

Batumi Shota Rustaveli State University

Faculty of Humanities

Department of Slavistic Studies

With the Right of Manuscript

Rusudan Turmanidze

The Verbal Representation of Background Knowledge in Media Texts and its Transition

Methods in Translation

Specialty – Linguistics (Translation Studies)

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Thesis Synopsis

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Introduction

The present work “The verbal representation of background knowledge in media texts and its transition methods in translation” deals with a very important problem in Translation Studies related to the issue of General Linguistics such as language economy principles.

While creating a text the translator has to consider prior knowledge of the addressee and looking for the linguistic unit, expressed verbally, fully (or explicitly). Other part of information which is known to the readers the translator uses the compression method.

The translation of newspaper articles deserve the special interest. The difficulties take place while translating the headlines according to Pragmatic view. The headline is confessed as the strongest sign of the text, in some cases - as a text equivalent. It has got lots of function, therefore, it causes the difficulties in the process of translation.

In the condition of International relations and globalization, the media has influenced on the formation of public opinions and political life. Accordingly, the study of media texts' translation have the particular concerns and importance.

The actuality of our dissertation is that media texts represent the most important place in linguistics. The ratio of explicit and implicit has not been studied yet. How to make the text understandable for the readers.

We will try to refer to the problems which happen in the process of translation, particularly the headlines. The translator has to do pragmatic adaptation, because of socio-cultural character to overcome the difficulties, especially when there is a big difference between two cultures.

The novelty of our work is that explicit and implicit information are less studied in linguistics, especially the ratio of different types of texts and the transmission in the target language. The Publicist texts were and will be the object of linguistic research, but it has not illuminated in terms of translating

Also should be noted that translation of realities, abbreviations and titles carry the implicit information.

The goal of our dissertation is to study the verbal representation of background information in media texts and to transfer it in the process of translation. In order to achieve the goal we had set the following specific objectives:

- 1) To deepen the background information and to specify its classification.
- 2) To define the explicit and implicit information and their ratio in different types of text.
- 3) To define the changes of ratio in the target language.
- 4) To analyze the difficulties while translating abbreviations.
- 5) To define the headline carrying implicit.
- 6) To analyze the stylistic, linguistic and cultural characteristics and pragmatic strategies of Georgian and English articles.

The theoretical value of dissertation is to define the concepts, such as: background knowledge, Linguo cultural, ethnic level, and the expression of explicit and implicit information. They are studied in the term of media texts examples.

The practical importance of the work is that it caused the great interest for philologists, interpreters, journalists and others.

The translation of abbreviation , realities and headlines can be used on practical subjects (theory and practice of translation, text linguistics, intercultural communication, etc.).

The objects of study are magazines and newspaper articles, bilingual leaflets in particular, Georgian banks', railway's, transport's brochures. (The Genre - informative posts, political review, feuilleton, advertising text, as well as the diversity of themes: business, political sphere, culture, sport, natural disasters, show business and etc.)

The methodology of our research is based on a complex methodology which ensures the effectiveness and the reliability of conclusion. The following methods are used in the process of research: linguistic description, comparative research, interpretation and generalization method, the method of analogy, interlanguage equivalence determination method.

The basic hypothesis of the research is the following: all types of texts are characterized to convey information by explicit and implicit methods .

Implicit reaches the highest point in business and professional texts, which is due to the similar background knowledge of the author and the addressee. The understanding in media texts, should not be exceed the "comprehension level", that is changing in translation. The implicit is transformed into explicit by making pragmatic adaptation.

Thesis volume and structure.

The work consists of the introduction, three chapters, nine paragraphs, conclusion and the list of literature. The introduction presents the main provisions of the study: outlines the purposes and objectives of the study, substantiates the relevance of the chosen topic and

scientific novelty of the research, as well as the methodological basis of theoretical and practical significance of the work.

The first chapter is dedicated to “the Essence and Classification of Background knowledge”: To translate the headlines, background Information takes the most important place. It is the part of mass culture and is well known in different societies. It makes clear to understand the idea of different topic and stylistic texts.

