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TRANSLATION TRANSFORMATIONS (THE CASE STUDY OF THE LITERARY BIOGRAPHY “STEVE JOBS: A BIOGRAPHY” CHAPTERS (SUBCHAPTERS) TRANSLATION). PART 1

The use of various translation transformations is quite common for a translator who skillfully uses the resources of the languages of the texts on which he/she is working. The question of the application of translation transformations generates interest in academic circles, both domestic and foreign scientists, as the achievement of an adequate translation appears to be the main goal of any translator. The accurate reproduction of the source language into the target one directly depends on the use of translation transformations by the language intermediary.

The purpose of our research work is to analyze the translation transformations used while translating the titles of chapters and subchapters of the literary biography “Steve Jobs: A Biography” from English into Ukrainian with an emphasis on certain features of Steve Jobs’ personal self-identification that distinguish this famous personality among the people surrounding him. This is our first attempt to deal with the translation aspect. Translational transformations based on the classifications of L.S. Barkhudarov and V. Karaban have been analyzed.

The article draws attention to the fact that most of the translation transformations emphasize Steve Jobs’ contradictory character, his manner of controlling everything and believing that it is enough to want something very much and it will happen, his charisma, individuality, the strong man’s view of self-knowledge and the surrounding world.

It has been noted that translators resort to lexical and grammatical transformations, among which we distinguish specification, generalization, modulation, replacement of the syntactic structure of the original as well as a part of speech. For reasons of space of this paper we cannot outline all types of lexical and grammatical transformations being used in the target language of the titles of all forty-two chapters of the literary biography. We see it as promising to continue the work in this direction and to dwell separately on the peculiarities of the translation of certain passages of the text itself to describe the speech characteristics of S. Jobs as a metasymbolic linguistic personality.

Key words: *literary biography, chapter (subchapter), Steve Jobs, translation transformations, speech portrait of a character, self-identification.*

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ПЕРЕКЛАДАЦЬКІ ТРАНСФОРМАЦІЇ (НА МАТЕРІАЛІ ПЕРЕКЛАДУ НАЗВ РОЗДІЛІВ (ПІДРОЗДІЛІВ) ЛІТЕРАТУРНОЇ БІОГРАФІЇ “STEVE JOBS: A BIOGRAPHY”). ЧАСТИНА 1

Вживання різних перекладацьких трансформацій – це звичайна справа для перекладача, який вправно застосовує ресурси мов текстів, з якими він/вона працює. Питання застосування перекладацьких трансформацій породжує зацікавленість в наукових колах як вітчизняних, так і у зарубіжних учених, адже досягнення адекватного перекладу постає головною метою будь-якого перекладача. Точне відтворення тексту оригіналу іншою мовою прямо залежить від використання мовним посередником перекладацьких трансформацій.

Мета нашого наукового доробку полягає в тому, щоб проаналізувати перекладацькі трансформації, які застосовуються при перекладі назв розділів і підрозділів літературної біографії “Steve Jobs: A Biography” з англійської мови на українську з акцентом на певні штрихи особистісної самоідентифікації Стіва Джобса, які відрізняють цю відому особистість серед людей, які його оточували. Це перша наша спроба звернутися до перекладацького аспекту. Перекладацькі трансформації проаналізовано з опорою на класифікації Л.С. Бархударова та В. Карабана.

У статті звернено увагу на той факт, що більшість перекладацьких трансформацій підкреслює суперечливий характер Стіва Джобса, його манеру все контролювати та вірити у те, що достатньо лише чогось дуже сильно хотіти, і це відбудеться, його харизму, індивідуальність, погляд сильної людини на пізнання себе та оточуючого світу.

Було зазначено, що перекладачі вдаються до лексичних і граматичних трансформацій, серед яких виокремлюємо конкретизацію, генералізацію, модуляцію, заміну синтаксичної структури оригіналу та заміну частини мови. Обсяг даної статті не дає можливості окреслити всі види лексико-граматичних трансформацій, які використовуються при перекладі назв усіх сорока двох розділів літературної біографії, тому перспективним вбачаємо продовжити роботу у цьому руслі та окремо зупинитися на особливостях перекладу поодиноких пасажів самого тексту з метою опису мовленнєвої характеристики С. Джобса як метасимволічної мовної особистості.

