

## SOCIOCULTURAL ADAPTATION IN TRANSLATION

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**Annotation:** *the article focuses on the impact that background of recipients has on translation process. While existing strategies and standpoints regarding the adaptation methods are briefly discussed, the relevance of the problem and the aspects that hinder translators from making appropriate adaptations are revealed.*

**Key words:** *adaptation, equivalence, realia, language norms, perception.*

Due to the establishing relations and partnerships among countries all over the world, it is vital to provide information and required data in the form that is clear for all of the nations. To facilitate this global unity and to ease the process of understanding shared messages, special translation means, such as adaptation, are required.

Adaptation is described as intervention of a translator into the message, and the result of this intervention cannot be counted purely as translation; instead, it is a correct interpretation of the meaning, adjusted to the perception of a receiver's realia. Equivalence is somehow similar to adaptation in terms of shared goal – to convey information so that it can be understood, however, hardly does equivalence aims for cultural resonance; equivalence focuses mostly on semantic similarity. Often, set strategies are used to adapt source text into target language. Pragmatic adaptation, that focuses on correct perception of the message if elements of culture or realia are involved, is presented as paraphrase, that is, the explanation of the term unlikely to be understood by a representative of a different culture, generalization of a term from culturally-specific to generally-known, or descriptive method that becomes a part of the target text with the name of the cultural item itself preserved [1, 9].

For example, one and the same cultural word «Тюбетейка» in the given context «Её голову украшала яркая тюбетейка, и всем было ясно, что она всем сердцем радуется празднику» can be adapted differently depending on the abovementioned strategies:

1. *She was wearing a beautiful colourful **Uzbek headwear**, and everyone could see how happy she is about the celebration (the item was replaced with explanation);*

2. *She was wearing a beautiful colourful **headwear**, and everyone could see how happy she is about the celebration (more general and not cultural-bound name was used for the item);*

3. *She was wearing a beautiful colourful **tyubeteyka**, national **Uzbek headwear**, and everyone could see how happy she is about the celebration (definition of the item was integrated into the text, with the original name of the item preserved).*

To make good adaptation it is essential for a translator to possess enough knowledge of not solely languages of his language pair, but also of pragmatics, realia and cultures of both nations, the source and the target. The differences that occur due

to adaptation are not treated as mistakes; instead, they are requirements set by the differences in the backgrounds of the receiver, or the target audience [2, 196].

There is a system made of three levels of analysis developed in Translation studies that treats sociocultural settings as the advanced level of performance [3, 17].

1. All possible options that might be a solution for translation are being collected on the first level.

2. The second level is the refining stage, where some of the collected options are dismissed due to inaccuracy in terms of language norms of target language, which makes this stage culture-bound.

3. Finally, the most frequently used option in the sociocultural background settings of the recipient is being chosen, so that the translation fits the realia and is natural as a result.

Saying that, it is important to note that not only items of culture require adaptation in translation, but also policies and social experiences. For example, adaptation might include conversion of miles into kilometres due to different units of measurements common in target culture, the form of address can be changed from Mister to «Господин» or even omitted if not frequently used in social settings.

The factors that can prevent a translator from making a good adaptation are as follows:

1. Vague borderlines – there is no universal degree for adaptation. Any taken text can have different percentage of notions that have undergone such changes if translated by different specialists – and there are no criteria to define the most and the least advisable approach [4, 55].

2. Lack of notions in cultures – for example, in Korean culture there are different terms for elder brother that vary from the speaker’s gender; a woman and a man would call their shared elder brother differently – however, in Russian culture there is no such distinguishing feature, and people use «брат» in both cases. Therefore, if translating from Russian into Korean, it is vital to make this adaptation so that the final translation suits the Korean settings and is clear for the nation [5, 94].

3. Lack of sociocultural phenomena – for example, in Korean culture people bow to greet each other, but in Russian culture they do not do it, and this fact can lead to two problems – 1) translator does not know about the difference; 2) translator does know about the difference, but he/she does not know whether he/she is allowed to totally change the word, that is, the action described, to make it clear for the recipients. Here, the approach of applying adaptation usually gets criticized by translation scholars, since the extent of the change makes it a free translation with too much intervention, that’s why such unclear details are discussed by the specialists to reach consensus for applied terms in this specific case.

4. Loss of cultural color while adapting – for example, Russian saying «точить лясы» contains a historical item – «лясы». However, adaptation into English will be like this: «jibber-jabber», and this expression does not contain any indicator of cultural or social realia apart from presenting language norm common for receivers and preserving the spoken register.



Adaptations are unavoidable in any type of translation, however, despite the number of strategies currently used, each case should be viewed individually, based on sociocultural background and language norms of the recipients to reach the perception that was initially intended by the author – since the correct perception is one of the main features a good translation work should have.

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