Mass culture and mainly newspaper articles are influenced to arbitrary changes in the language, and describe the structural, cultural and historical development of the modern tendency. Any text is a part of society, so background knowledge is required for adequate perception of the text. Modern adequate perception of the articles are only available when the text of the author and the reader have the same background knowledge, fragments are presented by the specific language units.

1.1 Background Knowledge as one type of Extra Linguistic Knowledge

A review of the theoretical works showed that background knowledge is an important part of the extra linguistic knowledge, which is well known to all or the most members of the society.

To perceive the individuals and events of the picture depicted on the first highlight are available to understand by background information, as well the explicit information is related to the the implicit.

In the formation of translation the translators have to consider the linguistic knowledge and extra linguistic factors. Background information plays the most important role in extra linguistic knowledge.

Background knowledge is one of the variety of cognitive category and extra linguistic knowledge. It represents the nation's socio-cultural background, which is more or less reflected in the language. That's part of the culture should be studied to understand the

original deeply. To transform these values by the source languages. "Extra linguistic knowledge" is used in Western literature, and the term "background knowledge" in Russian.

As E.Vereshagin and V.Kostomarov explained, the background knowledge is the speaker's or the listener's knowledge, which means in the process of communication. This knowledge is the basis of language relationship. Background knowledge is not verbalizing in daily relations. Background knowledge can be considered as "the general knowledge of participants communicative act ", which provides a mutual understanding in conversation (Vereshagin, Kostomarov 1990: 1)

I.Shein, considers that background knowledge is the product of a different type of knowledge, which affects on the process of communication, and our expectations that is the part of the communication. (I.shein 1990: 27)

1.2 Classification of Background Knowledge

Background information identifies and describes the history and nature of a well-defined research problem with reference to the existing literature. The background information should indicate the root of the problem being studied, appropriate context of the problem in relation to theory, research, and/or practice, its scope, and the extent to which previous studies have successfully investigated the problem, noting, in particular, where gaps exist that your study attempts to address.

Sufficient background information helps your reader determine if you have a basic understanding of the research problem being investigated and promotes confidence in the overall quality of your analysis and findings. This information provides the reader with the essential context needed to understand the research problem and its significance.

Depending on the problem being studied, forms of contextualization may include one or more of the following:

- Cultural -- placed within the learned behavior of specific groups of people.
- Economic -- of or relating to systems of production and management of material wealth and/or business activities.
- Gender -- located within the behavioral, cultural, or psychological traits typically associated with being male or female.
- Historical -- the time in which something takes place or was created and how that influences how you interpret it.
- Interdisciplinary -- explanation of theories, concepts, ideas, or methodologies borrowed from other disciplines applied to the research problem rooted in another discipline.
- Philosophical -- clarification of the essential nature of being or of phenomena as it relates to the research problem.
- Physical/Spatial -- reflects the space around something and how that influences how you see it.
- Political -- concerns the environment in which something is produced indicating it's public purpose or agenda.
- Social -- the environment of people that surrounds something's creation or intended audience, reflecting how the people around something use and interpret it.
- Temporal -- reflects issues or events of, relating to, or limited by time.

Background information can also include summaries of important, relevant research studies. This is particularly important if there is an essential or groundbreaking study about the research problem or a key study that refutes or supports your thesis. The key is to summarize for the reader what is known about the specific research problem before you conduct the analysis. This is accomplished with a general review of the foundational research literature [with citations] that document findings informing your study's aims and objectives.

Vinogradov designated that "Background information is the historical event", " It exist in real-period, but may become out of date and part of the past". Background knowledge, which is not taking place in the consciousness of people, is forgotten, so the knowledge can be divided into current and historical.

Long and short background information are important in the theory of translation. The first represents the basis of nation's spiritual and cultural life, which passes from generation to generation, is existed constantly. Despite the fact that disappeared from everyday life of nation, they still remain in people's consciousness "(Vinogradov 2001: 42).

