UDC 81'25–021.24–029:316.77(045)

COMMUNICATIVE EQUIVALENCE IN TRANSLATION: PECULIARITIES OF REPRODUCTION
КОМУНІКАТИВНОЇ ЕКВІВАЛЕНТНОСТІ В ПЕРЕКЛАДІ: ОСОБЛИВОСТІ ВІДТВОРЕННЯ

Ostapenko S.A. / Остапенко С.А.
c.ped.s., as.prof. / к.пед.н., доц.
ORCID: 0000-0002-3915-4854
Skaleba Ye. V. / Скалеба Є.В.
ORCID: 009-0008-3669-6720
Mykhailo Tuhan-Baranovskyi Donetsk National University of Economics and Trade,
Kryvyi Rih, Tramvaina 16, 50005
Донецький національний університет економіки і торгівлі імені Михайла Туган-
Барановського, м. Кривий Ріг, Трамвайна 16, 50005

__Abstract.__ The article deals with the peculiarities of reproducing communicative equivalence in the process of translation. The authors analyse examples of rendering such types of communicative equivalence as semantic, functional, stylistic, goal-oriented, pragmatic and structural equivalence. The focus is also on the use and justification of lexical and semantic transformations (concretization and generalization of meaning, contextual substitution) and grammatical transformations to achieve certain types of communicative equivalence in the process of translation from English into Ukrainian.
__Key words:__ communicative equivalence, contextual substitution, concretization / generalization of meaning, linguistic means, pragmatics

Introduction Communicative equivalence is a key concept in linguistics and language communication that is gaining in popularity and relevance. This concept defines the degree of similarity between the source and target texts, indicating how successful the translation is and whether it can convey the same information and emotions as the original.

Many domestic and foreign linguists have studied the theme of communicative equivalence. In particular, O. Rebrii described the problems that translation may face when reproducing communicative equivalence, published a work on intercultural communication and systematicity and creativity in translation. Greek researcher V. Sosoni focuses on various extralinguistic factors that complicate the process of communicative equivalence. M. Garbowski considered the category of equivalence as the main one in the theory of translation, while A. Schweitzer formulated his communicative model of translation, the key concept of which is "dynamic equivalence", taking into account linguistic and extra-linguistic factors such as the communicative situation, differences in mentality, cultures, etc.

The **aim** of this article is to identify the most optimal means of conveying communicative equivalence in translation and ways to adapt the language organisation of the translation to the new conditions of message perception.

The main results are obtained by applying such research **methods** as comparative method, contextual and situational analysis, component analysis and intertextual analysis.

Results and Discussions

The main difference between translation and other forms of language mediation is that its main goal is to replace the original completely and ensure that the target text is perceived as identical to the source one. However, it is obvious that it is impossible to achieve absolute identity between the translation and the original. That is why the concept of "equivalence" is used, which best describes the translator's task – not to convey the general meaning but to focus on the semantic proximity between two texts in different languages.

Communicative equivalence is the preservation of the meaning and communicative significance of the original text for the addressee. In addition, several communicatively equivalent translations may correspond to the original. A communicatively equivalent translation is a text that performs the same function as the original, describes the same mood of speech, emotional colouring, and atmosphere of communication. Such a translation should also evoke a similar communicative response.

Modern translation studies do not offer a universal algorithm for finding communicative equivalence. Two components can make the task easier for the translator and help in finding the optimal solution: the equivalence of the regulatory impact of the source and target texts and their semantic and structural similarity.

Types of communicative equivalence

Communicative equivalence in a language means that two or more expressions have the same or similar communicative load or effect on those engaged in dialogue, despite the fact that they may have different linguistic forms.

In general, linguists identify six types of communicative equivalence, semantic equivalence, functional equivalence, structural equivalence, goal-oriented equivalence, stylistic equivalence, pragmatic equivalence.

Semantic equivalence in linguistics and cognitive science means that two linguistic expressions (words, phrases, sentences) have similar or the same meaning or semantic structure. This means that they refer to the same idea, concept, object or action, although they may use different language forms. D. Preston argues that although semantics-based grammars may be different, they all assume that deeper (and thus closer to universal) categories of syntactic "classification" can be discovered by considering primarily semantic concepts.

