

MAIN CHALLENGES AND TOOLS FOR TRANSLATION OF CULTURAL REALITIES IN ENGLISH JOKES

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Anecdote is one of the few productive genres of modern folklore, where the national and cultural features of a certain linguistic cultural sphere are reflected. At the level of the text of the joke, norms of behavior, traditional worldview, social, psychological attitudes and ethnic representations are fixed.

The most important difficulty in translating anecdotes is the lack of background knowledge. Undoubtedly, many units of language communication, in the dialogue of two different cultures, receive some ethnic impression, not expressed within the ethnic group itself, with the dialogue of several of its representatives. The translation of communicative units expressing cultural situations, as in the case of the most equivalent vocabulary, often causes the interpreter a number of difficulties, especially when there is a lack of some background information already known. The main difficulty in translating is the identification of distinctive national and cultural components, and accordingly their transformation into an adequate verbal form.

Before starting to translate, it is necessary to comprehend an unfamiliar reality in the original, as it is expressed by the author and by what means he uses for this. The main goal is to bring to the reader's consciousness its semantic and semantic content. Unknown and unknown is most often someone else's reality. Most often it is introduced into the text of an anecdote when describing a new reality for the bearer of a given language. The realities characteristic of our people do not need to be understood, since the word "kvass" appeared in the text will not cause any difficulties for the Russian reader, "Maydan" – for the Ukrainian, "Tower" – for the English.

The realities of other cultures need not be thought out, since the reader, in connection with its use, has already developed a certain idea and a national attitude to it. All unfamiliar realities should be understood, if this corresponds to the idea and idea of the author of the joke being translated. For example, the following anecdote talks about Trans World Airlines, which serves 50 US cities and connects the United States with a large number of countries in Europe and the Far East.

TWA: How do you pick up TWA flight attendants?

A: With a fishing pole!

– How do you select employees of the airline "Tie-dublyu-hey"?

– We take them with a fishing rod.

When translating realities, you can use three main reception methods:

Calculating and semicylanning (incomplete borrowing) – that is, borrowing with a literal translation: Easter Bunny – Easter Rabbit:

– What does the Easter Bunny get for making baskets?

– 2 or 3 points like everyone else.

– What does the Easter Bunny get for each basket?

– 2 or 3 points like any other.

In this example, there is a complete match, a match of the value section, the characteristic units of the original language and the target language.

Of course, these methods do not limit the translation of realities; there are also other ways of transferring English realities into Russian. Possible descriptive translation and translation with a comment. The interpreter needs to correctly assess the situation in which he needs to translate and choose a more appropriate way of conveying the reality.

The main content of joking nominations is everyday reality, the sphere of domestic relations. A playful emotional assessment is caused, first of all, by deviations from the norm, standard, manifested in the appearance, actions and relationships of people. In the course of my research, I came to the conclusion that there are many ways to translate the humor from English into Russian, that an interpreter can outline the "internal form" with great caution and only in those cases when there is full confidence in the adequacy of the received translation. To achieve adequacy when translating text from one language (IJ) to another (AJ), the translator must use equivalent correspondences in the language to which the translation is made. Among the available language tools you need to find equivalents that will be adequate to the original.

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