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**«ФИЛОЛОГИЯ, ЛИНГВОДИДАКТИКА
ЖӘНЕ АУДАРМАТАНУ: ӨЗЕКТІ МӘСЕЛЕЛЕРІ
МЕН ДАМУ ТЕНДЕНЦИЯЛАРЫ»**

атты халықаралық ғылыми және оқу-әдістемелік конференция

МАТЕРИАЛДАРЫ



МАТЕРИАЛЫ

международной научной и учебно-методической конференции

**«ФИЛОЛОГИЯ, ЛИНГВОДИДАКТИКА
И ПЕРЕВОДОВЕДЕНИЕ: АКТУАЛЬНЫЕ ВОПРОСЫ
И ТЕНДЕНЦИИ РАЗВИТИЯ»**



MATERIALS

international scientific and educational conference

**«PHILOLOGY, LINGUODIDACTICS
AND TRANSLATION STUDIES: ACTUAL ISSUES
AND DEVELOPMENT TRENDS»**

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Жинақ 2020 жылы 27 қарашада әл-Фараби атындағы ҚазҰУ-дың шетел филологиясы және аударма ісі кафедрасында өткен «Филология, лингводидактика және аударматану: өзекті мәселелері мен даму тенденциялары» атты халықаралық ғылыми және оқу-әдістемелік конференция материалдары негізінде дайындалды. Аударматану әдістемесі, әдеби байланыстар, көркем аударманы талдау мен бағалаудың және тіл білімінің өзекті мәселелеріне назар аударылады.

Аударматану әдістемесі мәселелерімен айналысатын мамандарға, жас ғалымдар мен студенттерге, магистранттар мен докторанттарға арналады.

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FEATURES OF FACE-TO-FACE AND TELEPHONE CONVERSATIONS INTERPRETATIONS

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Key words: interpretation of negotiations, interpretation difficulties, teleconferencing, Fixing and verifying the actual and precision information, interpreter's direct task.

In modern market conditions reliable business cooperation is the factor that allows the company to take a firm position. Translation of negotiations is an integral part of the firm's work. In order to form a positive opinion of the second party to the negotiations, the translation of the speech should be as adequate as possible, consistent with the original text. In the case of negotiations, except for two or more interlocutors, an interpreter shall be present to interpret the negotiations.

The relevance of this study stems from the lack of study of the topic and the need to identify the features of face-to-face conversations and telephone conversations in the English-Russian language combination, Formulate a translation strategy for the negotiations to improve the quality of translation. Conversations can be translated in the following ways: face-to-face conversations, telephone conversations, teleconferencing, which in today's world are increasingly conducted using modern technologies (e.g., proprietary Skype software).

Negotiation is a communication activity in which participants enter into different relationships using different strategies. To a greater extent, this type of communication refers to the process of entering into business transactions or selling goods and means the exchange of skills in the areas of communication, production and money.

Difficulties in negotiations often arise from differences in expectations, which are often due to differences in national cultures. Knowledge of the national specifics of the negotiations will help to avoid misperceptions and create a more favorable impression of the partner and establish a long-term partnership [1-3].

Next, we will briefly describe possible difficulties in the translation of the negotiations. The translator must choose a partner behavior from the very beginning of the negotiations. A translator may face a number of dilemmas, such as influencing the balance of power between the parties, maintaining a balance of power, or a slight shift away from one side. It is forbidden for an interpreter to take sides, let alone influence the negotiating process. In order to get more information about the attitude of the client and other people to this situation, the translator can use knowledge of nonverbal communication. Sign language proficiency is essential for a successful negotiation process [4, 15].

Nonverbal communication is intonation, tone, gestures and facial expressions, pauses and unspoken. It should be taken into account that nonverbal communication, intonations, tone, gestures are different among representatives of different nations, express different shades of meaning and therefore can be misinterpreted by less-than-familiar people. Therefore, in learning the language of any country, it is necessary to familiarize yourself with its culture, traditions, customs and to be able to correctly interpret and adequately convey all shades of meaning not only in verbal but also in non-verbal communication, if necessary explaining to the addressee, what exactly is meant by [5, 121].

For the client to feel trust in the interpreter, his position must be natural. The best distance for the interviewer is no closer than 50 cm. If the client moves away, do not approach. It is better for the translator to speak with the same volume and speed as the client. If there are translation difficulties, a short pause is allowed.

There are a number of translation difficulties which may occur during the negotiations: belonging to different cultures, lack of experience of the translator, incompatibility of the views of the partners, uncertainty, «blurring» of the message, failure of the communication, Ambiguity of the message, objective interference with communication, obscene speech. Some solutions to these situations may be proposed, such as a study of the cultural characteristics of both countries (intercultural communication), to be shared with the client prior to negotiations. If a message is not properly executed, an attempt should be made to clarify the addressee's point of view. The interpreter should not be embarrassed by the fact that he did not understand the basic idea if it was incorrectly presented. In such a situation, an experienced interpreter can slightly improve the message, make it clearer and more logical, slightly edit it. In case of communication problems, the translator has practically no possibility to fix anything. It must be prepared in advance, through training in any environment. In the case of obscene, harsh remarks, the interpreter should clarify whether the above is indeed worth translating. In most cases, the customer will reconsider his statement and propose another option.