We found the controversy of this two kind of background information in all the work, but there is not concrete criteria: It is sometimes bases on the memory of generations – an important information for one generation is short term, the information, which is transmitted from generation to generation is long. In this case, in our opinion, V.Vinogradov's view is more argumentative.

The example of long term background information:

July 4. It is a federal holiday

აშშ აღნიშნავს დამოუკიდებლობის მოპოვებას დიდი

ბრიტანეთისაგან, რომელიც თარიღდება 1776 წლის 4 ივლისით.

In [the United States](#), a federal holiday is an authorized holiday which has been recognized by the [US government](#). Every year on a US federal holiday, non-essential [federal government offices](#) are closed, and every federal employee is paid for the holiday. Private-sector employees required to work on a [legal holiday](#) may receive holiday pay in addition to their ordinary wages.

The Georgian kings: Vakhtang Gorgasali, Farnavaz, Erekle II and etc.

According to Vinogradov's view, the lexical units which convey the long-term knowledge of the background do not cause the difficulties to adopt the text. Most of them have been reported in different types of dictionaries. The case is different in brief background knowledge, which enters suddenly and is forgotten soon. Therefore it is not recorded in dictionaries. It comes with fashionable words, expressions, names of restaurants and cafes, the names of the idols. The brief background knowledge in literary works takes place in every epoch, that's why it causes the major difficulties in the process of translation. Especially when it comes to works of the last century (Vinogradov 2001: 42).

e.g. The names of the street, such as:

Gorki-Gorgiladze

Lenin- Gamsakhurdia

Stalin- Memed Abashidze

The announcement of Zurab Gurielidze is the example of brief background knowledge, which took place in Tbilisi in 2014.

Zurab Gurielidze : All is my fault

ზურაბ გურიელიძე: ყველაფერი ჩემი ბრალია (ზოოპარკის დირექტორი).

(<http://www.tabula.ge/ge/verbatim/97356-zurab-gurielidze-kvelaferi-chemi-bralia>).

Background knowledge is ambiguous. V.Vinogradov identifies three types of background knowledge:

1.The universal

e.g The Heel of Achilles

2.The regional background knowledge

e.g. Tbilisoba” in the capital of Georgia

3. Background knowledge is the socio-cultural information, which is typical for specific nation. It is reflected in the population and its language. It is important that this information is not only about the animals of the region or the recipes of the food. However, it is the part of the background knowledge. Background Knowledge is existed only one language.(Vinogradov 2001: 3).

e.g. Halloween in United Kingdom

Halloween is a celebration observed in a number of countries on 31 October, the eve of the Western Christian feast of All Hallows' Day.

However, such classification is imperfect and there is not given social - group knowledge that is defined for social –group, for example, doctors, lawyers and so on (Vinogradov 2001: 34) .

According to V. Vinogradov's explanation background information mainly involves specific historical facts and information about the organization of the government, its geographic peculiarities, ethnographic and folklore concepts (Vinogradov 2001: 36)

Our interest is to illuminate the issue in the process of translation. Background information is important to translate adequately designated E.Breuss in his his monograph "Theory and Practice of Translation (from the English language into the Russian language)" (Breus 2001: 42). As for the classification of background knowledge, Breus agrees to V.Vinogradov, and allocates:

1. Humanity background information (sunrise, sunset, and the layout of the planets, etc.).
2. Regional background information (property of desert, rules of behavior in storm, etc.);
3. National and cultural background information (The most important historical facts of the country, holidays, etc.).

It is possible to divide background information according to current of its duration. V.Kostomarov and E.Veresagin singled out actual and historical background information. In this regard, they do not agree with V.Vinogradovi, who believes that it is not useful to outline the short-term and the long-term background information , because the short-term is soon forgotten, but the nation's long-term information is the image attribute about the world (Chokha, Churchkhela, Satsivi and so forth.) .

