IRSTI 16.31

R.Z. Zhumaliyeva[1], A. Abdraimova[1]
[1]Suleyman Demirel University
Kaskelen, Kazakhstan

COMPUTER TECHNOLOGIES IN THE TRANSLATION OF MEDIA TEXTS FROM ENGLISH INTO RUSSIAN

Abstract. The novelty of this research lies in the fact that for the first time the study of the features of the translation of media texts of news topics distributed via the Internet is viewed through the prism of computer technologies named as machine translation tools and Translation Memory systems.

The purpose of this work is to study the features of the use of computer software in the translation of media texts distributed through the global Internet telecommunications network, within the tasks carried out by the texts as a means of communication, and to study the influence of these features on their translation. According to the authors, the use of automatic translators can significantly reduce the translation time by increasing the time for editing certain types of text.

Key words: news, automatic translation, translation program, lexical formalization, grammatical formalization.

***

Аннотация: Новизна этого исследования заключается в том, что впервые изучение особенностей перевода медиа-текстов, распространяемых через Интернет, рассматривается через призму использования компьютерных технологий, называемых инструментами машинного перевода и системами Translation Memory.

Целью исследования являлось изучение особенностей использования компьютерного программного обеспечения в переводе медиа-текстов, распространяемых через глобальную сеть интернет-телекоммуникаций, в рамках задач, выполняемых текстами в качестве средства коммуникации, и изучение влияния этих особенностей в процессе перевода. По мнению авторов - использование автоматических переводчиков может значительно сократить время перевода, увеличив время для редактирования некоторых типов текста.

Ключевые слова. Новости, автоматический перевод, программа перевода, лексическая формализация, грамматическая формализация.

***

Андатпа. Зерттеудің жаңалығы – Translation memory жүйелері және автоматты аударма деп аталатын компьютерлік технологиялар призмасы

арқылы қарастырылатын, ғаламтор арқылы таралатын медиа мәтіндерін аударудың ерекшеліктерінің алғаш зерттелуінде.

Зерттеудің мақсаты - ғаламдық ғаламтор-телекоммуникаларция желісі арқылы таралатын медиа мәтіндерін аударма барысында компьютерлік бағдарламалардың қолданысының ерекшеліктерін зерттеу, мәтіннің байланыс құралы ретінде міндетінің шеңберінде, сол ерекшеліктердің аудармаға әсерін зерттеу. Авторларға қатысты - автоматикалық аудармашылар мағынасын дәлелдеуге мүмкіндік береді, кейбір мәтіндерді редакциялау уақытын ұзарта алады.

Кілт сөздер: жаңалықтар, автоматты аударма, аударма бағдарламасы, лексикалық формализация, грамматикалық формализация.

Theoretical significance of the research is determined by its connection with the problem of studying media transfer in general and the laws of using software in the translation of news texts from the Internet.

The object of this research is media texts and their translations from English into Russian. The subject is the specific functioning of computer software used in the translation of news texts distributed via the Internet.

As an example, two automatic translation systems were chosen: Google and PROMT. Below are the samples of originals and translations typical for each system.

Table 1

Example of text translation with a high degree of lexical formalization and a large degree of grammatical formalization.

Source text	Google Translator	PROMT
Clear with temperatures falling into the mid 80s. Winds W at 10 to 15 mph.	Ясно, температура попадания в середине 80-х. Ветры от 10 до 15 миль / ч.	Ясный с температурами, падающими в середину 80-ых. Ветры W в 10 - 15 милях в час.

In both cases the automatic translation programs fulfilled their tasks successfully. The editor can only correct the pretexts and replace the incorrectly translated endings.

Thus, significant time savings are achieved. As shown in the figure below, 1 second of time is spent on translation; 10 to 15 seconds are spent for editing, depending on the automatic translation system (see Figure 1).

Saving time is 14 to 9 seconds for each task, and there is an opportunity to achieve even greater time savings by creating a fully automated translation system for such texts, which was proved by Canadian translators who created

the system of this class for the English-French-English translation, in which there was no need for the editing phase.

