

## ISSUES OF ACHIEVING EQUIVALENCE IN TRANSLATION

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**Abstract:** Traditionally, a translation has always been judged in terms of its fidelity. To the original when discussing the problem of translation fidelity, the term equivalence is used the central concept of the translator. Equivalence is the main feature of translation without which it loses its essence. The term “equivalence” has a complex history.

**Keywords:** Translation theory, texts translational equivalence, characteristics of the compared languages and cultures, scientific text, situation / context, native speakers

At various stages of translation activity, various concepts have evolved equivalence. Once it denoted matching the sum of word meanings the sum of the meanings of the words of the translated text any of these concepts are still relevant today. Detailed description of various concepts equivalence is given in the work of I.S. Alekseev. In modern translation theory, the term equivalence means correspondence of two texts of the original and the text of the translation. Linguistics has an objective linguistic basis and therefore its value can be determined by empirical about comparing. Two texts translational equivalence includes an idea of the result of translation maxi close to the original and about the means of achieving this result. One of the tenets of modern translation theory says that any the translation will never be an absolute copy of the original, since linguistic and cultural barriers lead to inevitable losses of various aspects content of the original text. In other words 100% transmission information through translation is not possible.

This does not mean that translation is impossible at all but that translation is not an absolute identity with the original. Let's demonstrate this with an elementary example to do this, we take the proposal the student is reading a book and its translation water the student reads the book. In most cases, such a transfer will be quite correct obviously however, there is no complete identity here. In the sentence contains an indication that we are talking about some person famous to the interlocutors and against some vague book. In the song there is no such indication as well as the fact that the action takes place in my mint of speech rather than repeated regularly. English noun student denotes not only a student of a higher education institution but also a student school and any person in general who masters knowledge. On the other sides, Russian language forces us to inform that the reader is this person male although in the original speech could go and about a woman. It's not hard to get away hope that absolute identity of the translation with the original is unattainable this does not impede communication at all. Key role in understanding is played by the situation / context our background knowledge which will help ask us to correctly interpret the meaning of the statement. Attempts to convey in translation absolutely everything that can be found in the original, as a rule, lead either to

unacceptable results from the point in terms of compliance with the norms of the target language serious distortion of meaning. For example translation of possessive pronouns in the English phrase He took his hands out of his pockets is absolutely redundant in terms of Russian. He took his hands out of his pockets Thus, translation equivalence presupposes achieving the maximum similarity, and the translation will always be in one degree or other penalties differ from the original. Therefore, the equivalence of the translation of the original always understand not relative. The degree of closeness to the original depends from many factors the skill of the translator, the type of the translated text the type translation of the character of the audience, the characteristics of the compared languages and cultures tour and others.

Speaking about the maximum similarity of two texts, it is important for the translator to set criteria for assessing equivalence as well as conditions or methods of its achievements. They are directly linked to the understanding of the nature of the content of the common text and are understood differently by different researchers. At the beginning, it was already noted that the idea of the text and hence the approach to translation equivalence has undergone major changes. Now no one treats the text as arithmetic the sum. I know of the words included in it, however, disputes about what constituents contain the original must be preserved in translation do not subside until now. In the domestic theory of translation, the most widespread are whether two approaches are close to each other. Some researchers L.K. Latyshev I.S. Alekseeva V.S. Vinogradov consider that an equivalent translation should as far as possible transfer vat as a function communicative task so and the content of the text. Important not only what kind of communicative effect cans a phrase and through what content this effect is achieved to relate to the situation or situational context. In the study of the nature of a linguistic sign, various types of content are distinguished - Denotative content is that part of the content of the text. Paradise reflects the objective properties of objects and phenomena that do not depend on the exact from the author's point of view the peculiarities of language and cultural specifics generalized an idea of significative content captures the features of the reflection denotations by people of the same ethnic community and is associated with their history, her culture and linguistic tradition. This content accompanies denotative this includes a variety of associations and emotionally expressive coloring of the physical and moral un-cleanlinesss the highest degree of whiteness.

Interpretive content is that part of general content which is associated with individual interpretation when generating a text and when its perception. It is a formally not expressed meaning or hidden meaning which must be deciphered by the reader includes allusions or allusions to famous historical events. Literature new plots of heroes proverb but only if they are changed encrypted by the title of the disaster movie. Deep blue sea is part of the layer bitsy between the devil and the deep blue sea between two fires between mine lots and carries a certain negative connotation. Word rental translation of the title Deep Blue Sea does not convey the prehensile content which is contained in this phrase. Intralingua content reflects the correlation of linguistic characters between each other and within the language code system of a given language. Usually intralingua content is not realized and is not realized. I'm , we are not aware which case we use which word order we choose however, intralingua meanings can move to a content level in that the case when the author uses them for a specific purpose creating a certain lazy stylistic effect. Various types of content are involved in the composition of the content specific text in a different measure. Therefore the translator needs to set the relative importance of the components of the content of their communications value and on the basis of a communicative task or function select the so-called invariant (mandatory) components of the entire text content elements which must certainly be preserved in the translation. So in a scientific text, the invariant component of the content will be denoting tide realizable in terms of.

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