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Associated professor Eldar A. SHAHGALDIYEV

e-mail: eldar.shahgaldiyev@au.edu.az

<https://orcid.org/0009-0004-3726-5552>

Oqtay A. ISMAYIL

e-mail: ogtay.ismayil@au.edu.az

<https://orcid.org/0000-0001-6955-9978>

Azerbaijan University

(Baku, Nasimi district, Jeyhun Hajibeyli street 71)

PROBLEMS OF TEXT TRANSLATION AS A PROCESS OF COMMUNICATION AND A SOURCE TEXT ADAPTATION

Abstract. *The paper examines the specific traits of text translation as a means of communication and analyses the techniques of adapting to the source text. It distinguishes the boundaries of a text from those of the sets, as words, phrases and sentences. It is deemed that text translation involves various aspects of a language, where intercultural communication usually assumes a high priority. The authors present a substantial number of examples from both local and international sources to substantiate the techniques of text structure formation, highlighting the complexity and significance of these processes. The paper also underlines the properties of individual cultures, making it indispensable for global understanding. Apart from the structural analysis of the texts, the process also covers different methods of translation, based on text, natural and cohesive levels.*

The paper proves that text translation mainly targets the interlingual cultural treasures contained in the history of world literature. In-text translation multilingual community exchanges the rhetorical strategy to adapt information contained in the source text (ST) to an international context through the individual target texts (TT). Unlike the isolated sets, texts usually have a certain coherent meaning, aiming to reach broader information. The article researches 10 major integrated peculiarities of texts and puts forward the new qualitative approach that argues that TT content in translation is elusive from the view of impact on the translated context. These features are bound with the differences of walk of life, historical and cultural backgrounds, the conditions of social relations and some other imminent aspects. Nowadays, there are two common methods for adapting the TT to the ST. One of them is localising the TT to socially and culturally adapt its context to the ST. "Localisation aims to address linguistic and cultural expectations of specific cultures in specific contexts" (page 6). It is regarded that

localisation and globalisation are the two main ways for keeping quite close to the source text; however, it rests with the translator to be selective in their choice.

Finally, the article also brings examples from individual choice-making comparisons for a better understanding of the audience.

Key words: *text translation, text boundaries, intercultural communication, source text adaptation, localisation*

Açar sözlər: *mətnin tərcüməsi, mətn sərhədləri, mədəniyyətlərarası ünsiyyət, mənbə mətnin adaptasiyası, lokalizasiya*

Ключевые слова: *перевод текста, границы текста, межкультурная коммуникация, адаптация оригинального текста, локализация*

Text translation involves conveying a written message from one language into another, carefully maintaining cross-cultural distinctions. It is not simply about single words or sentences, but about interconnected passages forming a coherent whole. Translation is a form of communication essential for preserving culture-sensitive exchanges among nations. Many foreign scholars, such as, N. Chomski, G. Lackoff, Sukmaningrum, R., Nababan M., Santosa R., Supana as well as the Azerbaijani scientists K.M. Abdullayev, A.A. Abdullayev and others investigated the problems of text and interpretation as cultural communication, the issues of adapting to a source text structure formation, highlighting the complexity and significance of the processes. For example, N. A. Chomski much relies on “semantically-based theories” [4, pp.33-35], while revealing out the text meanings, whereas G. Lackoff stressed out “one conjunct of a coordinate structure as rule of the structures” [8, p.163] to be essential for the difference of meaning. Contemporary Indonesian scholars Sukmaningrum, R., Nababan M., Santosa R., Supana gave a great significance to “cultural element” in the application of adaptation technique [10, p.1100]. Professor K. M.Abdullayev proposes “the criteria for determining the boundaries of a text, probably based on the linguistic features of the Azerbaijani language” [2, c.33-34], and A. A. Abdullayev in his book dedicated to text analysis mentions that “semantically based texts usually include the internal and superficial structures” [1, s.163].

We think that, if all cultures were completely identical, then translation challenges would not exist, and there would be a little need for individual cultural perspectives or cross-cultural and multilingual communication. The uniqueness of each culture necessitates translation be indispensable for global understanding. Speaking on this, K Zimbakova highlights “a high importance of constraints of translation, which are not only linguistic but also stylistic, genre-determined, cultural, political, historical, philosophical, pragmatic, etc.” [11, p.106].

