

Министерство образования и науки РФ
Национальный исследовательский
Томский государственный университет
Филологический факультет ТГУ

АКТУАЛЬНЫЕ ПРОБЛЕМЫ ЛИНГВИСТИКИ И ЛИТЕРАТУРОВЕДЕНИЯ

Сборник материалов I (XVI)
Международной конференции молодых ученых
(9–11 апреля 2015 г.)

Выпуск 16

Издательство Томского университета 2015

The intermedial principle in Harry Potter heptalogy functions not only as an aesthetic and entertaining, but also as a plot-element. Visual ekphrasis represents the cultural experience of the magical world, imitating diachronism, three-dimensional temporal space where visual elements function as a guide.

The novel visual basis is not a classic ekphrasis. This statement can be explained by metaphorical nature of the portrait genre as an image of soul. The canvas in Rowling's novels function as autonomously existing characters, which become familiar not through the descriptive methods, but on the basis of their interaction with other characters of the story. This is dictated by the possibilities of the fantasy genre to implement abstract ideas literally.

The spatial marker function is also realized through visual basis. Here its main task is to visualize and expand the castle. Each first mentioned visual marker corresponds to a new storyline, the development of which, as a rule, transforms the aesthetic and spatial function of a visual maker to the function of the magic helper, thereby realizing the existential and ultramundane function.

Thus, Rowling's novels function in a certain intersemiotic space as well as confirm the dominance of the visual arts in contemporary culture.

Endnotes

1. *Rowling J. K.* (2003). *Harry Potter and the Order of Phoenix*. Scholastic Inc. P. 870
2. *Пронн В. Я.* Морфология сказки М.: Наука, 1969.— 166с.
3. *Rowling J. K.* (2005). *Harry Potter and the Half-Blood Prince*. Scholastic Inc. P. 652
4. *Rowling J. K.* (2003). *Harry Potter and the Order of Phoenix*. Scholastic Inc. P. 870

GOLIKOVA M. A.

Translation Editing as a Method of Quality Assurance

The article discusses the problem of qualified personnel searching for different posttranslational stages of a translation project: revision, review, proofreading, formal quality control. Competence and requirements to the specialists are considered. The mismatch between the actual practice of translation companies and the curriculum of educational programs is identified.

Keywords: quality assurance, editing, revision, review, proofreading

Translation is a complex multistage creative activity. In addition to the knowledge of translation rules and standards of both languages, a translator has to be an expert in a specific subject area. It is very important for specialized translation, particularly technical one. Translator's professional linguistic education belongs to humanities but the content of a technical text refers to natural sciences. This situation determines the problem of qualified personnel searching for translation companies. Additionally, today market shows a growth of requirements to translation quality and reduction of deadlines.

In case of interpretation, the final product is produced by one person (interpreter). As for translation, it is possible to process a text by several people. The

so-called “four eyes principle” is one of the main principles of translation, which is also stated in existing standards applicable to the translation process. The translated text should be checked by at least one person other than its translator. The workflow of some big companies converts this principle into a six, eight, ten or even more eyes principle. Certainly, this improves the quality of the final product but makes it more expensive. Therefore, it is necessary to optimize the processes and develop quality standards. The executive of every stage should clearly understand his or her responsibilities.

In the majority of translation models (see, for instance, works by Sager¹, Louffer², Samuelsson-Brown³), researchers distinguish three main stages of the translation process: preparing for translation (or pre-translational analysis), translation and posttranslational text processing. Now I will discuss the third stage. It can be generally called “editing”. This stage includes all text processing actions which ensure creation of the final text. In the practice of translation companies, this stage is usually divided into some successive steps: revision, review, proofreading and formal quality control. It is necessary to consider them in more detail and try to allocate main problems related to these steps.

Revision is the most difficult step. The expert works with bilingual files comparing the source and the target texts. This work is aimed at checking a text to correct semantic and factual translation mistakes and terminology inconsistency. The reviser usually explains the implemented changes to the translator by means of a commentary. This type of feedback plays an educational role: the translator is assumed to avoid such mistakes and improve the quality of his or her work. European industry standard DIN EN 15038 specifies high requirements to revisers. They should have all competencies of translators, a higher education in linguistics and at least five years of translation experience. Also, they should have translation experience in the relevant subject area. Still, translation experience only cannot guarantee a high quality of the work. Ideally, the reviser should have an education in both linguistics and special subject fields.

The reviewer and the proofreader may also work with bilingual files but they do a monolingual checking: the source text is only an additional reference for them. They also do not need to explain the implemented changes to the translator. These experts correct logical, stylistic, grammatical, punctuation, spelling and other mistakes in the target text. The proofreader corrects simple and most severe mistakes. The reviewer pays special attention to stylistic and fluency inaccuracies. The necessity of review or proofreading is determined with accessory instruments of quality control. So, the LQA (Linguistic Quality Assurance) procedure is an examination of text fragment (for instance, 1000 words) by an expert who makes a decision about the level of further processing of the text.

