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## **The role of a translator and translation in business communication**

A characteristic feature of the modern world is sustainable globalization processes. Consequently, an important feature of globalization is communication both between peoples and between individual representatives of proper cultures. Communication between civilizations acquires specific significance, and the basis of all these relations is the growth of international contacts. It means that the need for translation has always existed and will not disappear in the future, but the ways of its implementation are evolving with the progress of civilization. At the turn of 20th and 21st centuries the problems of verbal communication exacerbated and the study of means of communicative influence developed.

Globalization is a very open concept, which on the one hand describes international economic developments and their social consequences. It is also often interpreted as a new form of society in which nation-state thinking gives way to knowledge of global interdependencies (Yashchuk et al., 2020, p. 2).

Due to the integration and establishment of ties with different peoples of the world, in linguistics, the study of various issues and components of intercultural communication becomes relevant. The relevance of the study is due to the fact that the issues of culture as a universal context, as well as communication and translation as the most important and fundamental types of interaction between people came to the fore. The issues of intercultural communication are studied by various fields of knowledge, in particular, translation theory, linguistics, ethnolinguistics, sociology, culturology, cultural anthropology, ethnopsychology, etc. But the analysis of intercultural communication in connection with the science of translation allows us to consider the role of translation in establishing adequate perception of foreign individuals and information that must be communicated and preserve national and cultural identity (Borzykh, Huk, 2014, p. 32).

**The aim** of the article is to comprehensively study the issue of the role of the translator as a mediator for intercultural communication in its connection with the theory of translation, paying special attention to the latter as one of the main means of communication. Our purpose is also to reveal the essence of the concept of "intercultural communication" and to consider the place and significance of translation as its direct tool in its structure in general and in the process of business communication in particular.

Intercultural communication is a social phenomenon, the essence of which consists in constructive or destructive interaction between representatives of different cultures (national and ethnic), subcultures within a clearly defined spatio-temporal continuum. At the center of intercultural interactions is man as a bearer of versatile universals and cultural features. This person acts and interacts with others on the basis of these universals and features in a large number of communication contexts (Podolska, 2003, p. 2).

The development of the translation studies took different stages, but nowadays it is changed to the informative one, where peculiarity of the individual author's style is non-critical. It was caused by the development of information technologies, computer programs, making translation much easier. Unfortunately computer translation is not always perfect. So among many complex problems studied by current linguistics, the important place is still occupied by the study of the linguistic aspects of interlingual activity, which is called "translation" or "translation activity".

From the point of view of the theory of intercultural communication, translation not only compares two languages, but also two cultures in the broadest sense of the word. Due to intercultural differences, what is understandable to the bearers of one language culture may cause a foreign recipient to misunderstand the translated text. Therefore, the task of translation includes not only the search for equivalent matches to convey the communicative attitude of the sender, but also providing the recipient with the necessary explanations to understand that the reaction of the foreign recipient corresponds to the recipient's response in the source language. Only then the translation will become identical or equivalent. It is necessary to take into account the fact that the process of intercultural communication has a complex structure and includes many factors that affect the conditions of its course and final success. The science of translation has to study the conditions of generation of the source text, and the conditions of perception of the translated text, and the social status of communicators, and the language situation, and various concomitant phenomena included in the complex concept of communication using two languages that is the object of the translation science.

Initially, translation performed an important social function, making possible the interlingual communication of people. The spread of written translations introduced people to wide access to the cultural achievements of other peoples, accelerated the interaction of society and the mutual enrichment of literature.

What is "translation" in the everyday, unprofessional sense, perhaps, has been explained too much. Any case where a text created in one language is expressed by means of another language, we call it translation. In this case, the term "text" is understood very broadly: it means any oral statement and any written work from the manual of the refrigerator to the novel. However, there are some limitations as we are limited to verbal texts in living human languages.

If we think that language is a kind of code, i.e. arbitrary designation of objects and phenomena of reality with the help of symbols, the translation can be recoding, because the symbols are replaced during the translation of a sign to another sign system. Translation is a complex multifaceted phenomenon, some aspects of it may be the subject of research in various sciences. Within translation studies psychological,

literary, ethnographic and other aspects of translation activities are studied, as well as the history of translation activities in a country or foreign countries.

The 21st century poses new challenges in the information space of mankind. Due to the mass media, the role of business communication in the life of mankind is steadily growing. Nowadays, translation links cover almost all areas of human activity. The movement of information flows has neither national borders, nor in time, nor space. The infinite diversity of the modern world is transmitted by means of information to the feelings and interpretations of numerous participants in the international information process, i.e. journalists, correspondents, commentators, cameramen. Therefore, translation activity is becoming more and more important, and translation problems appear within it. The exacerbation of language problems dictates the search for new solutions. If earlier translation activity was regarded only as translation into the written language, today an increasingly important place (both in personal and social significance) switched to translations of special texts - informational, economic, legal, technical and advertising.

