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MODERN UKRAINIAN TRENDS IN THE STUDY OF THE TRANSLATOR'S PERSONALITY INFLUENCE ON THE TRANSLATION PROCESS

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Translator's personality, the influence of his consciousness and the subjective choice on the translation process and result are attracting more interest nowadays as translation studies are going beyond the scope of the language-centered studies. The aim of the article is to analyze the Ukrainian scholars' views on the effect of the translator's personality on the presentation of the foreign language culture and the development of literally contacts among the peoples. The complex and integrative nature of the study produces the use of interacted methods. The general scientific methods of analysis and synthesis were used for: studying theoretical basis of translators' creative personal characteristics not only in translation, but in related sciences; generating hypotheses, concepts, models, etc. The inductive method made it necessary to generalize the material and conclusions on the basis of the existing study. The deductive method was in use while adapting the principles of the general translation theory in the aspect of the suggested investigation, a pair of the involved languages, genre and style and functional varieties of the texts and/or their constituents. Classification and typological analysis was used to regulate and represent the studied material in the form of classifications and typologies. A translator as a participant of speech activity has a number of characteristics: linguistic, social, philosophical, psychological. They are interacted and influence each other. The translator's personality as a cultural mediator still remains the driving force of intercultural relations and influences significantly the translation adequacy. The translator performs two tasks at the same time. On the one hand, he/she should save the contents of the source language message, taking into account its form specifics, and on the other hand, he/she tries to represent their identity details by creating the equivalent/adequate target language text. The study of the translator's personality influence on the process and the result of the translation has broad prospects just today, as Ukraine is experiencing an incredible increase of translations in foreign languages not only of foreign authors but also Ukrainian ones. This process involves experienced translators as well as beginners who are still developing their own individual interpretative approach.
Key words: *translator's features, linguistic persona, translator's creativity, translation strategies, interpretation.*

СУЧАСНІ УКРАЇНСЬКІ ДОСЛІДЖЕННЯ ВПЛИВУ
ОСОБИСТОСТІ ПЕРЕКЛАДАЧА НА ПРОЦЕС ПЕРЕКЛАДУ

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Особистість перекладача стала предметом численних досліджень у теорії освіти, де ключовими питаннями постають професійна підготовка перекладачів і розвиток певних їхніх компетенцій. Проте оскільки перекладацькі дослідження виходять за межі мовно орієнтованих досліджень, то посилання на особистість перекладача, вплив його свідомості та суб'єктивного вибору на процес і результат перекладу привертають дедалі більший інтерес. Мета статті полягає в аналізі поглядів українських науковців на вплив особистості перекладача на процес відтворення іншомовної культури засобами цільової мови, а також на розвиток літературних взаємин між народами. Комплексний та інтегративний характер дослідження зумовлює використання низки взаємодіючих методів. Загальнонаукові методи аналізу й синтезу було використано для опрацювання наявних знань із творчої проблематики в перекладознавстві та суміжних галузях, а також генерування на їх основі власних гіпотез, концепцій, моделей тощо. Індуктивний метод дав змогу зробити необхідні узагальнення та висновки на основі наявного матеріалу, натомість дедуктивний метод став у нагоді в процесі адаптації положень загальної теорії перекладу до специфіки досліджуваного об'єкта, залученої пари мов, жанрово-стилістичних і функціональних різновидів текстів та/або їх складників тощо. Класифікаційний і типологічний аналіз використовувався для впорядкування й цілісного подання опрацьованого матеріалу у вигляді класифікацій. Автори роблять висновок про те, що перекладач як суб'єкт мовленнєвої діяльності має низку характеристик (мовних, соціальних, світоглядних, психологічних), які взаємодіють та впливають одна на одну. Особистість перекладача як культурного посередника залишається рушійною силою міжкультурних взаємин та суттєво впливає на адекватність відтворення оригіналу. Перекладач є виконавцем подвійного завдання: з одного боку, він повинен дотримуватися змісту вихідного повідомлення, враховувати специфіку його форми, а з іншого – намагається відобразити свої ідентифікаційні дані, створюючи еквівалентний/адекватний текст цільовою мовою. Вивчення впливу індивідуальності перекладача на процес і результат перекладу є важливою проблемою та має широкі перспективи саме сьогодні, оскільки в Україні спостерігається надзвичайне зростання кількості перекладів не лише іноземних, а й власне українських авторів іноземними мовами. До цього процесу залучаються як досвідчені перекладачі, так і перекладачі-початківці, які тільки виробляють свій індивідуальний інтерпретаційний підхід.

