

Foreword

The Handbook on Translation as Intercultural Communication: English ↔ Ukrainian. Practice is designed to equip Applied Linguistics students with knowledge and skills that will enable them to develop expertise in English and its professional use in international contexts as well as to enhance their career objectives. Students will develop skills in translation and gain an understanding of cultural and social aspects of contemporary English-speaking countries. This will prepare them for professional positions at a time when the globalization of English is taking place and enable to work in a professional capacity in a range of fields such as business, technology, public/civil service, tourism, administration, education, medicine, law etc.

The prerequisites of efficient translation training/education are students' general linguistic skills, proficiency in English, the study of British and American culture, background knowledge and their ability to engage in intercultural communication.

For the purposes of translation, languages are a means of transmitting sense. The importance of theoretical knowledge lies in the fact that it helps translators acquire the understanding of how discourse and linguistic choices are made in the process of translation affected by cultural nuances of source and target languages.

In this *Handbook*, translation is conceptually regarded

- 1) as a process of conveying messages (ideas, thoughts, concepts etc) across linguistic and cultural barriers
and
- 2) as a process and a product (a quality one).

Teaching translation in combination with foreign culture is more effective in motivating students and improving their communicative skills than the conventional method with its limitations.

It is our intent to provide interesting and stimulating materials that will guide the students to a better understanding of various aspects of translation process and effective techniques of intercultural communication. Bringing cultural patterns of American and British life into the classroom motivate students and provide real materials of current interest. The lack of cultural awareness may be a source of an inadequate, non-idiomatic translation product. A world view and cultural awareness are part and parcel of effective translation practice.

Selection of vocabulary, structures, and cultural patterns is of the utmost importance in the process of translation. A series of tasks and exercises based on authentic materials as well as case studies proved efficient in recreating realistic situations encouraging creative thinking. Culture cannot be learnt out of context. Cultural differences are examined through the translation of texts from American/British as well as Ukrainian authentic materials in a variety of topics (society, politics, education, sport, business, law, entertainment etc). A case study format is based on actual events involving real people in the Anglophone world.

A variety of tasks has been designed to practically improve and consolidate students' expertise in the essential theoretical issues, namely: the concept of equivalence, transformational theory, idiomaticity, word choice, style and register, subject area knowledge, cultural implications of translation as well as gender-related aspects.