The task of any negotiations is to find even minimum points of agreement, expand them, and reach a mutually acceptable compromise. The role of translation in this cannot be overemphasized [5, 123].

Translation of negotiations is a rather broad concept. Many factors influence the process, such as non-verbal communication, etiquette, inter-ethnic characteristics. There is a distinct subset of negotiations where these factors play a huge role because the parties cannot see each other – telephone calls. It should be noted, however, that face-to-face translation and telephone calls have many common features.

Telephone calls are a process in which participating groups and companies address various issues through discussions and consensus-building. It is not always possible to speak directly to a partner or client. By contrast, telephony ensures a continuous two-way exchange of information at any distance. Telephone calls, orders, requests, consultations, inquiries, and often telephone calls are the first step to concluding a contract [6, 135].

Business conversation, as a special kind of speech, has its own lexical-grammatical and stylistic specificity. He is required to observe the correctness, accuracy, conciseness and accessibility of speech, as well as the rules of official speech etiquette. All these factors must be taken into account in the transfer.

A special feature of telephone calls is teleconferencing. When organizing a teleconference, it is possible not only to hear but also to see a partner. Teleconferencing, like any type of negotiation, has its own peculiarities and difficulties.

There are certain rules that an interpreter is required to follow when interpreting teleconferences. These rules apply both to his conduct and to the technical equipment of the interpreter. It should be noted that the technical support of the translator is not only his primary task, but also the task of the customer, since it is he and his business that will suffer the most if the translation is not performed in a satisfactory manner or at all.

Etiquette in telephone conversations plays a very important role, as it allows to establish contact and friendly relations with clients. Phone etiquette first of all includes the time for calls, as the addressee can get into an awkward situation by calling too soon or too late. It is necessary to take into account that even if the client does not see the person, he can hear his voice, reacts to the timbre, speed and smoothness of speech. The addressee may even understand whether the addressee is in a state of confusion, doubt, disagreement or, conversely, inclined to communicate. The peculiarity of telephone conversations is that if, in face-to-face conversations, it is likely to be corrected in the event of error or misunderstanding, it is much more difficult to do so in the transfer of telephone conversations. A positive aspect of telephone calls is that the customer has the opportunity to rapidly expand his business contacts and to enter new markets in other countries.

The difficulties of telephone translation include the difficulty of perceiving information because of the accent, the vocal characteristics of the speaker, the inability to see a remote person, the lack of time to reflect on the translation of certain expressions, Ignorance of certain narrow terminology, vocabulary, poor communication quality, different time zones and so on. It is also important to respect the business ethics and ethics of the interpreter, which are often factors that directly affect the success of the negotiations themselves.

In order to prepare for telephone conversations, the translator can find the necessary information on the Internet or get the necessary vocabulary in the dictionary. It may be necessary to clarify the required terminology, to review all abbreviations and clichés that are certain to be used during the negotiations.

There are many difficulties the interpreter must be prepared for, for example, indoor noise at any end of the wire. Since an interpreter acted only as an intermediary, he could not change the situation, but could be trained for it. If there is a predetermined time, all parties are on time to communicate and the equipment is in order, but when, for one reason or another, communication may be cut off or a conflict may arise during the

negotiations, one of the parties may hang up without warning. Only an interpreter in such a situation can influence the outcome of the conflict, as pointed out by A.P. Strangerakin [7, 23].

As a rule, clients who resort to telephone calls are in a hurry because they want to save not only time but money. This leads to another difficulty in translation – the improper presentation of the message, namely, messy and illogical messages, misplaced accents, the presence of many specific terms and abundant information. Logical accents are very important in telephone conversations, as the interpreter cannot see the expression of the speaker, but can hear the tone of his voice. The mood and attitude of the customer in this situation can help the translator greatly.

Strategy is traditionally understood as the ultimate goal of action. The objective is the intended result of the action that causes it. Before entering into negotiations, participants should have a clear idea of the objectives of the negotiations. Negotiation strategies depend on the culture, erudition and experience of negotiators [8].

Translation practice has long established the concept of translation strategy. It refers to the procedure and essence of the actions of the interpreter in translating a particular text. Sometimes in this case the concept of «action of the interpreter» is applied [9].