Text translation, generally, enables intercultural communication to suite the diverse cultures. This role is crucial to fostering understanding among different

people. From the other side, in written translation, the multilingual community usually exchanges the rhetorical strategy in an unnoticed way. Speaking about the principal objectives of such translation, the Azerbaijani professor I. Kazimov distinguishes the following features peculiar to it. He writes that, it is designed: “1) to convey to the reader the living characteristics, customs and traditions, level of cultural development, and thoughts of the people; 2) to preserve the author's style as much as possible; 3) to achieve the originality of the means of artistic expression in the original, while preserving national characteristics, finding appropriate counterparts, and changing space and time; 4) to adhere to the integrity of meaning and content, and never to allow the general spirit and content of the original to be violated or distorted; 5) to preserve the language and speech style of the characters in the original” [7, s.7-8]. So, whatever to be, translation mainly targets the interlingual cultural treasures of world literature. It usually mutually enriches the process of spreading human culture among many people. Such a situation, subsequently, has played a decisive role in the rise of the moral and spiritual world while rigorously integrating the individual cultures.

One should bear in mind that, there is a difference between the sets, as words, phrases, sentences, and texts. In fact, text has the following features to be distinguished from the isolated communication sets:

1. Text has a closely bound set of sentences with a certain coherent meaning, pursuing to reach broader information to the audience than it is contained in a single sentence; however, this condition can also be argumentative in relation to longer or “loaded” sentences with structural complexities similar to the text.

2. Though text consists of a set of scenes or sentences, its core idea is usually preserved;

3. There is always a leading sentence in a text which constitutes its basis, and if we take out any word from these sentences, we will cause a violation of the coherence, which is against the rule of “sine qua non” (mandatory or very necessary element that cannot be eliminated);

4. All elements within text are closely interrelated with each other, not only from the morphological, syntactical, and other grammatical views, but also from semantic seams considering certain time and space chains and contextual coherence;

5. Today, there is no unanimous opinion among linguists about the types of texts. However, the expository, narrative, opinion, descriptive, reportive, argumentative, media, and review text types (but not limited to them) are more common nowadays;

6. Structural bounds in Azerbaijani and English texts are not similar because of different word order, grammatical settings, and other syntactical distinctions;

that is why translation of the English text into Azerbaijani should focus much more on the processes rather than on meanings;

7. For a better understanding of a text, one needs to comprehend the integral parts of sentences in it; it will be much easier if a reader can identify the core sentence, assuming the main idea of the text;

8. In order to identify the semantics of a text, along with the main words, the supplementary words, intonation, punctuation, and other secondary elements play a significant role in a text .

9. Separate sentences included in the texts are also considered the connectors of texts;

10. Texts may contain the linguistic and extra linguistic circumstances which sometimes may make the texts too much elusive. They include the factors beyond the literal words and grammar structures which may have a great deal of impact on the translated context because, as mentioned before, the differences of walk of life, historical and cultural backgrounds, the conditions of social relations and some other necessary aspects which are imminent to this element.

Coming to the methods of translation, P. Newmark has identified its 4 types: “ (1) the SL text level, the level of language, where we begin and which we continually (but not continuously) go back to; (2) the referential level, the level of objects and events, real or imaginary, which we progressively have to visualize and build up; (3) the cohesive level, which is more general, and grammatical, which traces the train of thought, the feeling tone (positive or negative) and the various presuppositions of the SL text; (4) the level of naturalness, of common language appropriate to the writer or the speaker in a certain situation” [7, p.19] In our opinion, judging the essential substantiation of these methods, we may much refer them to the cognitive aspects of the translation process rather than to linguistic aspects. However, distinguishing the grammatical, communicative, and non-communicative aspects of the translation process makes this classification more comprehensive. Our position rests on the text translation process that involves merely two broader aspects of language. 1. communicative; 2. non-communicative. The first rank encompasses the denotative aspects of language, whereas the second scale includes the connotative aspects of language. Thus, text translator usually struggles with (1) the words’ and phrases’ meaning, with their dictionary transference (denotative), and (2) with their figurative, situational, emotional, and cultural adequacy. In the first aspect text translation faces with the discrepancies of the words’ abundance between the source and target languages (SL/TL), however, the second element is much related with the ability of translator’s recreation.

Problems of adaptation to the source text

A public speaking coach from the USA Larry Gleason writes: “There are two methods of preparing a text for scene study or rehearsal: intuitive and analytical”

[5, p.1]. The intuition of the translator, to our mind, text translation embraces the inseparable part of cognitive skills, that is why the quality of necessary changes that may be able to fix the expected gaps are too much dependent mainly on two factors: 1. On the cognitive grasp the context of text; 2. It is also associated with the complexity of a source text.

Focusing on the average recipient, the translator takes into account that a message that is perfectly understandable to readers of the original may be incomprehensible to recipients of the translation due to their lack of the necessary background knowledge. That is why translator should not only consider the syntactical and lexical structures of the texts, but also their situational references. For this reason, almost all translators are unanimous that linguistic and cultural adaptability play a significant role in the interaction between the ST and TT.