Our empirical analysis of the material revealed that transitional group can take place in two groups of transition:

- a) Long firm background information (Samgori, Davit agmashenebeli, Natsarkekia, Tamadoba, and etc.)
- b) Long-stationary background information (collective farms, the Soviet system, Communal flat, and etc.).
- c) The Short-term information (Saturday's show, names of restaurants, popular shops and etc.

Thus, background knowledge is one of the most important competence of translators. It includes not only the basic knowledge and information about the source languages, cultures, but synchronic and diachronic aspects of common knowledge too.

1.3. Realia as the bearer of historical and national Color

The unaware of realities in the process of translation causes the difficulties. It is not possible to translate the word that is familiar but its definition has changed since the original publication. However, the translators should not be under the influence of foreign words, and do not search the realities in every words. To keep connotation and color are just as important as the semantic meaning of the word. So the choice should be considered by addressee of the text and its Pragmatic-aesthetic nature.

Knowledge of the language is the essential part of translation, however, the linguistic analysis is not the function of the translator. As M. Lederer noted translator's duty is to re-express the opinion. (Seleskovich, Lederer 2008: 30).

Geographical indications, domestic realities and standards of behavior do not help only in the process of translation, but also in the relations. This provides adequate linguistic relations.

General cultural and educational meanings are often degraded in the translation. However, the translation that are made by professionals as well non-professionals shows that only a good knowledge of the language without extra linguistic knowledge will be the object of incorrect translation. (Jilin 2005: 13)

If there are given the names of the officials, the translator is obliged to indicate the position of these people, even if it is not specified in the original, in order to manage the orient in context of the source language readers. An exception can be considered familiar officials of the source language.

According to I. Ignatev's opinion, one of the reasons of failure translation is the lack of background knowledge. Thus, we can conclude that translator of media texts must possess extralinguistic knowledge, first of all information of famous people, political parties and public institutions, the world's current events.

In any language, the linguistic system describes the human's, both external and internal world, which includes the practical experience of a single-speaking staff. The greatest difficulty in translation arises when the situation, which is described in the text has

not got the similar meaning in the target language, that is, when the source text describes the so-called. "Realities" (Barkhudarovi 1975: 94).

S. Vlahov. And S Florin offer the following classification of the realities: the subject, the time and location of the realities:

1. *Great Britain - ღოღო ბრიტანეთი..The object Realities combine geographical places (physical geography objects, the names of animals and plants in). Geographic names, usually are translated by Transcription / transliterated: Washington - Washington has (transliteration).*

2. The ethnographical *realities (the concepts that are related to the life and culture of the nation)*

ჭობს - Chokha

The realities are widely used in the mass media, that is why it is important for translator to know the political and public realities. (these are the concepts that are related to administrative-territorial arrangement). Such realities are translated by the way of transcriptions / transliteration, as well as descriptive, and the selection of analogues.

Background knowledge is the important part of extra linguistic knowledge which is often expressed implicitly, and this causes the problem in the process of translation. The classification of the background knowledge is very valuable for translation activities ((Harty Vinogradov, Vlahov). The realities are the essential part of background knowledge which carry the national-cultural and historical units.

Chapter II. The Way of Expression of Background Knowledge, Explicit and Implicit

Media Texts

Background information is closely related to the wider notion and more meaningful concept, such as implicit, the default information. The researchers combined text and speech precondition situation and Pragmatic relations, which facilitates his comprehension and expression of component (Vinogradov 2001: 39).

Pragmatical changes is due in the translation of idiomatic expressions and realities. In this case, it is not only essential for the translator to maintain the semantic or syntactic equivalence between the source and target languages. His/her goal is to achieve the same communicative effect of the original in the translation.

To adopt the text translator renders to change the implicit knowledge into the explicit. This information includes historical facts, material and cultural achievements, ethnographic concepts, and so on. All these are known as realities in the theory of translation. Translators often appeal to pragmatic adaptation in the translation of proper names, geographical names, cultural and everyday realities. To do this, they entered additional comments and clarifications, explanations or footnotes.

