpler terms, the research focuses on the methods and techniques translators can use to effectively translate culturally specific words, phrases, and concepts (socio-political realia) found in English news articles, editorials, and political speeches into the English language.

The subject of this research is translation, specifically focusing on the strategies for rendering socio-political realia in English publicistic texts.

This clarifies that while the research is situated within the field of translation, it narrows down to address a particular challenge translators face when dealing with culturally specific elements in a specific type of text (publicistic texts).

The aim is to study the transmission of realities in English-language media discourse.

Achieving the set goal involves the implementation of the following specific tasks: to analyze the essence of the concept of linguistic and cultural reality; to describe the classification and typology of realities; to characterize the socio-cultural features of British linguistic realities; to investigate ways of preserving the cultural saturation of realities in the process of translation; to analyze the translation techniques used in conveying the content of realities in media texts (using the example of materials from the BBC, CNN sites).

Analysis of research and publications on the topic. Today, such linguistic fields as ethnolinguistics, ethnopsycholinguistics, psycholinguistics, linguocultural studies, the theory of interlanguage communication are also gaining significant relevance, therefore this study, carried out in the ethnopsycholinguistic aspect of

translation studies, complements the provisions of translation theory and offers new practical examples of the reproduction of ethnolexems of mythological origin.

Ethnolinguistic aspects of translation studies were studied by many scientists (Zorivchak R.P., Karaban V.I., Rylskiy M.T., Schweitzer O.D., Basil H., Catford J.C., Crick M., Dedecius K., Delabastita D., Heeschen V., Kade O., Kopetzki A., Larson M., Neubert A., Reiss K., Snell-Hornby M., Werlen E. and others).

Methodology of the research. To achieve the goal of this study, the following methods were used: method of comparative analysis, which allows to identify English and Ukrainian without an equivalent unit as lexical units that determine the national cultural specificity of the English language and have no analogues in the Ukrainian language; method of component analysis, which makes it possible to reveal semantic connections between English and Ukrainian lexical units; method of contextual analysis, which allows translation of lexical units based on the context.

The presentation of the main material. A characteristic feature of the electronic or printed material of the English language is the stylistic diversity of the vocabulary, along with the book vocabulary, the widespread use of colloquial style, poetic expressions, idioms, neologisms, abbreviations and other lexical and grammatical constructions.

The information provided in printed and electronic publications is always specific and contains a large number of names and titles. Most often, names and titles are used in an abbreviated form, such abbreviations require a certain decoding. Any journalistic style is characterized by clichés, a standard set of phrases and expressions. The use of jargon and everyday vocabulary in the headlines is also widespread. And also, it is worth noting, some features of the syntactic structure of the text: there are short separate statements that consist of long sentences with a complex structure, the division of the text into paragraphs, the presence of subheadings to attract the attention of readers.

The most vivid lexical-semantic feature of the journalistic style is manifested in the translation of headlines. As a rule, newspaper headlines have a number of grammatical features in American and English editions, where verb headlines most often prevail. Headlines use the infinitive to indicate the future tense. Journalistic style has many grammatical features, such features are also possessed by headlines. Most often, the title of the title can begin with an interrogative sentence. This phenomenon is more characteristic of American

publications. It is also worth noting the peculiarity of the translation of abbreviations. Most often, translators face difficulties when they have to translate abbreviations. Abbreviations are inherent in their specific features. When the translator translates abbreviations, he must necessarily give them an explanation (Bar-Meir, 2004; Gonzales-Davies, 2013).

In English printed publications, it is customary to indicate the title of a political figure. Titles and names are most often used in abbreviated form. If these names are unknown to readers, the translator should make a footnote with a comment and explanation. But at the moment, there is a huge number of names and titles that have long been known to a wide range of readers and do not need to be deciphered. English printed editions abound with abbreviations.

It is also worth mentioning the stylistic adaptation of the newspaper text. Stylistic adaptation may be necessary for such stylistic features that appear in similar styles of the source language and the translation language. The same stylistic feature can manifest itself differently in each language, and its presence in the original does not mean that it can be transmitted in the translated text

Most often, in the English originals, similar elements have free and familiar, and sometimes even slang character. As a result, the translator has to replace jargon and conversational style with something neutral. The journalistic style is characterized by brevity. However, it is worth noting that in English this rule is more strictly followed than in Ukrainian. As a result, when translating, you have to look for a more simplified version.