Ключові слова: літературна біографія, розділ (підрозділ), Стів Джобс, перекладацькі трансформації, мовленнєвий портрет персонажа, самоідентифікація.

Defining the problem and argumentation of the topicality of its consideration. The modern process of globalization has affected translation as a specific type of bilingual communication, which not only reflects a multifaceted creative process, but also contains a number of difficulties. One of the major topics to be investigated in this field is the ability to apply translation transformations and analyze the results of interlanguage transformations, comparing the source and the target languages.

There are growing appeals for resorting to certain changes when translating from the source language into the target one. This is due, first of all, to the peculiarities of each language – linguistic and extralinguistic carrying information about speakers’ culture, everyday life, customs and traditions as well. The translator’s main task in achieving the equivalence of the original is to use various translation transformations skillfully so that the target language conveys the key message contained in the source language most accurately. Translation transformations are translation methods that can be used while translating different sources in case the dictionary correspondence of the structure is missing or cannot be used according to the conditions of the context.

Research analysis. The process of transferring information from one language to another and its accuracy and adequacy for full communicative intention have always interested both domestic and foreign scientists, as evidenced by a number of modern studies, most of which are devoted to English-Ukrainian translations. In the focus of our attention is the literary biography “Steve Jobs: A Biography” by W. Isaacson and its translation into Ukrainian. Therefore, we have concentrated our attention mainly on the scientific works focused on the identification and clarification of translation transformations in literary texts in which both speech portraits of characters and the idiolect of a certain author are in the foreground.

For example, M. Berezhna’s research is devoted to the speech portrait of characters in both printed and audio media works of art and the peculiarities of

the reproduction of some components of this portrait in translations (Berezhna, 2017). In another of her scientific works M. Berezhna aims to determine the type of S. Jobs’ linguistic personality by psychotype and level of communicative competence in the source and translated texts (Berezhna, 2019). The author proves that in the Ukrainian translation of 2012 (Aizekson, 2012) the speech characteristic of S. Jobs as a metasymbolic linguistic personality is often preserved thanks to an almost literal translation. However, in some cases, the content of the message is distorted or reproduced inadequately. As a rule, this happens when the translator is not familiar with computer terminology, does not understand metaphors or allusions, or replaces them with others, neglecting certain nuances. It changes the image of the main character in the target language to some extent, creating a reader’s somewhat false impression of S. Jobs’ personality. In the source language the figure of S. Jobs appears as a remarkable strong linguistic personality, which significantly influenced the standards of public speaking and presentations. In Ukrainian version, due to the reader’s lack of the necessary background knowledge, S. Jobs’s image takes a simplified shape to a certain degree (Berezhna, 2019: 23).

In numerous papers the speech of the main characters of literary works in parallel texts (Lysychenko, 2017), (Rebenko, 2009) or reproduction of the author’s idiolect (Muratova, 2014) are the objects of the research.

N. Romanenko and T. Holovatyuk, for example, have focused attention on translation grammatical transformations of the syntactic and morphological levels in the Ukrainian interpretation of S. King’s novel “Under the Dome”, having identified the most productive transformations and clarified the reasons for their appearance in the target text (Romanenko, Holovatiuk, 2018).

The main objective is to analyze the translation transformations used when reproducing the titles of chapters and subchapters of the literary biography “Steve Jobs: A Biography” from English into Ukrainian with an emphasis on certain features of

Steve Jobs' personal self-identification distinguishing him from others.

Presenting main material. The first edition of the literary biography in Ukrainian was published in 2011 by the Kyiv publishing house "Bright Star Publishing", the translators being Nadiika Herbish, Liubomyr Krupnytskyi, Olesia Kravchuk and Olena Tretiachenko-Renner; editor and proofreader is I. Kryvosheina (Aizekson, 2011). The second edition was published the following year (Aizekson, 2012). We analyze the first edition of 2011 (Aizekson, 2011). Let us note that in 2015 Walter Isaacson's new book "Steve Jobs: The Exclusive Biography" was published (Isaacson, 2015). It is a kind of reprint of the book "Steve Jobs: A Biography". Its idea seems to be connected with a lot of comments from both ordinary readers and famous personalities (Book review of Walter Isaacson, 2023). Piero Scaruffi, an Italian-American freelance software consultant and university lecturer who maintains a music website on which his reviews are published, is the author of "A History of Silicon Valley". He states that "Jobs had mostly copied other people's ideas, but turned them into existential issues" (Book review of Walter Isaacson, 2023).