2.1 The Essence of Implicit and Explicit

P. Grice introduced the term implicit firstly. This term denotes the relationship which exists between two application where one of the truth, offers the second of truth. In addition, Grice distinguishes the implication into several inter-elements. For example, the sentence *Mary has a child and gets married*, the sentence shows that Mary has the baby and then get married. However, the same sentence, may be the truth, that Mary has the child after the marriage.

To elucidate the speaker's intention Grice's analysis has been revised and improved many times. The researchers were interested in this issue, such as: Stalnaker (1974), Schiffrin (1992), Blakemore Weizman (1989) and others. The opinions of scientists opposed to the views of Grice. However, we believe that the arguments against were not strong enough to weaken the implication of Grice's definition.

As we can see, the importance of implication is that it shows more than actually said. For example: *What time is it? The dairy woman has already come*. According to semantic theory, we can say that this is a dialogue that can be understood in the following way: *You*

can look at the watch and tell me what time is it? No, I do not know the exact time, but I can give you the information, which helps you to calculate the time - the dairy woman has come. It follows that, the concept of implicit is a bridge between two speakers.

Marco Ruch said: "The translators duty are not only the knowledge of language and linguistic competence, but the ability to use these in the process of inter- language communication (Ruch 1996: 46).

The explicit clearly expressed opinion that provides the mutual understanding in the process of communication. It shows the real picture. ([Http://www.thefreedictionary.com/explicit.](http://www.thefreedictionary.com/explicit))

Thus, to sum up the definitions of explicit and implicit, which are common in the scientific literature, and we used in the work. The following definitions are based on our research.

In the linguistic explicit is "opened and marked", the implicit - "hidden, compressed, predicted".

2.2 The Way of Expressing the Implicit and Explicit Information in the Texts

The major problem for the translator to express the idea is caused by the proportion of explicit and implicit. The translator has to know the culture, literature, economics, politics, and society of the nation. He/she has to solve which part of implicit transform into explicit. The translator has to make pragmatic adaptation to the target text (redirecting background knowledge). The source culture and the target culture carry different kind of background information. To transform implicit into explicit helps the reader to understand nuances of the text.

According to the information it should be noted that we share the way to express implicit information and we have assigned the in the text.

1) First of all, there are many units which are the signs of language economy.

A) Terms and professionalisms; Apazia- speech disorders due to brain damage / aphasia.

B) Abbreviations; NATO- North Atlantic treaty Organization, MP- Prime Minister, NGO- non-governmental organizations, ltd- Ltd., etc.

2) Implicit information is conveyed by metaphorical ways (in this case we find out about a metaphor as any graphic method):

3) *Strong signs of the text.*

A) *The title of the text;*

B) Text keywords.

4) Any text signs (precedent names, expressions; precedent.-texts).

So, the key words have got the particular influence in media text, they are the operate genre and carry additional information.

2.3 The Peculiarities of Media Texts

Explicit and Implicit in Media Texts

The media text is the text which has the strongest influence and demand in society . It makes the most important changes in the realization of language.

The sending information, is generally made to the recipient-oriented, which is sufficiently informed to understand message. In the case, if the sender make a mistake and recipient does not possess the necessary information, the communication will not be successful. As we mentioned above, the translator helps the addressee to overcome the difficulties .The translators have to use a variety of changes in the original text. This background knowledge can be national, cultural, or historical.

So the mass media texts are focused on the audience, It includes the explicit and implicit and they do not have to exceed the ratio of the so-called "level of understanding" (I.Zhinkin's term). E.g.

თსუ სტუდენტები გამოგონებას დუბაიში წარადგენენ

Georgian Students at DP(Dubai Port World) Worlds Dubai Mall Exhibition

Implicit achieve the highest level in the abbreviation and professional texts. In this, it is necessary to transform implicit information into explicit.

რა და როგორ შეიძლება შეიცვალოს DCFTA-ს ამოქმედების შედეგად ქვეყნისათვის და კონკრეტულად ქართული კომპანიებისათვის?