Ключові слова: характеристики перекладача, мовна особистість, перекладацька творчість, перекладацькі стратегії, інтерпретація.

1. Introduction

The central point in the process of literary translation is a translator as one of the main participants of intercultural interaction. Despite the importance of the translator's role for intercultural communication and mutual understanding among peoples, personal translation aspects have not been under scientists' consideration for a long time: the translator was viewed by researchers not as the main object of study, but as an abstract figure in the process of solving linguistic or textual-centric translation tasks. Within these tasks scientific investigations were concentrated mainly on the translated product analysis in comparison with the original.

The translator's personality has become the subject of numerous researches where the focal point is translators' professional training and development of their certain competences and personal qualities (L. Chernovatyi (2003), O. Kovtun (2012), G. Miram(2004), Z. Pidruchna (2008), L. Tarkhova (2006), etc.). However, translation investigation is going beyond the scope of the language-centered studies reference to the translator's personality. Scientists are interested in the translator's consciousness influence and subjective choice on the translation process and result.

The purpose of the article is to analyze the Ukrainian scholars' views on the effect of the

translator's personality on the presentation of the foreign language culture and the development of literal contacts among the peoples.

The complex and integrative nature of the study produces the use of interacted methods. The general scientific methods of analysis and synthesis were used for studying theoretical basis of translators' creative personal characteristics not only in translation, but in related sciences. They were also used for generating hypotheses, concepts, models, etc. The inductive method made it necessary to generalize the material and conclusions on the basis of the existing study. The deductive method was in use while adapting the principles of the general translation theory in the aspect of the suggested investigation, a pair of the involved languages, genre and style and functional varieties of the texts and their constituents. Classification and typological analysis was used to regulate and represent the studied material in the form of classifications and typologies.

2. Linguistic, social and cultural features of a translator's personality

According to M. Ivanytska, a translator's personality is a social phenomenon with a number of individual characteristics. It is formed under the influence of the social and cultural space and is realized in all the translator's activities, such as his abilities, ideology, competencies, motives and attitudes. They are determined by his lifestyle; social, cultural, national, historical, political conditions of his formation and development. These characteristics are manifested in his translation decisions, individual style and social roles, which are assumed by the translator to represent a source culture on the literary market of target cultures (Ivanytska, 2016).

The central component of the translator's personality is linguistic persona, which is manifested through translation decisions, strategies and transformations, in the translator's individual style and the created metatext. This linguistic persona may have signs of bi- or polylinguist's coordinating or subordinating types as well as features of bi-/multiculturalism. According to the scientist, the linguistic persona can have two levels. Thus, the verbal level is manifested in the use of languages, speech priorities, and in the certain linguistic units' choice. The cognitive level characterizes the linguistic and conceptual translator's world picture and is manifested in adaptation which is revealed on translation analysis basis (Ivanytska, 2016).