The analysis database consists of the titles of chapters and subchapters in the source language and the corresponding titles in the target language. The analyzed translational transformations are based on the classifications of L.S. Barkhudarov and V. Karaban (Karaban, 2004).

It should be stated that most of the titles of chapters and subchapters are reproduced with the help of a literal translation. For example, chapter 1 "Childhood" – «Дитинство»; chapter 2 "Odd Couple" – «Дивна парочка», etc. But when reproducing some other titles translators resort to various types of transformations. This is where we focus our attention.

The third chapter of the literary biography is titled "The Dropout" (Isaacson, 2011: 47), the Ukrainian version – «Біла ворона» (Aizekson, 2011: 54). One of the subchapters of this chapter is also called "Dropout" and has a complete equivalent – *відрахування*. Translators turn to generalization, emphasizing Steve Jobs' certain characteristics, distinguishing him from others by his behaviour, and that is why he is called a white crow: MADNESS, PASSION and OBSTINACY, ACCEPTANCE OF A CONSIDERED AND REASONABLE DECISION, PERFECT, BASIC, and POWERFUL LOOK AT SELF-KNOWLEDGE motivated by his FANATICISM, CREATIVE SEARCH FOR HIMSELF, etc.

The ninth chapter is titled "Going Public" (Isaacson, 2011: 105), the version of the Ukrainian

translation, accordingly, is «Відкрите Акціонерне Товариство» (Aizekson, 2011: 130). *To go public* is an idiom meaning *to make something known that was secret before* (Cambridge Dictionary, 2023). In another dictionary we find such a definition – *to become a publicly owned company by issuing shares for sale to the public* (Collins Dictionary, 2023). The fact is that «Українське відкрите акціонерне товариство» has the English equivalent *Public Limited Company*. Within lexical transformations, we note that lexeme *public* reproduces the essence of *public limited company*. In the source language we find the confirmation of this thought through the use of the construction *take public*. It undoubtedly appears synonymous with the idiom *to go public* by the definition of the Free Dictionary by Farlex (*to sell shares in a company to the general public* (The Free Dictionary by Farlex, 2023): "*Less than four years later they decided it was time to take it public*" (Isaacson, 2011: 105) – «Менше ніж за чотири роки по тому вони вирішили, що настав час перетворити компанію на відкрите акціонерне товариство» (Aizekson, 2011: 130). Thus, we observe that the gerundial construction in the English version is changed to a purely nominative one (*Відкрите Акціонерне Товариство*). It indicates the use of grammatical transformation (replacement of the syntactic structure of the original).

The tenth chapter of the literary biography has a double title: "THE MAC IS BORN. You Say You Want a Revolution" (Isaacson, 2011: 110). It is about the conflict between Steve Jobs and Jef Raskin over the Macintosh project, as a result of which Jobs took over the leadership of the project, which led to success: "*Jef was pretty firm and stubborn, and Steve was right to take it over. The world got a better result*" (Isaacson, 2011: 113). The essence of the contradictions is twofold: it is not only a purely technical and philosophical basis, but also a conflict of characters of two people. Such inconsistency, in our opinion, is reflected in the semantics of the word *revolution* – *a very important change in the way that people do things* (Cambridge Dictionary, 2023). The meanings of the lexemes *vindication, disagreements, competition, conflict, clashes of personality* enrich the semantics of *revolution* to a certain degree. The revolution began and had world recognition through Jobs' CHARISMA and CORPORATE CLOUD: "*When Steve turned the Mac into a compact version of the Lisa, it made it into a computing platform instead of a consumer electronic device*" (Isaacson, 2011: 114).

In the target language we have the following reproduction of the title of the chapter –

«Народження Макінтош. Революцію замовляли?» (Aizekson, 2011: 137). We observe the grammatical transformation of the replacement of a part of speech – the verbal construction *is born* is replaced by a noun *народження*; the affirmative sentence *You Say You Want a Revolution*, correspondingly, is changed by the interrogative one – *Революцію замовляли?* (replacing the syntactic structure). We believe such a question is allegedly rhetorical, on the one hand; on the other hand, it again emphasizes Steve Jobs’ contradictory character, his manner of controlling everything and believing that it is enough to just want something very much, and it will happen – to create an incredibly cool computer: “*Once again it was a clash between Raskin’s desire to keep the Mac’s price under \$1,000 and Jobs’s determination to build an insanely great machine*” (Isaacson, 2011: 112).