How, what and when will things change for the country and for Georgian companies as result of the DCFTA?

DCFTA - Deep and Comprehensive Free Trade Area

Professional texts:

aphasia- is an inability to comprehend and formulate language because of damage to specific [brain](#) regions.^[1] This damage is typically caused by a cerebral vascular accident ([stroke](#)), or head trauma, however these are not the only possible causes. To be diagnosed with aphasia, a person's speech or language must be significantly impaired in one (or several) of the four communication modalities following acquired brain injury or have significant decline over a short time period (progressive aphasia). The four communication modalities are auditory comprehension, verbal expression, reading and writing, and functional communication.

anoxia- means a total depletion in the level of [oxygen](#), an extreme form of hypoxia or "low oxygen"

Newspaper articles are influenced on the news that take place in society, that's why the short term background information is activated. At the same time, the conceptual notions of the nation are essential. Therefore the way of expressing implicit causes particular problems in the process of translation.

Chapter III

The Ratio of Implicit and Explicit in the Source and Target Texts

Modern humans live and work in the world of the text, so to perceive the text information is largely depend on the success of his professional and social position. Due to shorten the texts, part of the information is implicit which requires explanation.

The human is a member of national-cultural and socialism units, who absorbs a variety of concepts, cultural precedents, the tradition of the nation. Therefore, one nation's background information is different from others: The universal and regional background information includes national and cultural values of the units, which causes a big problem in the process of translation.

The formation of world's image is carried on during the development of nation and formed ethnic and mental characters. They are fixed in the memory of culture by the using of special linguistic signs. Since the ratio of the explicit and implicit and their verbal expression is changed in the process of translation. This is the biggest problem in publicism discourse analysis.

Hence it follows our works actuality. The theoretical significance is expressed by the studying and classifying background knowledge and its verbal representation in Media texts.

The best translation is required:

1. The accurate translation of original text.
2. To transfer and express the exact opinion briefly (this is typical for scientific style).

In the process of translation there are 3 essential aspects to transform the implicit into explicit:

1. The implicit in the source language stays implicit
2. The Implicit is changed into explicit.

3. When Explicit is changed into implicit.

Our research focused on the second type of ratio between explicit and implicit information. Semiotic difficulties encounter in translation of implicit information. Any statements contain conceptual implicit is much bigger than the formulation, which is used to convey them in the target language. It is easy to understand the idea from linguistic forms by the realizing implicit completely. The translator of the text makes cultural adaptation

3.1. Genre specification of the source texts and translation problems of Media Texts

The translator's duty is to express an opinion without any likeness. He/she has to find an equivalent, which will make clear the essence of the source text for those who only relies on translation (Seleskovich, Lederer 2008: 41).

It is known that the genre of newspaper is different from other journalistic style because it applies only the print method and function is to impact on the audience.

The written communication demanded a lot from the newspaper genre, and its spaces.

First of all, in our opinion, this way of communication requires to maintain the transfer of information fully and successively, at this time the author and the reader are in different intervals of time. We can say that this is main reason to separate the newspaper genre space independently. It includes:

1. Information genres:

- Chronicle;
- information (Short note);
- interview
- Report (thematic, comments); 'Passenger's records;
- Review;
- Reports (events, thematic,);

2. Analytical genres:

- Correspondence;
- Article (troubled, critical);
- Review (literature, movie, theater);
- Artistic-publicist:

The description of the event is the most important in informational genres.

As for the analytical genres, there are possibilities to illuminate the events deeply.

Thus, the most important is the author's views about the facts which helps him/her to describe the event picturesquely

3.2 The Translation Peculiarities of Abbreviations

The abbreviation is acceptable for a spoken language, newspapers and magazines too. They are often used in written or oral texts. For example, MTV is more acceptable than the Music Television.

Abbreviations consist of implicit information and they are often used in Russian and English languages, but is less typical for the Georgian language. That's why we meet the difficulties in the process of translation, because there isn't the exact form of abbreviation. We translate the full nomination of it.

