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#### WORD SELECTION IN TRANSLATION

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#### ABOUT ARTICLE

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Key words: Work, semantics, expand, rebirth, Abstract: This is a philosophical and cultural trend, a special mindset. Arose in France in the 1960s, an atmosphere of intellectual resistance to the total offensive of mass culture on human consciousness. In Russia, when Marxism collapsed as an ideology providing a reasonable approach to life, rational explanation went away and the realization of irrationality came. Postmodernism focused on the phenomenon of fragmentation, split the consciousness of the individual. Postmodernism does not give advice, but describes a state of consciousness. The art of postmodernism is ironic, sarcastic, grotesque (after I.P. Ilyin)

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### INTRODUCTION

Lexical errors and shortcomings in the translation process can significantly impact the quality and accuracy of a translated text. These errors and shortcomings often result from linguistic differences between the source and target languages, as well as the translator's skill level and familiarity with the subject matter. Here are some common lexical errors and shortcomings in translation:

1. Misinterpretation of Words or Phrases: Translators may misinterpret the meaning of a word or phrase in the source language, leading to incorrect translations. This can happen due to polysemy (multiple meanings for a word) or idiomatic expressions.

Misinterpretation of words or phrases is a common challenge in the field of translation and can significantly affect the accuracy and quality of the translated text. Here are some additional insights into how misinterpretation can occur and strategies to mitigate it. Polysemy refers to words that have multiple related meanings, while homonymy involves words that are spelled or pronounced the same

but have different meanings. Translators need to carefully consider the context to select the most appropriate meaning. For example, in English, the word "bank" can mean a financial institution or the side of a river. Context helps determine which meaning is intended. Idioms are phrases that have meanings not deducible from the individual words. Translating idiomatic expressions literally can lead to confusion or nonsensical translations. Translators should aim to convey the idiomatic meaning in a way that makes sense in the target language. For instance, the English idiom "kick the bucket" means to die, but translating it word-for-word into another language would not convey the intended meaning.

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Translators must be aware of cultural nuances that can affect the interpretation of words and phrases. What is considered polite or appropriate language in one culture may not be the same in another. A translator's familiarity with both the source and target cultures is crucial for avoiding misinterpretation. Some words are inherently ambiguous and can have multiple meanings even in a single context. Translators may need to seek clarification from the source text's author or provide footnotes to address such ambiguities. Differences in sentence structure between languages can lead to misinterpretation. A phrase that appears at the beginning of a sentence in one language may need to be moved to the end in the target language to make sense. Translators should read and understand the source text in its entirety before starting the translation process. This helps in grasping the context and the author's intent. Context is a translator's best friend. It can provide valuable clues to the intended meaning of a word or phrase, especially when dealing with polysemy or idiomatic expressions. Translators should use reputable dictionaries, glossaries, and reference materials to verify word meanings and usage. Bilingual dictionaries and specialized subject-area references can be particularly helpful. When in doubt, translators can contact the source text's author or a subject matter expert to clarify ambiguous passages or terminology. A critical editing and review process can catch misinterpretations and improve the overall quality of the translation. Having another qualified translator review the work can provide fresh insights. Language and culture evolve over time. Translators should stay updated on changes in language usage and cultural norms in both the source and target languages.

Misinterpretation is a challenge in translation, but with careful consideration of context and the use of appropriate tools and resources, translators can minimize errors and provide accurate and effective translations.

2. False Friends: Some words in different languages look similar but have different meanings. Translators may mistakenly choose a word that looks similar in the target language but means something entirely different.

3. Lack of Equivalents: In some cases, a word or concept in the source language may not have a direct equivalent in the target language. Translators may have to resort to using a phrase or providing an explanation, which can lead to a lack of conciseness or fluency.

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- 4. Register and Tone Errors: Translators may not accurately convey the appropriate tone or register of the text. For example, translating a formal document into an informal tone or vice versa can result in a mismatch.
- 5. Grammatical Errors: Incorrect word order, gender agreement, or verb conjugations can occur when translating between languages with different grammatical structures.
- 6. Cultural and Contextual Misunderstandings: Not understanding the cultural or contextual nuances of a text can lead to errors. For example, translating a joke or cultural reference that doesn't exist in the target culture can confuse readers.
- 7. Inconsistent Terminology: Failing to maintain consistency in the translation of specialized terminology can be a significant shortcoming. This is especially critical in technical, legal, or scientific translations.
- 8. Omission or Addition of Information: Sometimes, translators may unintentionally omit or add information that was present in the source text, altering the meaning of the content.
- 9. Mistranslation of Proper Nouns: Proper nouns, such as names of people, places, or organizations, can be mistranslated if the translator is not familiar with them or doesn't research them properly. Mistranslation of proper nouns is a common issue in translation that can have a significant impact on the accuracy and comprehensibility of the translated text. Proper nouns are names of specific people, places, organizations, or things, and they often lack direct equivalents in other languages.