Languages do not follow the same structures in terms of grammar and language family. Hence, the morphological, lexical, and syntactic peculiarities of the text can also greatly differ from each other. Actually, this part is also one of the shortcomings of machine translation (MT) and artificial intelligence (AI). Word order, pacing, and home styles are inevitable to consider in adapting the translation to the source material. Adaptations often include contractions, enlargement, and reconstruction of the ST to be suitable for the TT. Apart from this, during the localisation process, translators also have to consider the geographical and cultural significance of contexts, as well as national and cultural vocabulary. From this viewpoint, among all 4 included elements (cultural, ideological, collocation and literary) cultural adaptation (see: Figure 1) occupies a special place among the factors in adaptation to the target text. [10, p.1100]

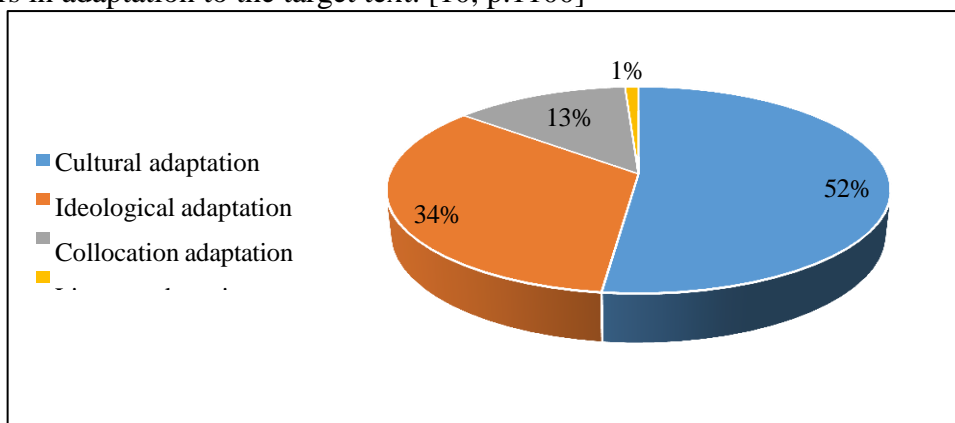


Figure 1. The Application of Adaptation Technique

Nowadays, there are two common methods for adapting the TT to the ST. One of them is localising the TT to socially and culturally adapt its context to the

ST. “Localization aims to address linguistic and cultural expectations of specific cultures in specific contexts” [6, p. 272].

While using this method, translator usually mobilizes a wide range of skills and knowledge to better fit the original text. A part of scientists write that, “the term “localisation”, which has taken a firm place in translation practice, is still interpreted in two ways: in a broad sense, localisation is the process of adapting a text to the cultural space of another language [Levitsky, 2019]; a narrower understanding partially coincides with the existing concept of “free translation”, “translation-arrangement”, when the text of the translation is adapted to the realities of the host culture” [3, c.31].

The other one is globalising the TT to fit to the general context of the ST. It means the translator uses the best-fit words and structures to keep the adequacy of translation, while not necessarily translating all elements contained in the ST.

Scientific result of the work. The article enlightens major events in text translation related to the varieties of text types and their intercultural characters. Besides this, it puts forward the necessity to consider the method of translation by the translators. For this reason, the article offers to be well-acquainted with the 10 distinct peculiarities of text translation which distinguish texts from other sets of sentences or expressions. A pro-requisite knowledge about these traits eases the work of translator and helps them to produce a better-quality production.

Scientific novelty of the work is connected with the proposal of considering communicative and non-communicative reliance in text translation.

The practical significance of the work. The article can be used by a wide range of translators in adopting their approaches to the different types of text contexts. It may also be useful in text interpretation while considering the role of “localisation” and adaptability of TT to ST and comparing various sociocultural worldviews inherent to different communities.

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E. Ə. Şahgəldiyev
O. A. İsmayıl

**Mətn tərcüməsi kommunikasiya və mənbə mətninə
adaptasiya olunma problemi kimi**

Xülasə

Məqalədə mətn tərcüməsinin bir ünsiyyət vasitəsi kimi spesifik xüsusiyyətlərindən bəhs edilir və mənbə mətnə adaptasiya olunma üsulları təhlil edilir. Mətnin hədudları onu müxtəlif birləşmələrdən sözlərdən, ifadələrdən və cümlələrdən fəqləndirir. Qeyd olunur ki, mətn tərcüməsi bir dilin müxtəlif aspektlərini əhatə edir və burada mədəniyyətlərarası ünsiyyət adətən yüksək prioritet təşkil edir. Müəlliflər mətn strukturunun formalaşması yollarını əsaslandırmaq, proseslərin mürəkkəbliyini və əhəmiyyətini vurğulamaq üçün yerli və xarici mənbələrdən çoxlu nümunələr gətirirmişlər. Bununla yanaşı, məqalədə fərdi mədəniyyətlərin qlobal anlaşma üçün əvəzsiz olmasını zəruri edən xüsusiyyətləri də vurğulanmışdır. Proses, struktur təhlilindən başqa, həm də mətnin

tekstual, təbii və əlaqəli səviyyələr kimi müxtəlif tərcümə üsullarını da özündə cəmləşdirir.