When translating journalistic texts, the translation of realities - elements of language and culture, which often retain implicit meanings (Hatim, 2001).

Most often, the translation of one or another reality determines the judgment of the reader of the text about individual heroes, events, as well as about the global ideas of the work, that is, the translation of realities is one of the means of expressing the communicative intention of the translator as a "co-author" of the text.

One of the ways to detect the translator's communicative intention is back translation, that is, the translation of the text from the target language to the original language. At the same time, in order to reduce the possibility of the "broken phone" effect during the secondary translation of an already translated text, a literal translation is used (Chesterman, 2010).

Regarding the translation of realities, we note: there are real artifacts and natural facts that are part

of the living environment of a particular society; there is a culture as an ideal equivalent of the habitat of society, which includes, in addition to objective reality, also subjective reality, which is a component of the ideal environment of existence of this society; there is a language that has the means of naming concepts - words and phrases (Levy, 1969).

So, in translation, two radically opposite types of translation strategies are distinguished – foreignization and approximation (domestication).

The first type is *foreignization*. When using this strategy, all the linguistic and cultural features of the original are preserved in a difficult to understand text. The strategy of foreignization is similar to the technique of "strangeness". A similar perception is created by describing the phenomenon as if the reader is seeing it for the first time. From the point of view of translation, the essence of this technique is to create a work in the translated language without adapting it for readers, that is, while preserving the cultural features of the original. This technique puts the translated work in a position of unrecognizability, in other words, it remains alien to the reader from the point of view of the cultural characteristics and realities of the country in which the original was written. In this sense, the advantage of foreignization is expressed in the fact that the reader can immerse himself in another culture, get new impressions, and learn something that he did not know before. Thanks to the reception of foreignization, culture is enriched with new concepts. A translation made within this strategy can also have a positive effect on the reader's attitude towards cultural differences, making him more open to other cultures.

When choosing such a strategy, the translator does not need to look for analogues of certain cultural realities and is allowed to leave these realities in the form in which they were presented in the original, using the technique of transcription, transliteration or tracing. Thus, the translator introduces the work into the culture, preserving the meaning of the cultural norms of the original language and their foreignness. The advantage of the foreignization strategy is that the representative of the culture of the target language can supplement his knowledge with new concepts. On the other hand, by choosing this strategy, the translator takes responsibility for introducing a foreign concept into his culture.

A text that has, from the point of view of national characteristics, a pronounced foreign character, is not always well received by readers, since the target audience does not identify its culture with the culture of the original and, for this

reason, cannot fully assimilate the work. In this case, cultural identity is preserved at the expense of the reader (Munday, 2001).

Foreignization as a translation strategy allows you to preserve the formal characteristics of the original and familiarize readers with a new culture for them, but a large number of foreign images and phenomena can cause a kind of "information overload" in the reader. To explain certain realities, translators who work within this strategy often resort to the use of footnotes that reveal the meaning of foreign phenomena. However, for the reader, the perception of such a translation is complicated by the fact that it is often necessary to be distracted from the work itself and read these explanations, because without them, the cultural realities of the original will remain unclear, which, in turn, spoils the general impression of the work of art.

The main focus during translation within the framework of the strategy of foreignization is to make the translated text a work in which cultural foreignness does not disappear, but on the contrary, is demonstrated.

Friedrich Daniel Ernst Schleiermacher was one of the researchers who believed that the translations performed within the framework of the foreignization strategy are correct. He wrote that a translation from another language into the target language should sound different: for example, the reader should see the Spanish origin of the text in the translation, if the text was originally written in Spanish. If all translations sound the same and adapt to the culture of the readers, the original text will lose its national identity (Hatim, 2001; Newman, 1981).

The strategy of foreignization is intended to make it obvious that the work of art belongs to a certain culture after reading it. Within this strategy, great importance is attached to the origin of the text and its protection from the ideological dominance of the culture of the target language. The main idea of the foreignization strategy is to convey the idea and style of the original text as accurately as possible, as well as to preserve cultural realities.

The second strategy in translation is called *approximation (domestication)*. The essence of the strategy is to "smooth out" the differences in the cultures of the original language and the language of translation. Applying this strategy, the translator sets himself the goal of bringing the work closer to the perception of the reader of the translation by adapting it to the specifics of the culture of the translated language.

