
From Knowledge to Wisdom



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Contents

Linguistic Research

- A Contrastive Analysis of the Verb Phrase in English and Ɖɔgwo: Some Pedagogical Implications** 177
Paul Mbufong, Fontem A. Neba, Abianji Emmanuel
- Interpreting Semitic Protolanguage as a Conlag or Constructed Language I** 183
Edouard G. Belaga

Teaching Theory & Practice

- Teaching Effect of Contrasting Intonation Systems** 193
Hanako Hosaka
- On the Development of Novice English Teachers' Practical Knowledge—A Case Study of Two Novices in Nanchong No. 1 Middle School in China** 204
DENG Xiaofang, FENG Dan, YING Bin, CHEN Qian
- Speed Reading: Theory, Practice, and Research** 216
Binnan Gao

Translation Research

- The Emotive Component in English-Russian Translation of Specialized Texts** 226
Natalia Sigareva
- Cultural Differences and C-E Advertising Translation** 232
HU Chun-xiao

Literary Criticism & Appreciation

- The Cutting Edge Between Nationalistic Commitment (*Itizām*) and Literary Compulsion (*Itzām*) in Palestinian “War” Literature** 239
Dima M. T. Tahboub



The Emotive Component in English-Russian Translation of Specialized Texts

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In this paper, the author will focus on the emphatic component of specialized texts and discuss some issues of intercultural communication effectiveness in diverse socio-cultural context. Many emotional theories have already placed the major emphasis on investigation of cultural dimensions of emotions. It has been stated that emotions are greatly determined by the systems of cultural values. The way the emotions are displayed (or hidden) in different languages is crucial for verbalization of different emotional experiences. Thus, the translation techniques employed to bridge the communication between the selected cultures are of paramount importance in terms of cultural norms and regulations characteristic of different lingual communities. The author will argue that translation of technical texts from English into Russian presents a challenge from the point of view of consensual ideology which differs in respectful cultures in the discussed domain.

Keywords: socio-cultural context, emotive component, translation of specialized texts, translator competence

Introduction

It has been identified on the national level as the Russian economy becomes more closely integrated with the other countries of the world and in particular with the countries of the European Union, the need for trained professionals in translation of technical texts has been repeatedly noted by the relevant services in Russia and international organizations. The research was based on the experience acquired through the project training at Herzen University. The main result was to develop a consistent, coherent, and coordinated methodology of training that would determine the translation market value, providing a solid theoretical foundation to equip the students with conceptual tools, and giving them an ample opportunity to place more importance to the practical side of training. Special stress was laid on the socio-cultural approach of training which means acquisition of tricks from experts and interaction between participants of the group. Interdisciplinary approach was implemented in order to optimize the different types of learning. The learning process has to be active, linked to the situation and imbedded in a social context. University trainers create authentic professional situations involving students into real translation projects, which have the advantage to stimulate the motivation of the students to enlarge their theoretical background. The challenges of translation of scientific texts from English into Russian reveal not only the importance of documentary research and

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