Language and socio-cultural features of translator's personality influence directly translation process (text choice, intentions, strategies, tactics); the translator's result (the target text); and also placing this product of the translated text in the target literature polysystem (inter-literary interactions). Besides, a translator's social role may be fulfilled only in the interaction with society. That's why the role of a translator's personality input in intercultural relations will be objective only if we take into consideration other participants of the translation investigation. They can influence the process, the result of translation and the translation transference. Such participants are literary agencies and publishers who find works for translation; translation critics and reviewers who can make appropriate changes to the translated text; specialists in literature who are involved into the critique and translation publication; scientists of associated fields who make basis for the translated texts reception, newspapers, Internet, cultural institutions, literal exhibitions and projects that are inclined to broaden information about a translated text; and the readers for whom the translation is made. The interaction of the translator with these intercultural bearers is the prerequisite for literary translation success as a definite culture representation. Taking into account the fact that the translation is carried out for the society, the process and the result of the translation are determined by the tasks the translator sets himself, correlating them with the social needs and expectations, which are revealed in translator's intentions: from the translation text choice to the strategies of spreading translations in foreign literary markets; that is on the process of replacing literary potential from one country into another.

In O. Dzera's opinion, the translators' habit as the personal socio-cultural result is an important factor of translation decisions. In the definite historical time literary and extra literary conventions of the target culture make translators consciously or subconsciously "rewrite" literary Bible intertext on diagnostic information level (Bible contents transformation) and re-accentuated socio-cultural information (actual allusions re-accentuation). The author distinguishes the following key strategies of biblical expressions translation: 1) neutralization when a translator does not identify biblical expressions through their national and cultural specificity; 2) adaptation according to the target biblical tradition; 3) excessive emphasis, particularly intellectual deviation when the translator tries to "correct the mistakes" of the author, that are really just individual author's interpretation of the biblical material. Interpreter's acceptance to literal translation of the original biblical expressions may

be a sign of "elitist" approach, the reader who is not afraid of making additional cognitive effort and so anti-intellectual strategy on denotation, through which it is impossible to read one biblical intertext (Dzera, 2018).

Studying the theoretical foundations of the English-Ukrainian written and oral translation of medical texts, R. Povoroznyuk states that a translator's competence (knowledge of both languages, translation transformations techniques, medical awareness, etc.) affects the success of communication. The work of the consecutive interpreter is based on a set of behavioral tasks that include listening, commenting, notes decoding and target text reproduction, and a set of cognitive tasks that include text analysis, information storage, information extraction, notes analysis and reproduction of information. In order to render the medical text adequately, the interpreter should adhere to a deductive approach of the information processing, that is, to work from concepts to terms (Povoroznyuk, 2018).

Referring to the awareness and intuitive sensitivity to the emergence of delicate situations from the point of view of the ethnically specific components, R. Povoroznyuk points out two scenarios:

1) medical institution worker support. In this case, the target text will have clear signs of belonging to professional communication: complex grammatical constructions, a high percentage of Greek-Latin terminology, emotional neutrality;

2) patient support. Such cultural mediation often borders on the protection of the vulnerable side, which is manifested in the didactic nature of the statements, the general simplification of information, the reduction of the register, the replacement of professional terms by colloquialisms and euphemisms (Povoroznyuk, 2018).

The target text pragmatic adaptation considering recipient's age, cognitive, gender, ethno-cultural and religious features makes interpreters retreat from formal compliance to achieve adequacy. Medical interpreters often have to explain cultural traditions and beliefs to equalize unequal position for interlingual communication status of participants and ensure its efficiency.

3. Translator's creativity as the leading categorical property of the translation

At the time of global information war the study of the translator's role as a creative personality, being able to influence the reception of any state and creating the image of its culture, becomes an important intention. It should be noted that many comparisons of the translation to various arts (theater, playing musical instruments, recitation, painting, sculpture, photography or cinematography) suggest that a few generations of translation theorists and practices realized the creative nature of translation.

With the formation of translation in the twentieth century, there were attempts to realize translation creativity at the level of scientific reflection. As a rule, creativity in translation remains excessively mystified, identified with such concepts as intuition, insight, aptitude, talent, etc., which undoubtedly have a weighty, though not exhaustive, relation to it. In fact, mechanisms for its implementation in interlingual communication as a scientific (conceptual) understanding of translation creativity remain undisclosed.