We return again to the source and target languages of this part of Steve Jobs’ biography. In our opinion, we are dealing with modulation (sense development) – the replacement of a word or phrase of the source language by a unit of the target language, the meaning of which is a logical consequence of the meaning of the source language. In the original version this is a verbal phrase *Want a Revolution*, the translation being – *Революцію замовляли?* In this case, the sense development becomes necessary while translating. Logical and semantic processes help to establish which semantic structure intersects with the structure of the original text – the conception of new ideas (CREATING A NEW PRODUCT), Steve’s INDEPENDENCE and INDIVIDUALITY, THE DESIRE TO BE KNOWN ALL OVER THE WORLD – TO BE A REVOLUTIONARY. Our thoughts are supported by the great historical project, which has the same title as the chapter of the biography – *You Say You Want a Revolution* (You Say You Want a Revolution, 2023). This title is also similar to the title of the Beatles’ song (Beatles, 2023) and the historical treatise (Chirof, 2023). This issue is also raised in the field of education (You say you want a revolution?, 2023).

The eleventh chapter is titled “The Reality Distortion Field” (Isaacson, 2011: 117), the Ukrainian equivalent is «Ефект Викривлення Реальності» (Aizekson, 2011: 147). We confirm that the term “The Reality Distortion Field” was “firstly used by Bud Tribble at Apple Computer in 1981, to describe company co-founder Steve Jobs’s charisma and its effects on the developers working on the Macintosh project” (Reality distortion field, 2023). Bud Tribble is Apple’s vice president of Software Technology now.

We have found only the Russian equivalent of the English one while searching the Internet – *поле*

искажения реальности. The Ukrainian equivalent in the form of *поле викривлення реальності* can be found in the article «Вибач, Джобс! Українське поле викривлення реальності» by Yu. Diuh (Diuh, 2012). This term means “the special atmosphere that Jobs created, and his team believed and did impossible things” (Diuh, 2012). “Reality Distortion Field is not a mythical thing that only a few selected people can create, it’s a state that can be trained, mainly through a highly unusual mix of skills. They, together with self-confidence and the right attitude, can create an aura around the person where the burdens of impossible and possible are going to blur. People experienced such a state during Steve Jobs’ speeches, famously known as “Stevenotes” (In The Steve Jobs’ Genius World: Reality Distortion Field, 2023).

We think translators use lexical transformation of specification. They replace a word *field*, (“an area of activity or interest” (Cambridge Dictionary, 2023)), with the broader subject-logical meaning of the source language by the word *ефект* («дія, наслідок, результат певних дій» (Efekt, 2023)) with the narrower meaning of the target language. To our mind, this is a successful replacement. In the text of the literary biography “Steve Jobs: A Biography” we find the verbal confirmation of the effectiveness of Steve Job’s reality distortion field as he was extremely affectionate of his visions and was able to affect and change other people: “*The reality distortion field was a confounding mélange of a charismatic rhetorical style, indomitable will, and eagerness to bend any fact to fit the purpose at hand,*” he said”; “*Amazingly, the reality distortion field seemed to be effective even if you were acutely aware of it. We would often discuss potential techniques for grounding it, but after a while most of us gave up, accepting it as a force of nature*” (Isaacson, 2011: 118). One more evidence one can find while “Stevenotes” being explained: “*His passion, charisma, and way of describing new functionalities had a highly convincing effect*” (In The Steve Jobs’ Genius World: Reality Distortion Field, 2023).

Conclusions. In summary, this paper argues that the translators, reproducing the titles of chapters and subchapters of the literary biography “Steve Jobs: A Biography”, find a use for lexical and grammatical transformations, among which we distinguish specification, generalization, modulation (sense development), replacement of the syntactic structure as well as a part of speech. For reasons of space of this paper we cannot outline all types of lexical and grammatical transformations being used in the target language of the titles of all forty-two chapters of the literary biography.

It will be important that future research investigates other lexical and grammatical transformations not only the titles of the chapters (subchapters) of the literary biography “Steve Jobs: A Biography”, but also separate passages of the text itself to describe the speech characteristics of S. Jobs as a metasymbolic linguistic personality.

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