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COGNITIVE PROCEDURES OF TRANSTATION PROCESS

Klyuchnikova Larisa V.

PhD in Philology, Associate Professor, Department of Agrarian Engineering
Krasnoyarsk State Agrarian University, Achinsk branch
Russia, Achinsk

Abstract: this article asserts the need for an interdisciplinary approach in translation based on the relationship between cognition and the translation process to translation solutions. The work affirms that cognitive mechanisms usage helps to develop thinking and improve the quality of translation in general. The writer underlines relationship between word and meaning as not permanent and stable but actively changing and dynamic. The author considers adequacy as the central concept of translation theory, assuming the preservation of the meaning of the speech. But the article states that preset-day concepts such as cognition, heuristics, cognitive science are replacing the concepts of adequacy, equivalence and others traditional concepts for the modern conceptual apparatus of linguistic translation theory.

Keywords: cognitive procedures, translation process, concept, meaning, semantic theory, original text, equivalent, semantic components, cognition, processes of interpretation.

The translation process currently cannot use automatic translation in all cases, since the language is constantly changing and only a person who uses the language daily and directly participates in its development himself can create an adequate translation. In addition, the complexity of cognitive procedures indicates the flexibility of human thinking that allows us to achieve the greatest compliance with the author's intentions and preserve semantic and structural components.

The use of cognition as a tool in the translation process allows the translator to convey the meaning of the source text more accurately and capture the main idea and essence.

Translation theory as an interdisciplinary discipline, borrows much from the different fields of study that support translation. Over recent years, scholars have moved towards interdisciplinary basis of translation in translation studies.

The interest in identifying the translator's thinking mechanisms and the huge need, for example, in technical translation create the basis for optimizing the translation process. The method of cognitive modeling is one of the solutions to this problem. Currently, due to the development of scientific and technological progress, the interest of scientists in the cognitive aspects of translation activities has significantly increased. This led to an increase in the requirements for professional, scientific and technical translation indicating the need to find new approaches for its study. There are many ways to create a cognitive translation model describing the mental operations of the translator. The decomposition of the text into concepts helps to actualize the translation process and look at it from a different point of view, to convey the idea to the native speaker of the translation language more accurately.

The translation process from the point of view of the cognitive aspect has three stages:

- Process of perception of the original text. At this stage, the translator perceives the text, understands the context and evaluates the information and knowledge.
- Choice of a specific strategy and its implementation in the translation process.
- At this stage, the translator decides the choice of translation model.
- Transmission of content of the original text. The translator takes into account pragmatic, stylistic and cognitive factors together.

– That is, with the cognitive approach, understanding is the dominant factor of a process of obtaining meaning.

When translating the means of linguistic expression of the concept, the issues of adequacy and equivalence remain relevant. The translation of any text involves the interaction of national languages and cultural concepts. Appearance of a new text at the end of translation activity replaces the original text in another language. Achieving the equivalence of two texts means their identical commonality for communication purposes. An adequate translation of the text should be equivalent to the original one.

The purpose of translation is the transmission of the system of meanings of the original speech. Translators do not rearrange the words of the original text, but convey the meaning of the original message. In semantic theories of translation, the concept category comes out on top as one of the forms of cognition that forms a system of meanings of a speech work and reflects the phenomena of reality. Unlike the concept, which includes only the main features of the reflected objects, the meaning includes the maximum number of features of the reflected objects. Concept is the word, and meaning is the word's definition, connotation, explanation, and implication. Its content contains objective features of the object, evaluative, modal and historical characteristics. The translator tries to decipher the system of meanings of the source text and to build a similar system that is understandable for the host culture.

The concept in science does not have an unambiguous definition and when used, a new content is implied. Linguists use concepts in cognitive science and the usage of concepts as various units of operational consciousness is widely known. For the semantic theory of translation, it is important to distinguish between general cultural concepts inherent in human culture as a whole and concepts formed in the consciousness of a particular individual. The concepts of culture appear as some stable units of social consciousness, as formulas of culture. Each person transforms them turning into cultural concepts of personality in one's consciousness. The cultural concepts of a particular person are the products of the author of the original message for translation. Concepts as the key concepts of culture represent the ideological aspects of the human personality.

The scientists point to the fact that the objective reality is reflected in our consciousness in concepts, and concepts are put into words. Study of the structure of the concept as a category of reflection is extremely important for understanding the semantic essence of translation. The translator perceives and deciphers the concepts of the signs of the source language, penetrating into the system of its meanings. Multilevel comparison of the concepts of the original message with the concepts of the translating language allows the translator to build a new system of meanings, in the result of which a new analogy is established.

Gradually, the attention previously paid to the language system and its components is concentrated on the personality of the translator. Now, most linguists consider adequacy as the central concept of translation theory, assuming the preservation of the meaning of the speech. Equivalence is the choice of the necessary language tools, which are similar to those in the source language. Adequacy is a functional and pragmatic category focused on the intentions of the sender of the message in the source language and the reaction of the recipients of this message.

Currently, concepts such as cognition, heuristics and cognitive science are replacing the concepts of adequacy, equivalence and others traditional for the conceptual apparatus of linguistic translation theory. The relationship between word and meaning is not permanent and stable, but actively changing and dynamic. The prototypical meaning of the word is actualized in consciousness, when a communicant moves from a word to a thought. Through the processes of interpretation, consciousness forms a meaning, and at the last stage, the meanings formed from the words of the sentence flow into a single mental representation of the situation described in the sentence. When moving from thought to word, the reverse process occurs - the thought gradually takes place in the word.

The use of cognitive mechanisms of the mind also helps to develop thinking and improve their abilities not only regarding the translation of texts, but also speech competencies in general. Experiments are required taking into account such factors as the social status and background knowledge of the informant, the ability to use cognitive mechanisms when translating in a stressful situation and in a state of calm, individual and group translation of texts.

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