Məqalə göstərir ki, mətn tərcüməsi əsasən dünya ədəbiyyatı tarixində olan dillərarası mədəniyyət sərvətlərini özünə hədəf seçir. Mətn tərcüməsində çoxdilli icma mənbə mətnində (MM) olan məlumatı fərdi hədəf mətnlər (HM) vasitəsilə beynəlxalq kontekstə uyğunlaşdırmaq üçün ritorik strategiya mübadiləsi aparılır. Təcrid olunmuşcümlə və müxtəlif birləşmələrdən fərqli olaraq, mətnlər, adətən, daha geniş məlumat əldə etməyi hədəfləyən müəyyən ardıcıl mənaya malikdir. Məqalədə mətnlərin 10 əsas inteqrasiya olunmuş xüsusiyyətləri araşdırılır və tərcümədə HM məzmununun tərcümə edilmiş kontekstə təsiri baxımından çətin olduğunu iddia edən yeni keyfiyyət yanaşması irəli sürülür. Bu xüsusiyyətlər həyat tərzinin fərqliliyi, tarixi və mədəni mənşə, ictimai münasibətlərin şərtləri və bəzi digər gözlənilən aspektlərlə bağlıdır. Hal-hazırda HM-ni MM-yə uyğunlaşdırmaq üçün iki ümumi üsul vardır. Onlardan biri kontekstini MM-ə sosial və mədəni cəhətdən uyğunlaşdırmaq üçün HM-nin lokallaşdırılmasıdır. “Lokallaşdırma xüsusi kontekstlərdə spesifik mədəniyyətlərin dil və mədəni gözləntilərinə cavab vermək məqsədi daşıyır” (səh. 6). Hesab olunur ki, lokallaşma və qloballaşma əsasən mənbə mətnə kifayət qədər yaxın olmağın iki yolu olsa da, seçim tərcüməçinin özündən asılıdır.

Nəhayət, məqalə həm də auditoriyanı daha yaxşı başa düşmək üçün müqayisə edilən fərdi seçimlərdən nümunələr gətirir.

**Э.А.Шахгалдиев
О.А.Исмаил**

**Проблемы перевода текста как процесса коммуникации
и адаптации оригинального текста
Резюме**

В статье рассматриваются особенности перевода текста как средства коммуникации и анализируются методы адаптации к оригинальному тексту. А так же определяются границы текста и его отличие от границ таких множеств, как слова, фразы и предложения. Отмечается, что перевод текста затрагивает различные аспекты языка, где межкультурная коммуникация обычно играет первостепенную роль. Авторы приводят множество примеров из местных и зарубежных источников для обоснования способов формирования структуры текста, подчёркивая сложность и значимость этих процессов. Наряду с этим, в статье также подчёркиваются особенности отдельных культур, делающие его необходимым для глобального взаимопонимания. Помимо структурного анализа текстов, этот процесс также включает в себя различные методы перевода, такие как текстовый, естественный и связный уровни.

В статье доказывается, что перевод текста в первую очередь нацелен на межъязыковые культурные ценности, содержащиеся в истории мировой литературы. В процессе перевода текста многоязычное сообщество обменивается риторической стратегией адаптации информации, содержащейся в оригинальном тексте (ОТ), к международному контексту через отдельные переводные тексты (ПТ). В отличие от изолированных наборов, тексты обычно имеют определённый связный смысл, стремясь к достижению более широкого охвата информации. В статье исследуются 10 основных комплексных особенностей текстов и предлагается новый качественный подход, который утверждает, что содержание перевода неуловимо с точки зрения влияния на переводимый контекст. Эти особенности связаны с различиями в образе жизни, историческом и культурном опыте, условиях социальных отношений и некоторыми другими важными аспектами. В настоящее время существует два распространённых метода адаптации перевода к исходному тексту. Один из них — локализация перевода для социальной и культурной адаптации его контекста к исходному тексту. «Локализация направлена на удовлетворение языковых и культурных ожиданий конкретных культур в конкретных контекстах» (стр. 6). Считается, что локализация и глобализация — это два способа, в основном сохраняющие довольно близкое отношение к оригинальному тексту, однако решение о избирательности в своём выборе остаётся за переводчиком.

Наконец, в статье также приводятся примеры из индивидуального опыта, позволяющие провести сравнение для лучшего понимания аудитории.

Rəyçi: fil.e.d., prof. A.Məmmədov