It has been noted that the foreign language professionally oriented vocabulary translation is based on general didactic principles (availability; scientific content; consciousness; activity; systematic character; consistency and durability of mastering of knowledge, abilities and skills; use of visual methods) and methodological principles (stimulating and motivating a positive attitude to translate a foreign language for specific purposes; considering the individual characteristics of students; professional orientation of foreign language vocabulary; taking into account the degree of professional training of students and the conformity of the content of foreign lexical material to the needs of their future professional activities); the principle of systemic translation of professionally-oriented lexical material on the basis of a complex non-communicative and conditionally communicative exercises with an interrelated improvement of skills and abilities of reading, speaking and writing, translating professional orientation, as the formation of professionally oriented translation competence should be arranged through the set of exercises in which the basic principles and training content are implemented.

In the era of economic life globalization and the spread of the English language to most spheres of translation from English and into English in the process of business communication, not only do not lose its role, but actually get a "second wind". Translation and translator are becoming more and more in demand in the process of intercultural business communication, especially in the era of globalization. Talking about the main problems associated with translation, it seems appropriate to dwell on the following points.

Taking into consideration the fact that the main purpose of the translation is to translate giving the meaning and style of the message in the original language, and the dictionary rarely reflects the cultural realities used in the language, the problem of finding a lexical equivalent in the target language is extremely important; the translator has to translate not only into the language, but also into the culture, and also deal with nuances and words that have no equivalents in other languages.

Idiomatic equivalence in translation is important as idiomatic expressions are associated with a particular culture. That is why their translation is not always adequate. Here's how, for example, an English expression was translated into

Ukrainian: *The spirit is willing but the flesh is weak - Vodka is good, but the meat is rotten*. An example of a garbled translation of a slogan from an American company into German: *Things come alive with Pepsi - Pepsi can pull you back from your grave*.

Grammatical-syntactic equivalence is difficult in cases where there are no equivalent categories or parts of speech. For example, the absence of a gender category for most nouns in English. At the same time, the gender of nouns in different languages (cultures) is different. For instance, the sun is neuter in Ukrainian (сонце), masculine in French (*le soleil*) and feminine in German (*Die Sonne*).

Taking into account a wider context, a field of activity and cultural realities and differences in translation are just as important as considering structural differences between languages. When a translator lacks knowledge of cultural realities, he “gives out” a translation that does not correspond to the original. It is a misconception that anyone who is fluent in two languages can be good translators and interpreters.

The translator as a participant in the intercultural business process communication requires appropriate skills that go beyond mere language proficiency. Translation consists in recreating the context of a foreign text. The factors that the translator needs to keep in mind include culture, context and audience. In addition, it is important to be sensitive to the nuances of the words in the source and target languages, the style, tone and purpose of the speaker’s utterance. In some cases, the translator has to convey the meaning of body language and non-verbal communication in general. If necessary, the translation should be accompanied by comments and explanations of what the speaker says during a business meeting or negotiation.

To achieve the accuracy of translation, the translator must understand and take into account the peculiarities of the culture, have a broad outlook, be aware of developments in the relevant field, and know the subject of discussion. The role of an interpreter in business negotiations is multifaceted. He acts as a mediator while remaining in the shadows. Translator’s ethics is a specific code that must be followed in order to achieve an effective business communication process.

This report addresses the following issues of translation practice: actual problems of the practice of translation and interpretation; place of translation in the process of business communication; the role of an interpreter in the process of business communication; some new accents in the practice of teaching translation as a type and means of business communication.

Some of the most pressing problems of translation practice are reported to include the following:

- a) understanding of translation as a process of interlingual communication with its inherent constituents: source, message, channel, speaker, feedback, as well as consideration of the need for encoding and decoding message;
- b) accounting for the classification of types of translation: writing: complete (literal, adequate, artistic) abstract annotation; oral: consistent synchronous;
- c) the choice of the generalizer strategy depending on the orientation towards the source text (original), in which translation consists in the most complete reproduction of the original text;
- d) “dead-end” situations in literal translation (“I know the words, but I cannot translate”);

- e) violation of the linguistic norm during translation (tracing of words, phrases and grammatical structures);
- f) attitude to language as to a living organism that is in constant development; hence - nroThe problem of neologisms, "false friends" of the translator, transmission of proper names, regional variants of the English language.

The place of translation as a type and means of business communication is determined by the expansion of contacts and business relations with business partners, international financial organizations, etc. In this regard, whothe role of both translation and interpretation in the field of banking, finance, and certain industries will grow lei of the economy.

From the point of view of the psychology of communication, written business communication (and, accordingly, translation as its variety) is a simpler form, since it does not require the simultaneous accounting of speaking and listening, as well as rapid restructuring in the process of business communication. Considering this circumstance, after mastering the basics of a literary persona, it is necessary to pay special attention to oral translation as a specific type of business and professional communication.