The case is rare when foreign language abbreviation is so widely spread that is entered by the same phonetic. For example:

A) NATO - North Atlantic Treaty Organization - ნატო

B) The abbreviations which do not require the explanation. For example:

C) 6 Reasons Why You Should Watch Artarea TV.

TV -Television (closer 2014/4/5:28)

E). SMS service for legal entities-

Sms- *short message service* .

F) *THE HOST OF THE EVENING WAS TBC BANK VIP SERVICE*

VIP- a very important person (closer 1/1: 58).

G) Ana Gedenidze. 30 years old, HR Manager

HR- HUMAN RESOURCES

As for the translation of the opposite direction (from the Georgian language into English) - Georgian Abbreviations are so much unknown for foreign cultural environment that they are mostly lost in the process of translation. E.g

ოსუ სტუდენტები გამოგონებას დუბაიში წარადგენენ

Georgian Students at DP(Dubai Port World) Worlds Dubai

Mall Exhibition.

In this case, the lexical transformation – generalization is used. TSU instead of - Georgia, etc.

There are cases when abbreviation is transformed by the content. For example:

A LITTLE ABOUT THE NEW DEPUTY CEOs

CEO- Chief Executive Officer (2014/4/5 closer:14).

1. GEEP-Georgian Energy Efficiency Program-

2. EBRD-European Bank for Reconstruction and development

3. 35 US dollars-United States- 35 მილიონი აშშ დოლარი.

4. BP- British Petroleum.

In conclusion, we can say that there are abbreviations that do not require an explanation, such as:

USA- United States of America

FBI –Federal Bureau of Investigation

NATO–North Atlantic Treaty Organization

NGO-nongovernmental organization

Ltd-Limited

Prof-Professor

Rd – road

St – street

Abbreviations, which needs explanation. e.g:

COO----A chief operating officer

CMO----A chief marketing officer

ACCT - Account

CAO - Chief Accounting Officer

BDC - Business Development Company/Council

The analyzed examples allow us to identify three types of abbreviation:

1. The abbreviation which does not need explanation.
2. Less familiar abbreviation.
3. Less known abbreviation which make the problem in the process of translation.

So, The translator's duty is to consider the audience. Implicit information is the part of background knowledge, which is often used in English and Russian languages. They are less

characteristic in the Georgian language, so when it demands to translate the abbreviation of the source language (in this case - English) is given in the target language (in the case of Georgian language) with full nomination.

3.3 The Translation problems of Media Text Headlines

The title of the article should be short, concise and meaningful at the same time, it has to carry the emotional impact on the reader. The function of the title is to attract reader's attention, therefore, it does not often convey the content fully. This function has the subtitle, which gives a brief summary of the article.

The lexical-grammatical and stylistic – transformations are required in the process of title translation. Newspaper articles original or translated should be understandable and protect linguistic norms. These imply the changes of additional words and grammatical structure. It makes the adequate translation.

There are a lot of difficulties in the translation , which sometimes requires the creative of translator. These problems exist in a lexical and syntactic level .

Therefore,the title is the strongest sign of the text and expresses the main idea. The compressed title, which attracts readers, includes deep content. Its linguistic units have a special meaning, and it creates difficulties in the process of translation.

The translation of newspaper headlines is less studied in Georgian publicistic. It consists the element that attractes the attention of readers, which combines the functions and influence of information and, it requires to express the idea clearly from translator.

Conclusion

According to the research we achieved the following conclusion:

A review of the famous scientists theoretical works showed that background knowledge is an important part of the extra linguistic knowledge, which is well known for all members of the society.

To perceive the events and humans from the picture are connected to the background scene, as well the explicit information is directly related to the implicit.

Our empirical analysis of the material revealed that V.Vinogradov and other scientists baselined two groups of background information (long-term and short-term background information).

a) The firm Long-term information (Samgori, Davit Agmashenebeli, Natsarkekia, Tamadoba and etc).

b) The rolled background information (the collective farm. Soviet Union, communal flat. And etc).

c) The Short-termed background information (The shot of Saturday, The names of the restaurants. Popular shops and etc).