O. Rebrii defines translation as a collaborative work of an translator and an author, in which the first one carries out a creative interpretation of the original, decrypting the encrypted by the second and reconstructing with the help of the other language devices the contents that does not directly coincide with the vision of the author of the work, but is similar to the author's point of view (Rebrii, 2014).

The similar approach to the collaboration of the author and the translator is found in A. Perminova's work. Speaking about the translation reception, the author emphasizes that such collaboration is aimed at intellectual and aesthetic stimulation of the target reader, which, on the one hand, leads to the popularization of a foreign-language author's creativity, his ideological, national and artistic-aesthetic specifics; on the other hand it contributes to the expansion of the repertoire of expressive means, stylistic methods of the target language, as well as the disclosure of the receptive potential of the host literature, etc. (Perminova, 2016).

The translation creativity has a verbal/linguistic character and may be exposed to objective (linguistic) and subjective (sociocultural, personal, situational) restrictions (Rebrii, 2014). Their negative role is determined by the mental stereotypization, which acquires conservative and dogmatic forms. If conservatism leads to the translator's underestimation of the new and the non-standard, then dogmatism makes absolute his gained experience. The negative factors influence is minimized due to the complex cognitive consciousness transformation affected by external factors. The positive role of restrictions is that they act as the main creativity force, disposing the translator to make optimal use of available resources and search for new ones. The translation work is implemented in three dimensions: lingual, textual and activ-

ity-based. In the lingual dimension, translation creativity is embodied, in a broad sense in correspondences, the selection or creation of which is carried out on the basis of interlingual translation variability and in the narrow sense – in the language signs of different hierarchy that serve as means of overcoming translation difficulties on the basis of interlingual variability. There are three types of situations that make the translator use lexical language creativity: 1) the unit of the source language has no correspondence, for the reason, that the object marked by it is unknown to the representatives of the target language community; 2) the unit of the source language has an established correspondence, which for some reason is absent in the speaker's internal lexis; 3) the unit of the source language has a well-established correspondence, which for some reasons (not only linguistic, but also cultural, communicative, affective, etc.) does not satisfy the translator. In the textual dimension, the translation work acquires the form of the translation text as a strategically predetermined, holistic speech formation. In this formation linguistic changes are aimed at preserving the image system integrity, text categories and the source language pragmatic content and transformations are not within the limits of individual microimages, preventing the disfigurement (distortion) of macro images or mega image of the product within the productive collaboration of an author, a translator and a recipient.

In the activity-based dimension, creativity is:

1) a process of cognitive translation semiosis, which results in the formation of definition and establishment of the relations between the sign and the object it represents;

2) a combined effort of intuition and logical mechanisms aimed to implement the translation solutions (induction, deduction, abduction, association, analogy, visualization, etc.) acting as the actualisator of creativity. The scientist believes that such logical cognitive mechanisms as translation induction, deduction, abduction, adaptation, visualization, association, and analogy all together produce creativity. Their creative roles are manifested:

– deduction – in the translator's reference to the regulatory framework (including reference sources to a wide extent) as generalized storage of relevant knowledge;

– induction – in the generalization of translation experience and its use for making future translation decisions;

– abduction – in the sequential formation of hypotheses, which are then confirmed or denied, resulting in an optimal translation solution (for example the reproduction of a non-equivalent vocabulary, when a translator has to guess the meaning on his own);

– adaptation – in correspondence of the mental structures formed in the translator's mind to his conceptual and linguistic worldviews. Thus, domestication is a psychologically and cognitively comfortable strategy, while foreignization at the lexical level may indicate the lack of translator's adaptability, contextual information to choose an alternative translation method;

– visualization – in the translator's ability to use both mental (internal visualization) and real (external visualization) images for the divergent problem solutions;

– association – in the translator's ability to remove and redefine the content of the target language by means of his own associative links.