Formal quality control experts process the text on the final step. Their work barely touches linguistic issues. Moreover, they do not have to know both source and target languages. The purpose of their work is to make sure that the target text does not contain non-translated or missed fragments and corresponds to the

typographic rules of the target language and project instructions. For instance, if a client demands to leave Microsoft terminology in English, this expert should check all appropriate terminology. In case of a suspicion of a linguistic mistake, the expert consults with the translator or the reviser.

Olga Maksyutina noted that “translation editing is a part of translation process, an obligatory step of execution of translation order and quality control element which is necessary to be studied at the university”⁴. However, one of the key problems of translation editing is the difference between the curriculum content and the actual practice in translation companies. None of Russian universities has a Translation Editing educational program. The plan of the Translation and Translation Studies educational program gives very little time for the study of editing disciplines. Furthermore, these courses are usually limited to the stylistics of the Russian language and literary editing. Bilingual (comparative) editing is not represented. A similar situation exists in professional education in the editing field. For instance, the Publishing and Editing educational program also gives minimal time for editing secondary texts. As a result, a person who holds the position of the reviser does not fully understand the theoretical basis of his or her work and draws on the empirical experience (their own or predecessors’). Usually, this position is held by an experienced translator who has no special knowledge of the principles and methodology of editing or by a professional editor who was trained to process primary texts, not secondary ones.

In addition, translation studies pay much less attention to the translation editing than to the translation process. There is no clear understanding of the number of stages and their content. Until now, there is no generally accepted terminology. Terms “revision”, “review” and “proofreading” used in this paper are not the established ones, and have been chosen according to European standard DIN EN 15038. Likewise revision can be often named “editing” or “science editing”, review can be named “literary editing”, etc. Sometimes these terms even have the name of each other.

Thus, it is obvious that there is a mismatch between the actual practice of translation companies and the scientific foundations of such activities. Translation editing is an important and obligatory stage of all translation projects which has its own special aspects. Scientific community needs to develop methodology and terminology for these activities. It is also necessary to pay more attention to comparative editing in professional education of translators and editors. This would increase the individual responsibility of specialists, simplify the evaluation of their works, and, finally, increase the general quality of a translation product.

Примечания

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2. *Lauffer S.* The translation process: an analysis of observational methodology, Glendon College, York University.

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4. *Maksyutina O. V.* Translation revision as an integral part of modern quality standard for translation // Tomsk State Pedagogical University Bulletin. 2014. Issue 4 (145). P. 106–111.

GORBYLEVA D. R.

Truthfulness in science-fiction literature: Douglas Adams' «Hitchhikers Guide to the Galaxy» in Russian translation

Here is analyzed and attributed truthfulness in science-fiction which influences all levels of a literary piece of work. The purpose of this research is to investigate how this feature is realized in Russian translations of science-fiction. The first phase of the project involves the research of realization of the characteristic and its elements in a text. The final phase refers to the analysis of the revealed elements in a chosen novel and its translation.

This research looks at «Hitch-hikers Guide to the Galaxy» of a well-known English writer and dramatist Douglas Adams and its Russian translations, made by V. Bakanow and V. Philippov. The work performs the main features of science-fiction, including truthfulness. For the first time the paper shows the overview and the comparative analysis of the parts of this novel and their Russian translations where the realization of this characteristic can be found.

Keywords: science-fiction literature, truthfulness, Douglas Adams, comparative studies.

Introduction. Under conditions of globalization many scientists and researchers focus their attention on cultural channels or media, a certain way of information transmission. Science fiction is a part of mass culture, and an essential sphere of cross-cultural communication. In addition, nowadays science fiction has become one of the most popular genres.

The focus of the recent research has been on the one of the main characteristics of science-fiction genre – truthfulness.

The aim of this research is to indicate the main components of truthfulness and analyze how they are realized in translations.

Truthfulness in a science-fiction work

The main function of truthfulness is to create true-to-life atmosphere within unreal events and make the reader believe in what is actually not true. To support this characteristic the author uses some artistic hooks. Firstly, to describe the events authentically but not to focus only on the problem, the writer attracts attention to a certain situation, for example he emphasizes a similarity, his feelings and experiences. Secondly, the author creates reliable character using the speech characteristics (the words, particular to a certain epoch) and the description of the behavior. Also he uses an «anthropomorphism» technique, and endues extraterrestrial characters and robots with human feelings and emotions, in order to make their images reliable and close to the reader. Thirdly, to support truthfulness, the author uses the concepts and terms which are typical to the