A conference interpreter (both consecutive and simultaneous) acts as a mediator in negotiations and business meetings, and it is the interpreter who is the channel in the process of business communication, through which the message from the source reaches the receptor. According to experts, the energy costs of a simultaneous interpreter are comparable to those of a miner working underground in a mine.

Marianne Lederer, who researched various simultaneous interpreting processes, identifies 8 operations in the brain of an interpreter (in parallel or in different combinations): listening to oral speech (listening); understanding of what was heard; integration of understood semantic units with the previous meaning extracted from the original; formation of a statement in the target language based on cognitive memory; restoration of the elements of the utterance based on the original language with the help of automatic use of direct correspondences; search for words to express an understood statement; auditory control over one's own speech; awareness of the environment. The main idea emphasized by M. Lederer is the fact that the translator operates not with words, but with the meaning of the text, which arises precisely in the process of speech and is unknown in advance. Thus, it is necessary for the oral translator to understand and convey the general meaning of the statement. At the same time, it is not enough for the translator to understand the meaning of the original himself. He needs to ensure that the translation is clear.

Concerning the interpretation of translation as a type and means of business communication and the role of a translator as a mediator in this process and as a public speaker, some new and, perhaps, unusual for some teachers, accents appear when preparing for classes on interpretation. They include training:

- a) rhetoric and oral academic performance, as a result of which students form on proficiency in functional styles of speech and business discourse necessary for effective business communication;
- b) the ability to make notes in the process of consecutive translation using symbols, abbreviated nii abbreviations and acronyms;

- c) the use of modern economic, financial, banking, business, etc. jargon;
- d) translation of words and terms based on the context: republican (for example, about the Republic of Belarus, and not about the name of the party);
- e) the use of words, as well as phraseological combinations and even grammatical constructions, not from the dictionary, but based on the frequency of their use in the language;
- f) the ethics of the translator.

All of the above makes it necessary to take the translation very seriously, which is both a variety and a means of a business communication process.

The text as a sign of a certain culture is in a complex relationship with the cultural context of the past, present and future. During the study of the interaction of different texts, inter- and intracultural dialogues, features of their construction are studied. Multilevel mental education embodies cognitive, emotional, social images of representatives of a particular linguistic and cultural community. Since the textual influence reaches the maximum effect if the interlocutors have common social experience and professional knowledge, an important aspect of learning translation is the formation of the cognitive base of the recipients of the new culture.

Non-textual communicative factors play an important role in translation. On the one hand, they can create an effect known as the hypnosis of the exoticism of any foreign language text, which is sometimes perceived more sharply than the native language and may seem more poetic, sonorous and figurative than it really is. On the other hand, non-textual communicative factors, non-verbal information of the text can lead to intercultural misunderstandings, among which the translator has to deal with thematic, motivational, situational, aesthetic factors.

The ways to resolve intercultural misunderstandings, which are the key area of intercultural communication theory, undoubtedly help to solve the problem of translating difficulties. It is assumed that translators are guided by the typology of intercultural misunderstandings, see the difference not only in different culturally specific meanings, but also in their shades.

The patterns of behavior are interpreted differently by the carriers of different cultures. When discussing future cooperation between German and French partners, the parties agree to prepare for the first meeting of KONZEPT (concept) possible areas of cooperation, it often happens that the German side comes to it with carefully worked out, documented submissions, while the French present as the initial basis for a joint "brainstorming". The structured workpiece is presented in German, and systematization of previous considerations is presented in French.

The text as a form of representation of intercultural values, as an element of intercultural communication acts as a mediator between the bearers of different cultures. Professionals who use special literature in a foreign language in their main activity are the most successful, their progressive professional interest inevitably intersects with the skill of a translator and the practical application of abstract translation skills. For them, a foreign language is really a means of improving professional competence.

In addition to the manifestation of specific national-linguistic pictures of the world, intercultural communication is characterized by a number of features that

make it distinctive from monocultural communication. These factors are linguistic and extralinguistic in nature. Thus, intercultural communication, as a special kind of understanding, involves communication between speakers of different languages and different cultures. The comparison of languages and cultures reveals not only the general, universal, but also specific, national, original, which is due to differences in the history of peoples. In the process of intercultural communication, two language systems function, and they function not independently of each other, but in close interaction, with the parallel use of communicatively equivalent units.

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## The role of a translator and translation in business communication

### Abstract

The work concerns the role of the translator as a mediator for intercultural communication in its connection with the theory of translation, paying special attention to the latter as one of the main means of communication. The authors have also revealed the essence of the concept of "intercultural communication" and have considered the place and significance of translation as its direct tool in its structure in general and in the process of business communication in particular.



**Key words:** translator, translation, intercultural communication, business communication, mediator

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