4. Translation strategies in the translator's work

The strategy as a translation activity program is defined both externally (the source text type, the communicative situation and the type of the target language group) and internally (pragmatic intention, the level of language and professional competence, as well as the translator's personal preferences). The confrontation between two adaptive strategies – domestication (of meaning) and foreignization (of form) is replaced by the realization of the so-called "Golden mean" strategy, which opens wide opportunities for the translator to show his own creativity.

Exploring strategies in an interactive translation model, T. Andrienko defines them as a cognitive regulation of translation discourse, the mental program of the translator's work on the re-creation of the concept of the original, which organizes and regulates the cognitive-communicative activities of the translator and determines the choice of translation tactics and methods; directs the interpreter's organization of the interaction between the author and the addressee of the message; combines procedural and effective aspects of translation; manages translation activities in defining tactics and selecting translation techniques. In this case, the role of the translator can no longer be viewed as that of a transcoder or transmitter of messages, but an organizer of communicative interaction between the author and the reader (Andrienko, 2018). The actualization of particular world view fragments, concepts, frames and cognitive scripts in the definite text translation depend on the translator's strategy. As the cognitive regulator of translator's activity, the strategy is based on different aspects of world view that interact in translation

by directing the reproduction/transformation of the source text concepts. The cognitive basis of strategies for solving the problem of the discrepancy between language and cognitive worldview of different lingo-cultures – the foreignization, domestication and cultural levelling strategies – is a cultural-specific and universal in the language pictures of the world that are in contact with translation. The strategy of foreignization involves concepts, frames, scripts, cognitive mapping of the source language, while domestication involves the target language. The cultural levelling strategies are aimed at actualization of universal conceptual structures common to the source and target languages. Reproducing culture specific concepts, translators prefer foreignization and use exoticism or vocabulary corresponding to the name of a culture-specific concept that may be realized through transcription, transliteration, loan-translation, or by the direct inclusions. It makes it possible to convey the national and cultural specifics, to preserve the chronotope characteristics, as well as the features of the author's artistic code, the artistic effect of "immersion" in a foreign language and a foreign cultural environment, which is the part of the author's artistic world view.

Facing the culture-specific concepts that are little-known for the target language readership, translators choose the strategy of domestication, reproducing the concept through a similar phenomenon of the native culture, changing in such a way the national and cultural color. If a translator chooses a strategy of cultural levelling, the total denotative content of the culture-specific concept may be realized either by a descriptive translation or generalization, which leads to the cultural specifics loss. As for the translation of metaphors, metonymy, figurative similes between English (British and American) and Ukrainian-speaking linguistic cultures, it is a little easier for the translator because of the history and culture familiarity and the similarity of metaphorical reality comprehension methods. As a result, the strategy of the internal form reproduction can be based both on foreignization and domestication, which makes it possible to entirely reproduce the meaning and pragmatic potential of the author's imaginary (figurative) system. The translator's personality is also manifested in the time distance transmitting (reproduction), as he/she develops a translation strategy, usually choosing either archaization (creating the past era image) or modernization (creating an image of the present as a part of the integrative and textual translation mega-concept chronotope), sometimes avoiding (omitting) the time marking of the text (neutralization of the time distance – creation of the translation "out of time"). The translation activity integrity is implemented by a single global strategy, which correlates with the text content as a whole (integrative-textual mega-concept), while its structural properties are focused on the local strategies aimed at reproducing specific fragments of the text.

5. Conclusions

A translator as a participant of speech activity has a number of characteristics: linguistic, social, philosophical, psychological. They are interacted and influence each other. The translator's personality as a cultural mediator still remains the driving force of intercultural relations and influences significantly the translation adequacy. The translator performs two tasks at the same time. On the one hand, he/she should save the content of the source language message, taking into account its form specifics, and on the other hand, he/she tries to represent their identity details by creating equivalent/adequate target language text. The study of the translator's personality influence on the process and the result of the translation is an important problem and has broad prospects just today, as Ukraine is experiencing an incredible increase of translations in foreign languages not only of foreign authors but also Ukrainian ones. This process involves experienced translators as well as beginners who are still developing their own individual interpretative approach.

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