

GLOCALIZATION OF POPULAR SCIENTIFIC TEXT

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This article deals with the problem of the glocalization of popular scientific text. The author clarified the concept of «glocalization» and analyzed the characteristics of popular scientific text. The author concluded that the glocalization strategy gives an opportunity to preserve the specificity of the source culture and to make it comprehensible to the target audience in the process of translation.

Keywords: *glocalization, popular scientific text, realia, professional pedagogic vocabulary.*

Problem statement. The problem of translation strategies has been one of the most disputable for many years. Considering different strategies, scholars state that the cultural and linguistic specificity of the source text is lost when applying globalization strategy. Speaking of foreignization, they believe it moves the reader towards the author, whereas localization strategy moves the author towards the reader. Thus, applying any of them can bear some losses for translation process. However, glocalization strategy implements and «equalizes» all sociocultural characteristics.

The aim of this article is to clarify the idea of glocalization strategy, to consider the specifics of popular scientific text, and to provide appropriate translation of the fragments of the practical manual on this basis.

Recent research and publication analysis. The issue of translation strategies has been the object of research of the following scholars: Rolando Robertson, Beverly Adab, Theo Hermans, Edwin Gentzler, Anthony Pym, Lawrence Venuti, Maria Tymoczko, Friedrich Schleiermacher, Michał Borodo, Michael Cronin, Yu Gao, Bert Esselink.

To investigate the problem of glocalization, its notion should be first identified. Roland Robertson introduced the term «glocalization», which stems from the terms «globalization» and «localization». In a widely quoted definition of globalization,

Anthony Giddens claims that globalization is «the intensification of worldwide social relations which link distant localities in such a way that local happenings are shaped by events occurring many miles away and vice versa» (Giddens, 1990: 64). And one of the ways to link them is linguistic, which implies translation as a means of overcoming the distance between language differences through the mediator. The editors of the book «Translation, Globalisation and Localisation. A Chinese Perspective» Wang Ning and Sun Yifeng state that globalization is a synonym to internationalization, while other scholars argue that internationalization is the initial creation of a text, program, or website, diminishing cultural components in order to make it easy to localize and ready for being presented in different markets (Jiménez-Bellver, 2021: 100). Localization is the adaptation of the source text in the process of translation to make it meet the requirements of the locale. Thus, many scholars view globalization as cultural homogenization, namely a process in which one culture becomes dominant. In order to elaborate on the heterogenizing nature of globalization, Roland Robertson introduces the concept of glocalisation as «the particularization of the universal and the universalization of the particular» (Robertson, 1992: 177–178).

The next problem important for consideration when applying glocalization strategy is the style of the source text. The work I have been translating within the context of the research is a practical manual «Persona-doll as a means of social development of preschool children» written by Oksana Orikhovska, which belongs to popular scientific style. The language of popular science text is very close to general literary language, the percentage of terminology is much lower than in scientific prose, and most of the terms used are general. The main tasks and functions of popular science literature are not only to present new scientific information and substantiate it but also to draw the attention of non-specialists to the relevant issue. It presents only facts and statements, which an unprepared reader or listener can perceive (Четверикова, 2020).

The biggest concern for glocalization strategy is realia, as these are words inherent to a certain culture. That is why it is important to translate them in a way

easy for the target audience to perceive and not to lose the specifics of the source culture. Thus, the notion «*мурилки*» was translated as «*myrylkas (a short poetic rhythmic pieces of work that belong to childlore and are used by children to make up a quarrel)*». In this case, transcoding made it possible to preserve the specificity of the source culture. But in order to make it comprehensible, adaptive transcoding was applied, saving the singular form of the notion and adding grammatical means of plurality typical of the English language. And descriptive translation helped to convey the meaning of the notion.

Another matter, which we wanted to consider within the context of glocalization strategy, was languages and origins mentioned in the source text. The practical guide proposes the methodology «*Persona Dolls*» which presents each doll as a personality. Therefore, there were dolls of different origins, speaking different languages, mentioned in the source text. As the practical guide was written for Ukrainians, origins and languages were chosen in accordance with it. However, our task was to translate them, so that these origins and languages were suitable for various cultures. That is why generalization was applied:

Національність: українець. – Nationality: a local national.

Національність: полька. – Nationality: a foreign national.

Національність: турок. – Nationality: a foreign national.

Мова: розмовляє польською мовою – Language: speaks a foreign language.

Мова: розмовляє українською мовою. – Language: speaks a local language.

Мова: розмовляє англійською та українською мовами. – Language: speaks foreign and local languages.

Moreover, glocalization was used to translate the very names and surnames of the dolls. It helped to make «an unprepared reader» able to comprehend sentences easily, as the names became typical for one's perception:

Тарасенко Зоряна – Sarah Taylor

Ткаченко Олесь – Alan Thompson

Бойко Тарас – Terry Baker

Шевченко Леся – Alice Williams

Гавриленко Максим – Max Harris.

Besides, there is professional pedagogic vocabulary, inherent only in the Ukrainian pedagogic sphere, mentioned in the text. Thus, the term «виховання» was translated as «*personal education*». The source text belongs to the popular scientific style, which implies the use of general scientific terminology. Special terms are not typical of this style. That is why, although there is a special term «*vospitanie*» in English, used by foreign scholars in research on Soviet or Russian pedagogy, we have used a general term in the process of translation.

Conclusions. All things considered, it is expedient to use glocalization strategy in order to retain the specific features of the source culture and to outline these concepts to the target audience. It moves both author and reader towards each other. However, the style of the text should be also considered when applying translation strategies.

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