In turn, Sdobnikov V.V. believes that it is possible to propose the following definition of strategy: The translation strategy is the translation program, Formed on the basis of a common approach of the interpreter in the execution of the translation in the conditions of a certain communicative situation of bilingual communication, determined by the specific characteristics of the given situation and the purpose of the translation and, in turn, determining the nature of the professional behavior of the interpreter in a given communicative situation [10, 166]. The full situation needs to be reviewed to identify a strategy. If an interpreter has received an order from a firm or from a legal person / he must follow a number of rules that will help him to prepare for the negotiation and translation process in the shortest time and most efficiently.

It can be assumed that nowadays almost every organization has an Internet site. Even if the interpreter received a request only for the translation of teleconferencing or telephone conversations, this does not mean that the rest of the information that concerns other areas is useless.

It was necessary to find out which organization was involved in the forthcoming interpretation. To take a close look at the official Internet site of the organization, all materials presented on this site [11, 21].

Precision information is always something new, hard to remember. However, the greater the knowledge of the relevant terms in the negotiating process, the better the understanding of the economic context, the laws of the market, the freer the possession of the material, the faster the precision information will become basic information. The terms in English are very numerous, therefore, in addition to their knowledge and knowledge of the fundamentals of the economy, context (narrow and broad) as well as conjecture, the ability to navigate the situation is essential [12, 21].

Fixing and verifying the actual and precision information in the source language and the language of translation on the site materials is one of the main stages of pre-translation analysis. The following information should be recorded: full names, positions of officials of the organization / first persons of the company; names of structural units of organizations, press, official documents, etc.; major dates, stages in the history of the development of the organization /company; Main activities of the organization / company; other factual and precision information at the discretion of the interpreter [11, 21].

Translation of telephone conversations can be presented in different forms. It does not always appear only in the traditional form when using basic equipment. In practice, telephone calls can be conducted on the Internet using a webcam. Teleconferencing is a form of telephone communication. Please note that telephone calls can be accompanied by a presentation; this form of communication has as many advantages as the disadvantages. For example, if telephone calls are accompanied by a presentation over the Internet. The advantages are that the interpreter can receive the text of the speaker and the presentation in advance. Translate this information by selecting all terms and words in advance so that there are no difficulties during the negotiations. Moreover, if a firm prepares for a responsible event using a presentation, it conducts a number of preparatory meetings, rehearsals, in order to ensure that the negotiations take place at the appropriate level. Of course, the company also invites a translator to these meetings, because they understand the full role and responsibility he assumes.

In such a situation, the interpreter has the opportunity not only to see the presentation, to communicate with the customers (and thus to note for himself the possible peculiarities of the speaker's speech), but also to adapt to the working conditions and learn the equipment to be worked with.

The downside is that if the interpreter translates the presentation and the speaker's speech beforehand, there is no guarantee that everything will go on course. Unexpected questions from partners, reservations and changes in the speaker's speech are points where an interpreter may find himself in an awkward position if he

blindly follows the text that was translated earlier. As a result, the translator may become nervous and perform the translation at a low level. Of course, this can happen if the interpreter has not seen the presentation.

The decision to make a presentation should be based on its effectiveness. If it is only a means of self-promotion, it is best to abandon it – this is the most inefficient kind of advertising [6, 139].

The independent search and selection of video fragments or audio fragments of telephone conversations and teleconferences is an important stage in the preparations. If the interpreter knows the identity of the speakers, it is possible to find relevant biographical materials in English and Russian, information about the peculiarities of speech / behavior of the speaker. Special attention should be paid to posts, names in the original language and the language of translation, and the main areas of work of potential negotiators. During the audition, attention should be paid to the active vocabulary used, the procedural and specific terminology, clichés, different accents and other features of the speaker's speech.

The main essence of business style is considered terms, precision information and cliché. Ownership of all three components is the basis and guarantee of success [11-13].

The following conclusions can be drawn from the above. Translation of conversations includes several forms: telephone conversations, face-to-face conversations, teleconferences. They are all characterized by some common linguistic and extralinguistic features, etiquette rules, nonverbal communication. Etiquette in all forms of negotiation is an important aspect. However, the level of etiquette should be higher in telephone conversations than in person, since it is the only way to form an opinion about the partner. Difficulties for the interpreter can cause difficulties, such as perception of information due to accent, speech characteristics of the speaker, inability to see the interlocutor, lack of time to reflect on the translation, ignorance of narrow terminology, vocabulary, poor communication quality, different time zones. It is also important to respect the business ethics and ethics of the interpreter, which are often factors that directly affect the success of the negotiations themselves.

It is the translator's direct task to adequately assess his or her abilities prior to the agreement on the provision of translation services.

It can be concluded from the above that pre-negotiation analysis is an integral part of the preparations for the negotiations. By following these steps, the quality of the translation can be significantly improved.

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МАЗМҰНЫ

ТІЛ БІЛІМІ МЕН АУДАРМАНЫҢ ЖАЛПЫ ТЕОРИЯЛЫҚ ЖӘНЕ ЖЕКЕ МӘСЕЛЕЛЕРІ

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