

TYPES OF PRAGMATICS

PRAGMATICS OF TRANSLATION

TYPES OF PRAGMATICS

depending on the ST character

LEVEL OF
PRAGMATIC
ADEQUACY

TEXT WITHOUT ANY SPECIFIC ORIENTATION

TEXT ORIENTED TO NATIVE SPEAKERS OF THE TL

INTERMEDIATE TEXT

TEXT ORIENTED TO NATIVE SPEAKERS OF THE SL

TEXT WITHOUT ANY SPECIFIC ORIENTATION

- scientific literature;
- a text that has nearly the same pragmatic value for recipients of both languages;
- pragmatics in translation is fully adequate.

TEXT ORIENTED TO NATIVE SPEAKERS OF THE TL

- informational and propagandistic materials addressed to foreign audience;
- normally authors of such texts should create them taking into account the implied reaction of foreign recipients;
- the pragmatics of translation is considered by an author → the task of a translator is simplified;
- to make some corrections in accordance with the differences between the SL and the TL.

INTERMEDIATE TEXT

- belletristic literature;
- a text originally addressed to native speakers of the SL, but which can also be studied by other audiences.

TEXT ORIENTED TO NATIVE SPEAKERS OF THE SL

- mass media local reports, local advertising;
- such texts are created with the accordance of the recipients' specific psychological traits, their background and peculiarities of the social and cultural surrounding.