Lack of Equivalents: Many proper nouns, especially personal names and place names, do not have direct equivalents in other languages. Translators may attempt to phonetically transliterate the name into the target language, but this can lead to inaccuracies and confusion.

Cultural Differences: Proper nouns can carry cultural and historical significance that may not be immediately apparent to a translator from another culture. Misunderstanding the cultural context can result in mistranslation.

Changes in Spelling and Pronunciation: The spelling and pronunciation of proper nouns can vary over time and across regions. Translators may use outdated or incorrect forms of a name if they are not up to date with current conventions.

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Homophones and Homonyms: Some proper nouns may sound similar to other words in the target language, leading to confusion. This is especially true when dealing with languages with different phonetic systems.

Lack of Research: Translators may not invest enough time in researching proper nouns or may not have access to reliable reference materials. Proper research is essential to ensure accurate translations of names.

### To avoid mistranslation of proper nouns:

Consult Reliable References: Translators should use reputable dictionaries, encyclopedias, and other reference materials to verify the correct spelling and pronunciation of proper nouns.

Check Official Sources: Official government websites, official documents, and publications often provide accurate information about place names and official titles.

Consider Cultural Context: Translators should consider the cultural and historical context of the proper noun. Understanding the significance of a name can help in choosing the most appropriate translation.

Ask for Clarification: If the meaning or pronunciation of a proper noun is unclear, it's advisable to seek clarification from the source or a subject matter expert.

Use Transliteration When Necessary: In cases where there is no equivalent in the target language, and a direct transliteration is the only option, it should be done consistently and with attention to the target language's phonetic rules.

Stay Informed: Translators should keep themselves updated on changes in language usage, including proper nouns, to ensure accuracy in their translations.

Mistranslation of proper nouns can not only lead to confusion but also damage the credibility and professionalism of a translation. Therefore, it's crucial for translators to pay careful attention to proper nouns and take steps to ensure their accurate translation.

10. Lack of Proofreading and Editing: Errors can occur due to a lack of thorough proofreading and

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editing of the translated text.

11. Machine Translation Errors: While machine translation tools have improved, they can still produce

inaccurate translations, especially with complex or context-dependent content.

12. Translator Fatigue and Time Constraints: Translators working under tight deadlines or for extended

periods can make more mistakes due to fatigue or rushing through the translation process.

To minimize lexical errors and shortcomings in translation, it's essential to work with skilled and

experienced translators, use specialized translation tools, and conduct thorough quality control and

editing processes. Additionally, providing context and reference materials to translators can help them

better understand and convey the meaning of the source text accurately.

**Activity: "Word Association Game** 

Objective: Enhance your vocabulary and creativity by playing a word association game.

**Instructions:** 

1. Gather a group of friends or family members. This game is more enjoyable with more participants,

but you can play it solo as well.

2. Decide on an order in which participants will take turns. You can start with the youngest, the oldest,

or any other fun method.

3. The first participant says a word, any word that comes to mind. For example, if they say "sun," the

next person must quickly respond with a word that is related to "sun," like "hot."

4. The game continues with each person responding with a related word within a few seconds. For

example: "hot" might lead to "fire," which could lead to "camping," and so on.

5. The objective is to keep the chain going without repeating words or hesitating for too long. If someone

can't think of a word within a few seconds or repeats a word, they're out for that round.

6. Continue playing rounds until only one person is left as the winner of that round.

7. To make the game more challenging, you can introduce themes or categories. For example, all words

must be related to animals, food, movies, etc.

#### **Variations:**

Reverse Word Association: In this version, instead of saying a word related to the previous one, participants try to say a word that is unrelated. This can lead to some humorous and creative responses.

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Speed Round: Set a timer for each turn (e.g., 10 seconds). Participants must respond within the allotted time or they're out.

Alphabetical: Words must start with the next letter in the alphabet. For example, if the first word is "apple," the next word must start with "b."

This word association game is not only fun but also a great way to improve your vocabulary and creative thinking skills. Enjoy the challenge and see how long you can keep the word chain going!

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