The process of translation is based on leveling the cultural features of the original. According to some scientists, the approximation strategy

"destroys" the cultural identity of the original and distorts the author's intention.

F. Schleiermacher also describes his approach to choosing a translation strategy in the essay "On Different Methods of Translation". He believes that in the process of translation one usually has to face a "conceptual gap" between the language from which the translation is carried out and the language of translation. And this chasm makes translation an extremely difficult task, creating obstacles on the way to achieving the main goal of translation activity: creating an adequate translation that is as close as possible to the original in terms of content and style. In this regard, F. Schleiermacher singles out the following problem: if the translator, who is faced with the task of translating a foreign concept into the target language, tries to reproduce the meaning of this concept by paraphrasing it, he will find that the more accurately he tries to convey the formal characteristics of the original concept, the more it deviates from the effect that this concept should have on the reader.

There is still no generally accepted opinion about which of these strategies is better, since both of them entail losses that are inevitable in the translation process. At the same time, it should be noted that, despite the frequency of translating realities using cultural approximation, the translator's choice of strategy is determined by the characteristics of the target audience and the author's intention.

When translating linguistic material of different content and style, it is necessary to take into account the realities of the area or the country being studied, as the texts always contain them in abundance. Based on the above definitions of scientists and researchers, we can conclude that realities are facts of the reality of the social and cultural life of a single people, and this circle also includes concepts and words related to everyday life, legendary personalities, heroes, tradition, custom, as well as with the history of the country under study (Hatim, 2001; Vermeer, 2000).

Realities, being the names of objects, concepts, cultural, every-day and historical events of a certain nation or region, country, reflect one or another part of reality, therefore they are closely related to non-linguistic reality. So, realities are a special category of words and means of expression to denote objects and objects of everyday life, culture, social life and historical development that are foreign to other peoples. Realities include concepts of geographic, ethnographic, mythological, folklore content. By reviewing the scientific literature, it can be seen that there are quite a large number of approaches to the definition and methods of classification of

realities, and almost every approach differs in something special from another scientific and methodological approach.

Currently, the scientific literature presents various classifications of realities based on temporal, local or spatial, semantic, grammatical, phonetic and some other features.

The main problem of the theory and practice of translation is the problem of fidelity of reproduction. When translating the original literature, you just need to firmly know what meaning the native speaker and the target language attach to the word. One must be especially careful when it comes to realities: only accurate knowledge of their meanings, i.e. the extra-linguistic reality associated with the life and culture of the native speaker, as well as the ability to use dictionaries will allow the translator to bring them to the reader's perception. The same with situational realities; only the dictionary rarely helps here (Shuttleworth&Gowie, 1997).

Being elements of the traditional behavior of a certain people that reflect its national features, situational realities must also be reflected in the translation: if they are omitted and/or distorted or not explained, the reader will not get a correct idea of the work or interpret it for himself in his national key.

Despite the bright national color, situational realities, unlike lexical ones, are relatively easier to translate, because their transmission is not connected with the need to preserve a certain form. The difficulty lies, firstly, in their recognition and, secondly, in the ability to find the most concise form for an explanation or hint at the essence of the matter. Having reproduced situational realities in the translation, one cannot forget about their national flavor: the form used must correspond to the content. However, situational realities are often of such a nature that the reader of the translation does not have the associations that the author expects from the reader of the original.

There are different ways of translating or conveying political realities. Transliteration or transcription (full or partial, i.e., direct use of a given word meaning reality or its root in writing with letters of the target language or in combination with suffixes of the target language) is very widely used.

But transcription is necessary precisely when it is necessary to adhere to the lexical brevity of the meaning in order to preserve the familiarity of the word that it had in the original language and at the same time emphasize the specificity of the subject or concept that is being translated and has no counterpart in the translated language. Very often, foreign words are transferred into the translated

language precisely in order to highlight the nuance of the specificity of reality. When the word to be transcribed is used either rarely or is transferred to the translated text for the first time, it is sometimes necessary to provide an explanatory explanation and the corresponding context.

