

present day commonly accepted European principles of lifelong learning and cultural development and self-development.

Among Turkish educationalists we should name Hasan Ali Yücel and İsmail Hakkı Baltacıoğlu. Hasan Ali Yücel ( 1897 - 1961) was an education leader at the beginning and during establishing and becoming the Turkish republic whose ideas inspired Atatürk as for language and culture concepts in Republican Türkiye. Hasan Ali Yücel worked for Turkish humanity and necessity of education including international education for Turkish people.

İsmail Hakkı Baltacıoğlu (1886 - 1978) was an educationalist, writer, calligrapher, politician. He was the rector of Istanbul University and one of the greatest representatives of "Education Reform Movement" in Türkiye who with his works and activity put the country to the internationally recognized level in the whole Eastern world and globally.

#### **References:**

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## **TRANSLATING TITLES OF NOVELS**

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Normally, a translator is entitled to “change” the title of the text [1, c. 156]. However, translating titles is not simple because the only true unit of translation (the minimal stretch of language that has to be translated together, as one unit) is the whole text [1, c. 54]. The statement implies that, in translating a title, it is necessary to consider the title as a part of the whole text. A translator is obliged to understand the whole text before translating its title. Above all, Newmark instructed that “if the SL text title (original title) adequately describes the content, and is brief, then leave it”. Otherwise, the translator/editor may truncate the title if it begins with an unnecessary phrase in the target language, highlight the main point, make the title more inviting, or treat the translation as transformation [1, c. 56].

Translating “consists in reproducing in the receptor language the closest natural equivalent of the source-language message, first in terms of meaning and secondly in terms of style” [2, c. 12]. At the same time, equivalence is “influenced by a variety of linguistic and cultural factors and is therefore always relative” [2, c. 49])

Nida and Baker's [2, c. 12] statement that "the translator must strive for equivalence rather than identity" is not always correct. Titles of novels "should usually bear some relation to the original" [1, c. 56]. In the age of advanced technology, readers can be familiar with the original titles by browsing the Internet.

"Titles of novels need to be attractive, allusive, and suggestive in order to attract the readers." In order to do so, the titles should be able to attract the readers emotionally because, as Nida and Taber [2, c. 91] stated, "we do not only understand the reference of words; we also react to them emotionally ... This aspect of the meaning which deals with our emotional reactions to words is called connotative meaning."

The most common challenges in translating titles of novels include: translating the distinctive function, the phatic function, the referential function, the expressive function etc. Now let's consider each of these functions separately.

Translating the distinctive function. In order to achieve a distinctive function, a title must be a unique name unmistakably identifying the co-text. A title formulation that is distinctive in the source-culture repertoire may be non-distinctive in the target culture (or vice versa).

Some titles are intended to establish an intertextual link with another title by the same author, e.g. using the same main title with another subtitle, or titles referring to each other.

Translating the phatic function. The phatic function of a title depends on its length and its mnemonic quality, which is often strengthened by the use of familiar title patterns or other forms of intertextuality.

The corpus reveals that the average length of a main title is between three or four words, independently of the structures of the respective languages. Longer titles are made easier to remember by using original structures, catchy words, or a rhythmical pattern, e.g.:

*Amos Tutola: The palm-wine drinkard and his dead palm-wine tapster in the deads' town*

German: *Der Palmwein-Trinker. Ein Märchen von der Goldküste*  
(The palm-wine drinkard. A tale from the Gold Coast)

Ukrainian: *Любитель пальмового вина*

The German translation of Tutola's title uses a subtitle to shorten the main title and to indicate that the author is African. The problem here is that the story based on Yoruba folk tales is not set in the Gold Coast but in Nigeria.

Translating the referential function. In order to achieve the referential function, a title must be comprehensible and informative for its readers. Comprehension relies on culture-specific background knowledge. This is particularly important for intertextual allusions, e.g.:

*Thomas Mann: Lotte in Weimar*

English: *The Beloved Returns: Lotte in Weimar*

Ukrainian: *Лотта у Веймарі*

For educated German readers, the reference to Weimar and Lotte points to Johann Wolfgang von Goethe and his famous relationship with Charlotte Buff.

This would not work for English speaking readers, but there may be some doubts as to whether the new main title really conveys a referential function, although it is certainly more appellative.

Translating the expressive function. In order to achieve the expressive function, a title must be in accordance with the value system of the addressed audience or make any different value system explicit. Since the expressive function is sender-related, it is the translator's responsibility to respect the intention of the author, e.g.:

*Alan Paton: Cry, the Beloved Country*

German: *Denn sie sollen getröstet werden (For they shall be comforted)*

Ukrainian: *Плач, кохано країно*

The original title of the book by Alan Paton, which deals with apartheid in South Africa, expresses the author's sorrow for his country. The German title, in contrast, expresses the confidence that all will be well in the end.

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## **THE SPECIFICS AND METHODS OF EQUIVALENT TRANSLATION OF TECHNICAL INSTRUCTIONS**

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The issue of correct translation of the terms specific to a given field of knowledge is relevant to the translation of technical instructions. Incorrect translation can lead to misunderstanding of the work content by the recipient and to partial or complete distortion of the original utterance meaning.

A term can be defined as a word or phrase, associated with one concept or object in the system of concepts in a special field of science or technology, which functions within a text according to the general laws of sentence structure and in close connection with other words and phrases.

The material for the analysis is a technical instruction to a hoover.

The study revealed that a number of terms of technical instructions can be translated by finding its equivalent correspondence - a constant, context-independent correspondence of a unit of the source language to a unit of the translating language.