The German translation scholar Gert Jaeger introduces *functional equivalence*, which is defined as the identity of the functional meanings of the source and target texts together with extralinguistic factors. This means that it is important to take into account how the text affects the communicative aspects. However, functional meaning does not include readers' reactions and inferences, as these are derived from linguistic meanings. Therefore, the coincidence of content between the original and the translation does not always lead to the coincidence of communicative effects.

In general, the term "functional equivalence" by Gert Jaeger is now understood as ordinary "equivalence". He presents the functional dominant of the text as an invariant of translation. According to the scolar, an equivalent translation is possible only by taking into account the main features of the text and identifying the ways of expressing them, i.e. functional dominants. These dominants include denotative,

expressive, poetic and metalinguistic aspects.

The creation of a translation that accurately and effectively conveys the style of the original text, reflecting its features, such as style, tone, mood, artistic style and other elements that influence the reader's perception, is the basis of the concept of ***stylistic equivalence*** in translation studies. It is important that the translation conveys not only the content and language form of the original, but its unique style as well. In order to achieve stylistic equivalence, a translator must be able to understand and reproduce the style of the original text, taking into account the linguistic, cultural and historical contexts. One of the ways to achieve stylistic equivalence is to use style and genre analysis of both the source text and its translation. The study of styles and genres helps the translator to understand and reproduce the style of the work accurately. In addition, it is important for the translator to have a high level of proficiency in the source and target languages to ensure that the style of the original work is reproduced in the translation with appropriate accuracy and fidelity.

The ***pragmatic level*** is crucial in the hierarchy of equivalence levels. This hierarchy implies that each level of equivalence is based on the existence of equivalence at higher levels. The pragmatic level acts as the main communicative core without which equivalence cannot be achieved. The researcher believes that the pragmatic level, which covers key communicative aspects such as communicative intention, communicative effect and focus on the addressee, influences other levels. Pragmatic equivalence is an integral part of general equivalence and covers all other levels and forms of equivalence.

In the process of translation it is important to take into account the types of communicative equivalence, as they determine the possibility of conveying the content and meaning of a linguistic expression. Taking into account and adhering to the types of equivalence allows you to achieve the most accurate and understandable translation, contributing to successful communication and mutual understanding between representatives of different linguistic and cultural groups.

Ways of communicative equivalence reproduction in translation

Reproduction of semantic equivalence. The term "semantic equivalence" is the method of communicative equivalence that conveys the meaning of the source language text as closely and clearly as possible. Semantic equivalence is most important when it comes to translating scientific papers, documents, terminology, recipes, etc.

«In this Agreement, capitalized terms have the meanings provided in this Section, unless expressly provided otherwise in other Articles or provisions» [16] – *«У цій Угоді терміни, написані з великої літери, мають значення, наведені в цьому розділі, якщо інше прямо не передбачено в інших статтях або положеннях».*

When translating this expression from an official document, expressive means, emotional colouring and translation transformations are not used. The main focus is on conveying the meaning of the text, without focusing on individual linguistic elements. The same is true for the scientific articles translation.

Reproduction of functional equivalence. Functional equivalence as a phenomenon of translation studies is closely related to the communicative-functional

approach to translation. According to this approach, translation is seen as an activity that is part of direct communication between the sender of the original text and the recipient of the translation text or indirect communication between the recipient and the sender of the message through the target text.

The source text and the target text are functionally equivalent if the meaning of the source text is preserved in translation, and the author's intention and the addressee's reaction and emotional content coincide, although the target text may use other linguistic means.

*«In twenty years he built the richest law firm in Memphis, and, indisputably, **the quietest**»* [11, p. 5] – «*За двадцять років Бендіні зробив свою фірму найбагатшою, і, безумовно, **найнадійнішою** в Мемфісі*» [1, p. 4].

In this sentence, a lexical-semantic transformation of *contextual substitution* is applied. The word "the quietest" can be literally translated as "найтихіший", and Angela Asman uses "найнадійніша" in her Ukrainian translation. However, the meaning for the Ukrainian reader is preserved, because the firm was known for not disclosing the secrets of its clients, and therefore was the most reliable.