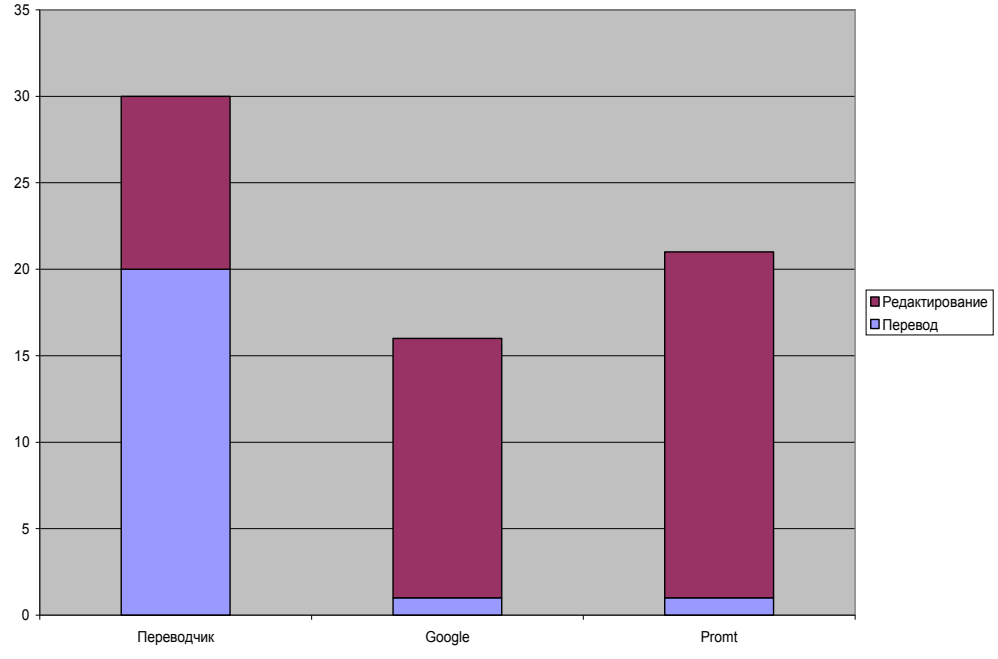

Fig.1. Comparison of time spent for a text with a large degree of lexical formalization and a large degree of grammatical formalization

Table 2

Example of text translation with less lexical formalization and a greater degree of grammatical formalization

Source text	Google Translator	PROMT
Ghana, brilliant in youth competitions, always threaten to burst on to the world stage at the top level, in fact being the best of Africa's 2006 contingent. However, their preparations have been struck down by the loss of midfield powerhouse Michael	Гана, блестящие в молодежных соревнованиях, всегда угрожает взрыв на мировой арене на высшем уровне, на самом деле является лучшим из 2006 контингента в Африке. Однако их подготовка была отменил потерей полузащитника	Гана, бриллиант на молодежных соревнованиях, всегда угрожает разорваться на мировой арене на главном уровне, фактически будучи лучшим из контингента 2006 Африки. Однако, их приготовления были поражены потерей

Source text	Google Translator	PROMT
Essien to injury. Add to that, the Black Stars are in a veritable group of death with heavyweights Germany, aspirants Australia and a deceptive Serbia, Ghana, too, will probably fail to get second.	Майкла Эссьена электростанции к травме. Добавить к этому, черные звезды в настоящую группу смерти с тяжеловесами Германии, Австралии и аспирантов обманчивой Сербия, Гана, тоже, вероятно, не могут получить второе.	электростанции центра Майкл Эссьен к ране. Добавьте к этому, Черные Звезды находятся в истинной группе смерти с тяжеловесами Германия, кандидаты Австралия и обманчивая Сербия, Гана, также, вероятно будет не в состоянии стать второй.

It takes more time to edit such translations than to edit translations made by a human translator, although these translations make it possible to understand the general meaning of the original text (Figure 2).

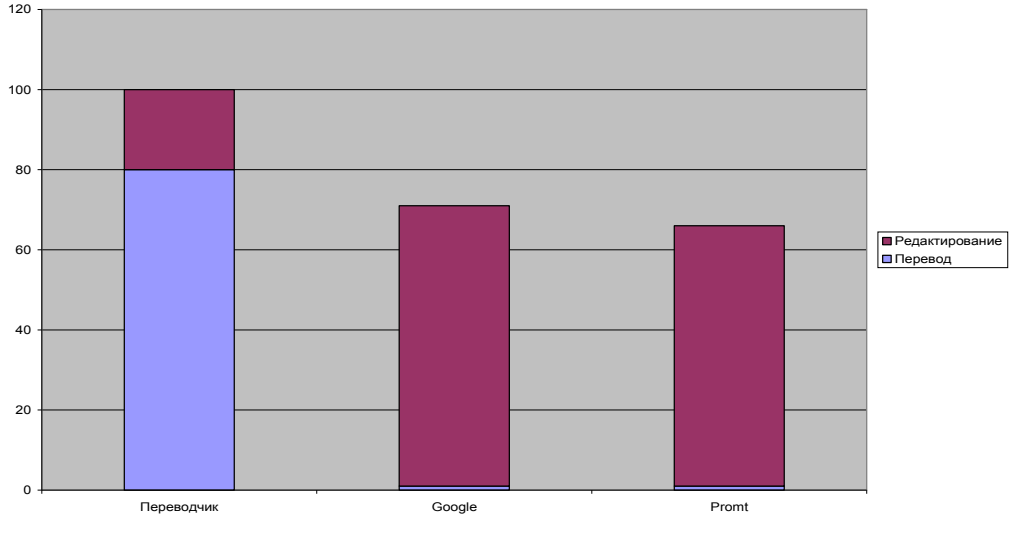

Fig.2. Comparison of the time spent for a text with a lesser degree of lexical formalization and a large degree of grammatical formalization

This type of editing can be applied in the lessons of translation practice and editing as an exercise for editing.

