

## Foreword

The Handbook Translation as Intercultural Communication: English ↔ Ukrainian is designed to provide 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, tourism, administration, education, medicine, law etc.

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

The Handbook Translation as Intercultural Communication: English ↔ Ukrainian is concerned with both theory and practice. The theory identifies the mental and cognitive processes involved in both oral and written translation: understanding the text, deverbalizing its language, re-expressing sense. 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.

The process of translating and interpreting from one language into another is regarded as a Meeting between Languages and Cultures. The introduction to a range of theories and approaches seeks answers to essential questions: What is the true

nature of translation? What is the relationship between language, culture and translation? The study of the theory will inform the practice of translation.

In this *Handbook*, translation is viewed as a process of conveying messages (ideas, thoughts, concepts etc) across linguistic and cultural barriers.

From a sound research perspective translation studies are to be integrated with cultural studies of both source and target languages. Translation must be regarded as a response to a problem of communication between two language-bound cultural entities. The cultural dimension is crucial for adequate translation/interpreting.

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

It is our intent to provide interesting and stimulating materials that will guide the students to a better understanding of various aspects of translation theory 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 inherent components 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 effective 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,

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business, law, entertainment etc). A case study format is based on actual events involving real people in the Anglophone world.

Translation as *intercultural communication* is in the focus of the following lecture themes:

- Cultural Implications of Translation
- The Nature of Translation. The concept of equivalence.  
Word choice
- Culture, Pragmatics and Translation
- Style and Register in Translation
- Subject Area Knowledge in Translation Practice
- Gender-related translation techniques.