*«Plus, was in Memphis, of all places, and **the top blacks** wanted New York or Washington or Chicago»* [11] – «*До того ж вона розташована не де-небудь, а в Мемфісі, **освіченим же кольоровим** кортить потрапити до Нью-Йорка, Вашингтона, або ж Чикаго*» [1].

In this example, the translator also uses contextual substitution to achieve functional equivalence. "Top" in the sense of "best" was replaced by "освічені" because the main advantage of the firm's 'colour' employees is their high level of education and professionalism.

In addition, for the purpose of communicative equivalence, translators often resort to *concretization* or *generalization* of meaning to explain to a foreign audience phenomena that are unfamiliar to their culture and mentality. As in the following example from the novel "A Nightmare Fair" by S. King:

*«One of the **EMTs** says to Ray»* [13] – «*… питає в Рея один з **медиків**»* [5] (generalization of meaning).

*«Here again he **made an anxious examination** of the paper; turning it in all directions»* [15]. – «*Він знову **втупився** на папір, повертаючи його то сяк, то так, проте зберігав мовчання*» [6, p. 15] (concretization of meaning).

Reproduction of the equivalence according to structure. Only a small proportion of English and Ukrainian sentences have an identical syntactic structure, and only in such cases is the translation carried out without the use of grammatical transformations and is literal. It should be distinguished from grammatical literal translation, which leads not only to a violation of the norms of the target language, but also to various distortions in the transmission of semantic information of the source language. It is well known that differences in the structure of languages, in the set of grammatical categories, forms and constructions represent a large group of grammatical difficulties in translation and require appropriate grammatical transformations. However, if these transformations do not change the structure, the translation can be considered equivalent [7]. For example:

«This is the phenomenon of diffraction» [7]. – «*Це явище дифракції*».

«These trees typically take between five to 13 years to produce fruit» [10] – *«Цим деревам, як правило, потрібно від 5 до 13 років, щоб дати плоди»*

Reproduction of goal-oriented equivalence. Achieving goal-oriented equivalence is one of the most important tasks of translation, as it must convey the emotional state, author's intention, communication goals, cultural peculiarities, etc. If the translator achieves goal-oriented equivalence, the text becomes understandable to the target audience, retains its meaning and style. This requires to take into account many nuances, such as language and cultural differences, mentality, and using expressive means.

When it is necessary to ensure that the message is fully understood, the translator may resort to substituting some unclear elements, as in the following examples:

*«The Prime-Minister said a few words from a window in **No. 10**»* [12] – *«Прем'єр-міністр сказав декілька слів з вікна **своєї резиденції».***

*«When they hear it, they think **Coney Island**»* [12] – *«Коли вони почують це слово, то подумають, **що це про тваринок, яких десь показують»*** [4].

When analysing goal-oriented and functional equivalence, one may wonder about the differences between the two, as they have one common goal – to convey meaning and preserve emotional colouring. However, functional equivalence gives the translator more freedom in choosing expressive means or lexical transformations for the most successful translation, while goal-oriented equivalence focuses on conveying meaning with the needs and cultural characteristics of a particular target audience in mind.

Reproduction of stylistic equivalence. The task of stylistic equivalence in translation is not just to reproduce the meaning and structure of a sentence but to convey the tone, mood, style and other elements that affect the understanding and perception of a work. In order to reproduce stylistic equivalence a translator must have a high level of proficiency in the target language, take into account the cultural and historical context, and be able to find and translate jargon, realities, and phraseology quickly and correctly. A literal translation is not suitable when it is necessary to reproduce stylistic equivalence.

*«...because you're not prepared to tear at someone's throat all your life over **the grub they've chewed up**»* [18, p. 11]. – *«...тому що ти не збираєшся до кінця своїх днів вгризатись в чиєсь горло за розфасовану ними **хавку»*** [3, p. 13].

*«...and no one can answer him. Everyone feels sorry for **the kid**»* [18, p. 124]. – *«...і ніхто йому нічого не може відповісти, шкода **чувака»*** [3, p. 9]

*«You cannot get a ticket, or pay the fine, a **total bummer** in short»* [18, p. 151] – *«Ні квитка взяти, ні штраф заплатити – **непруха** одним словом»* [3, p. 43].