In the linguistic the meaning of explicit is clear, open and marked” and implicit is hidden, compressed and predicted. Explicit information refers to the meaning of the word which are fixed in the dictionaries, and (who knows language) is understandable for readers. Explicit information requires no additional substantive changes. .

Implicit information is the result of humans subconscious work, it functions in language and speech, and expresses the meaning which becomes clearer from the situation. Implicit information is not fixed in dictionaries, but is perceived from the interpretation of texts.

We share the main importance of implicit expression and attributed a wide range of the text.

- 1) First of all, there are a lot of units which help to hide the information, they are marks and consists of the vast amount of information.

a)The terms and professional;

b) The abbreviations

2) The main part of Implicit is conveyed by the metaphorical ways (in this case we get about a metaphor as any graphic method):

3) The Strong signs of the text (According to the Lukin's Theory).

a) the title of the text

b) Text keywords;

4) Any text reminiscents (case names, expressions; case-texts).

Media texts are the kind of text, which is the most high demanded because they are performing in the society and making the most important realization in the function of the language. Media-text is a poly-functional entity and main functions are: to inform the function, and the function of the ideological influence, which will be revealed by the engaging of the recipient in mass media.

The title is the most important sign of Media Texts, Media texts is an important sign of the title, which is multifunctional and full of background information. These make it difficult to translate.

The large share of implicit information is stipulated in Media texts. The mass media texts are focused on the audience, the explicit and implicit methods must not exceed "the level of understanding" (I.Zhinkin).

The newspaper articles are operatively influenced to the news happened in the society, that is why there is often activated short-term background information. At the same time,

The most important features are the values of nation, the linguistic picture of the universe in conceptual notions.

The expression of implicit information has the main place in media texts and it causes the difficulties in the translation. The translator has to consider not to translate only new information, herewith predicted information too.

Abbreviations are the part of implicit that are often used in English and Russian languages, they are less typical for the Georgian language, therefore it is occurred the case in translation where the source language (in this case - in English or Russian) abbreviation is conveyed to the target language (in our case - the Georgian language) full nomination.

It is rather rare occasions when foreign-language abbreviation is so widespread that the Georgian language is translating according to the phonetic (for example - NATO). As for the translation of the opposite direction (from the Georgian language in English) - Georgian Abbreviations are so much unknown for the foreign cultural environment that it is lost in the translation, and is used lexical transformation - generalization.

The title is the strong sign of the text and expresses main idea and thought; It is compressed variant of the text. The deep content of a title creates difficulties in the process of translating. We have to consider not only informational function of the title but the increasing influence of it in publicistic texts. It attracts readers' attention.

The difficulties of newspaper headlines in the process of translating are less studied in the Georgian publicism. The headline is the part of the article which firstly attracts readers' attention. It combines the function of information and demands to express the idea clearly.

The implicit-explicit distinction is applied to knowledge representations. The knowledge is taken to be an attitude towards a proposition which is true. The proposition itself predicates a property to some entity. A number of ways in which knowledge can be implicit or explicit emerge. If a higher aspect is known explicitly then each lower one must also be known explicitly. This partial hierarchy reduces the number of ways in which knowledge can be explicit. In the most important type of implicit knowledge representations merely reflect the property of objects or events without predicating them of any particular entity.

In the process of translation there are 3 essential aspects to transform the implicit into explicit:

1. The implicit in the source language stays implicit (21%).
2. The Implicit is changed into explicit (74%).
3. When Explicit is changed into implicit (2%).

Our research focused on the second type of ratio between explicit and implicit information. Semiotic difficulties encounter in translation of implicit information. Any statements contain conceptual implicit is much bigger than the formulation. It is easy to understand the idea from linguistic forms by the realizing implicit completely. The translator of the text makes cultural adaptation.

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