The second way of translating realities, the formation of tracing paper. The introduction of tracing paper is the most suitable way after transcription to preserve the content and color of the reality being translated. When translating realities, tracing paper and semi-tracing paper are used. Tracings are borrowings through literal translation (very often in parts) of a word or phrase, followed by assembly of the translated parts without any changes. Tracings of established phrases are very common

The third method—*an approximate or descriptive translation* of realities is used more often than any other method. Using this method, it is possible to convey the objective content of reality, although not precisely enough, but the color is often lost because the expected connotative equivalent is replaced by a neutral one in terms of style, that is, by a word or phrase with zero connotation.

Description, explanation of the interpretation without preserving the original linguistic form, as a method of approximate translation is used in cases where there is no other way.

The above-mentioned methods of translation in translation practice are not used separately from each other, they are intertwined, because when using only one method of translation, the text can either lose its national specificity or, on the contrary, be oversaturated with foreign language conversational material.

Conclusion. Socio-political realities play an important role in conveying the British national color and features of the country's socio-political state. Socio-political realities are distinguished according to the objective feature (the sphere of functioning of realities is taken into account), which is the criterion for distinguishing them from other varieties. However, due to the diversity of these linguistic units and their individual characteristics, the methods of transferring realities into the language of translation may change and border each other. The translator chooses this or that method based on the knowledge gained and the experience accumulated during the work, so the decisive word, regardless of theoretical research, in most cases remains with the translator. The language and culture of each nation is constantly changing and expanding, new realities appear in the culture, and new words and expressions to denote them appear in the language.

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РОЗКРИТТЯ КУЛЬТУРНОГО КОЛОРИТУ: ПІДХОДИ ТА ПРИЙОМИ ВІДТВОРЕННЯ СУСПІЛЬНО-ПОЛІТИЧНИХ РЕАЛІЙ В АНГЛОМОВНИХ ПУБЛІЦИСТИЧНИХ ТЕКСТАХ

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Публіцистичні тексти, що включають в себе новини, редакційні статті та політичні промови, відіграють важливу роль у формуванні суспільного дискурсу. Однак ці тексти часто містять суспільно-політичні реалії — культурно-специфічні слова, фрази чи поняття, які можуть становити значні труднощі для перекладачів. Це дослідження заглиблюється у складнощі, пов'язані з передачею суспільно-політичних реалій в англійських публіцистичних текстах, досліджуючи різні підходи та прийоми, що використовуються для подолання культурного розриву та забезпечення точної та нюансованої комунікації. У дослідженні визнається потенціал похибки при перекладі реалій. Культурні поняття, юридичні терміни та політичні системи, характерні для англійських країн, можуть не мати прямих еквівалентів у мові перекладу. Це може призвести до неправильної інтерпретації задуманого повідомлення, що перешкоджає ефективній комунікації. Щоб вирішити цю проблему, у дослідженні розглядається низка підходів до відтворення соціально-політичних реалій. Буде розглянуто концепцію одомашнення, коли реалія замінюється еквівалентом цільової мови, який передає максимально близьке значення в рамках культурного контексту. Однак, для збереження специфічних нюансів та культурної значущості може знадобитися й інтернаціоналізація, коли реалії залишаються мовою оригіналу з пояснювальною приміткою. Крім того, у дослідженні розглядається роль описового перекладу, коли детальне пояснення реалії надається в тексті перекладу. Такий підхід забезпечує ясність, але потенційно може порушити плинність тексту. Крім того, можна

використовувати перефразування реалій для передачі основної концепції, дотримуючись балансу між точністю та читабельністю. Дослідження також визнає важливість врахування цільової аудиторії та рівня її обізнаності з культурою джерела. Наприклад, для аудиторії з обмеженим розумінням англомовних політичних систем може знадобитися більш точний підхід порівняно з перекладом для культурно обізнаної аудиторії. Зрештою, це дослідження має на меті зробити внесок у постійний діалог щодо ефективних стратегій відтворення соціально-політичних реалій в англомовних публіцистичних текстах. Проаналізувавши сильні та слабкі сторони різних підходів, дослідження забезпечить перекладачів цінним інструментарієм для забезпечення точної, нюансованої комунікації через культурні кордони.

Ключові слова: публіцистичні тексти, суспільно-політичні реалії, переклад, культурний розрив, одомашнення, інтернаціоналізація, описовий переклад, перефразування, цільова аудиторія, культурні особливості.