In these examples, we can see how the translator managed to preserve the flavour and mood of the conversation by maintaining stylistic equivalence. However, the literal translation of the chosen equivalents may differ in meaning. For example, *bummer* is «неприємна подія, розчарування, невдаха»; *the kid* – «дитина»; *chewed up* – «пригнічений, пожований».

Reproduction of pragmatic equivalence. Pragmatic aspects affect all levels of language and play an important role in the choice of both the content and the way a

message is expressed in speech communication. When analysing linguistic units that are important for translation, it is necessary to take into account all the communicative relationships that arise between the participants in a speech act in a particular situation.

The communication situation includes such components as communicative intentions, the context in which communication takes place, and the relationship between the communicating parties, each of which plays a specific social role.

One of the most common transformations for conveying pragmatic equivalence is the *generalization of meaning*:

*«I said (speaking not in English, of course, but in **Oompa-Loompish**)»* [9]. – *«…сказав я (звісно, не нашою, а **умпа-лумпівською мовою**)»* [2, р. 110].

*«Once upon a time I did play **squash**»* [17, p. 19]. – *«Колись я ганяв **м'яча**»* [8, р. 10].

The success of a translator, among other factors is determined by how easily the work is perceived. Therefore, generalisation helps translators avoid overloading the main text of the translation with an excessive number of explanations, additions, descriptions, notes on those lexical items that are not important for expressing the author's main communicative intention.

*«Thanks to the mechanical perfection of my **Targa 911 S**»* [17, p. 59]… – *«Завдяки технічному станові моєї **машини**»* [8, р. 33]

*«We'll go upstairs and have … **a cup of Ovaltine**»* [17, p. 84]. – *«Ходімо нагору й випиймо… **чогось неміцного**»* [8, р. 47].

Often, translators have to use substitutions due to cultural, historical and religious differences between the recipients of the original and the translation. Sometimes such substitutions are needed to make the translation text less emotionally charged and more polite:

*«…now turned priest, S.J. 'I'm here to save your soul and save your **ass**»* [17, p. 9]. – *« … тоді раптом заговорив, мов пастор релігійної общини: 'Олівере, я приїхав, щоб урятувати твою душу й **тіло**»* [8, р. 5].

Conclusions Communicative equivalence is an important concept in linguistics and translation studies that indicates the degree of similarity between linguistic expressions in two languages in terms of their ability to reproduce a similar communicative effect or meaning in the context of a particular communication. Communicative equivalence takes into account not only the semantic coincidence of words but also pragmatic and cultural aspects that affect the perception and understanding of a linguistic expression within a specific communication.

The main goal of a translator is to achieve the communicative effect of the source text. This is possible if the translator preserves the pragmatism of the original or makes specific changes to achieve this goal. Different texts can be adapted in different ways to reflect certain stylistic devices, realias, cultural and historical features, and peculiarities in mentality, depending on their focus and target audience. Each text has its own pragmatic parameters that affect its semantic structure and the structure as a whole and require adequate reproduction in translation. In general, the pragmatic aspects of a text cover all its elements, which reflect the relationship between the text and the participants in communication: the author and the addressee.

The importance of adequate reproduction of the pragmatic effect in translation depends on numerous factors, many of which belong to the extra-linguistic sphere, in particular, to the role of the translator. The translator acts as a person who perceives the original and transforms it into a translation, and this dual role has a huge impact on the translation result.

Thus, achieving communicative equivalence in translation requires careful analysis and consideration of the context and target audience, ensuring that not only the lexical content is conveyed but also the intention and effectiveness of communication in another language.

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Анотація. В роботі розглядається особливостей відтворення комунікативної еквівалентності в перекладі. Автори аналізують приклади передачі таких типів комунікативної еквівалентності, як семантична, функціональна, стилістична, цільова, прагматична та еквівалентність за структурою. Фокус уваги також зосереджено на вживанні та виправданості лексико-семантичних трансформацій (конкретизації та генералізації значення, контекстуальній заміні) та граматичних трансформацій задля досягнення певних типів комунікативної еквівалентності в процесі перекладу з англійської мови та українську.

Ключові слова: комунікативна еквівалентність, контекстуальна заміна, конкретизація / генералізація значення, лінгвістичний засіб, прагматика