

CHALLENGES OF IMPLICITNESS IN THE PROCESS OF RENDERING TEXT FROM ENGLISH INTO RUSSIAN

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Abstract. *Implicature is the main part of communication and certain context adds layers of meaning and complexity. This thesis will explore the challenges of translating tourism terms from English into Russian, with a particular focus on the problem of implicitness. This thesis will also discuss the various strategies that can be used to overcome this problem. The purpose of this thesis is to discuss the problems of implicitness while translating tourism terms from English into Russian language and to provide recommendations to overcome these problems.*

Key words: *implicitness, tourism terminology, challenges, cultural differences, linguistic differences, technical jargon, contextualization, strategies.*

Tourism is a rapidly growing industry, and it has become an important part of the global economy. The demand for tourism-related services has increased tremendously, and this has led to an increase in the number of people traveling to different parts of the world. This increase in tourism has also led to an increase in the demand for translation services, especially in the tourism industry. Many tourists travel to different parts of the world, and they need assistance in communicating with the locals. Translating tourism terms from English into Russian language can be a challenging task due to the implicitness of some of these terms. This problem arises when the meaning of a term or phrase is not immediately obvious or clear.

Challenges of Translating Tourism Terms from English into Russian. There are many challenges when it comes to translating tourism terms from English into Russian. These challenges include linguistic, cultural, and technical issues. One of the major challenges is the problem of implicitness. Implicitness refers to the fact that the meaning of a term or phrase is not immediately obvious or clear. This can be due to various reasons, such as cultural differences, linguistic differences, or technical jargon. In the context of translating tourism terms from English into Russian, implicitness can arise due to the following reasons:

1. Cultural Differences. Culture plays a significant role in the way we communicate. Different cultures have different ways of expressing themselves, and this can lead to differences in meaning. For example, the term "good luck" in English has a positive connotation, but in Russian, it can be interpreted as a wish for success in a risky or dangerous situation. Similarly, the term "cheap" in English can be seen as a positive attribute, but in Russian, it can be interpreted as a sign of low quality.

2. Linguistic Differences. The Russian language is vastly different from English. The Russian language has a complex grammar structure, and it uses a different alphabet. This can lead to differences in the way certain terms are translated. For example, the term "tour guide" in English can be translated as "туристический гид" in Russian. However, this translation does not capture the full meaning of the term, as the Russian language does not have a separate word for "guide" and "interpreter."

3. Technical Jargon. The tourism industry has its own set of technical terms, which can be difficult to translate accurately. For example, the term "all-inclusive" in English refers to a package that includes everything, such as food, drinks, and activities. However, in Russian, there is no direct equivalent for this term, and translators need to find a way to convey the same meaning using different words.

Strategies for Overcoming the Problem of Implicitness. There are various strategies that translators can use to overcome the problem of implicitness when translating tourism terms from English into Russian. These strategies include:

1. Research. Translators need to do extensive research on the culture and language of the target audience. This will help them understand the cultural and linguistic differences that may affect the meaning of certain terms. For example, a translator who is translating a tourism brochure for Russian tourists should research the cultural and linguistic differences between Russia and the English-speaking countries.

2. Contextualization. Translators need to understand the context in which the tourism terms are used. This will help them to convey the intended meaning of the terms accurately. For example, the term "sightseeing" in English can be translated as "осмотр достопримечательностей" in Russian. However, this translation may not be appropriate if the context is a brochure for a luxury hotel.

3. Simplification. Translators can simplify complex technical jargon by using simpler terms that convey the same meaning. For example, the term "jet lag" in English can be translated as "перелетная усталость" in Russian. However, this term may not be familiar to Russian tourists, and the translator may need to use simpler terms, such as "утомление после перелета."

Tourism terms are often implicit in nature, which means that their meaning is not always clear from the words themselves. This can cause problems when translating these terms from English into Russian language because the translator may not be familiar with the cultural and linguistic nuances of the target language. Some of the problems of implicitness that can arise while translating tourism terms from English into Russian language are discussed below.

1. Idioms and Colloquialisms. Idioms and colloquialisms are commonly used in English language, especially in the tourism industry. These expressions can be difficult to translate because their meaning cannot be inferred from the words themselves. For example, the expression "the icing on the cake" means something that is an extra benefit or advantage, but this meaning may not be immediately apparent to a Russian translator who is not familiar with this idiom.

2. Cultural References. Tourism terms often contain cultural references that may not be familiar to a Russian translator. For example, a hotel may advertise a "Mexican fiesta" as one of its amenities. While this term may be well understood by English-speaking tourists, a Russian translator may not be familiar with the cultural references associated with a Mexican fiesta.

3. Geographical References. Tourism terms may also contain geographical references that may not be familiar to a Russian translator. For example, a travel brochure may advertise a "Mediterranean cruise" as one of its offerings. While this term may be well understood by English-speaking tourists, a Russian translator may not be familiar with the countries and regions that are considered part of the Mediterranean region.

4. Brand Names. Tourism terms may also include brand names that are not well known in Russia. For example, a hotel chain may advertise its "Hilton Garden Inn" as one of its properties. While this brand name may be well known in English-speaking countries, it may not be well known in Russia, which can cause confusion for Russian tourists.

Translating tourism terms from English into Russian language can be a challenging task due to the implicitness of some of these terms. To overcome these problems, translators should use simple language, avoid idioms and colloquialisms, provide context, and research the cultural and linguistic nuances of the target language. By following these recommendations, translators can ensure that their translations accurately convey the intended meaning, which can help improve communication between tourists and the tourism industry.

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