The same trend is maintained for other types of text (Table 3):

Table 3

Example of text translation with a greater degree of lexical formalization and a lesser degree of grammatical formalization

Source Text	Google Translator	PROMT
The Pentium D brand refers to two series of desktop dual-core 64-bit x86 processors with the NetBurst microarchitecture manufactured by Intel. Each CPU comprised two dies, each containing a single core, residing next to each other on a multi-chip module package.	Марка Pentium D ссылается на две серии настольных двухъядерных 64-разрядных процессоров x86 с микроархитектурой NetBurst производства Intel. Каждый процессор состоит из двух умирает, каждый из которых содержит одно ядро, проживающих рядом друг с другом на многих встроенным модулем пакета.	Pentium D марка обращается к двум рядам настольных двойных основных 64-битовых x86 процессоров с микроархитектурой NetBurst, произведенной Интелом. Каждый центральный процессор включал два, умирает, каждый, содержа единственное ядро, проживающее друг рядом с другом на многокристальном пакете модуля.

The translation from the Google translator in this case was better than from an interpreter, issued by PROMT.

Improving the translation made by the Google translator could not help but affect the time spent on editing the text (Figure 3)

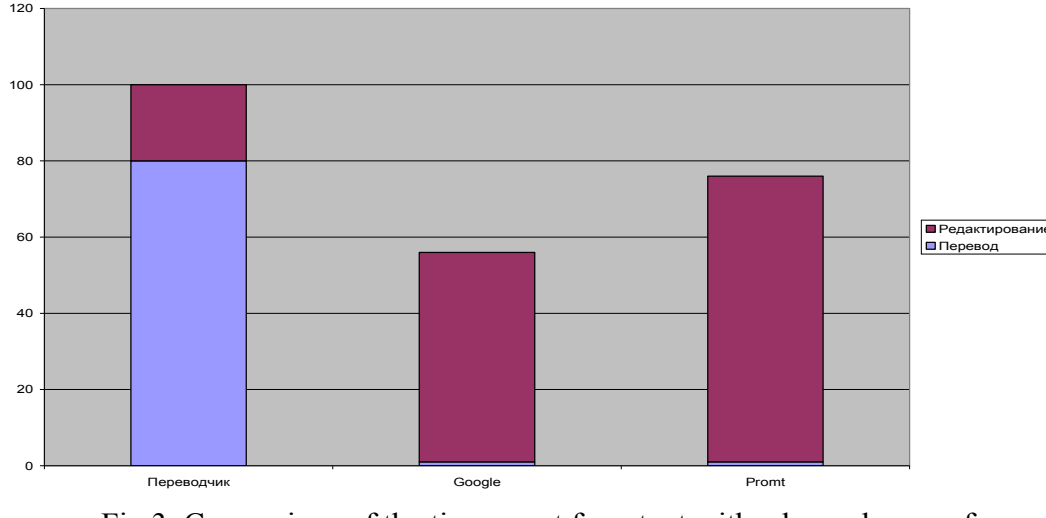

Fig.3. Comparison of the time spent for a text with a large degree of lexical formalization and a lesser degree of grammatical formalization

Based on the analysis of the above texts, we can give the following recommendations for improving the quality of automatic translations:

Avoid typos and spelling mistakes. The interpreter does not know how to fix errors and recognize incorrectly written words (special spelling checkers can be useful here).

Remember about punctuation marks. Missed or, conversely, an excessive punctuation mark can prevent an electronic translator from correctly understanding the syntactic structure of a sentence.

The end-of-paragraph marks (¶) are automatically deleted by the program and the lines are glued together into one. Therefore, always put a period (.) at the end of the sentences.

Note: as a rule, the electronic translator does not perceive words with the Russian letter ё, as well as words with accents.

Observe the case of letters. A small letter in a word may well become large (for example, at the beginning of a sentence), and this is taken into account when developing MP systems. The big letter, on the other hand, becomes small, rarely, and in most cases this is due to the formation of a new word, for example, when you change your name to the category of common nouns.

Try to use simple syntactic constructions with a direct order of words. For example, in the first place should go subject or his group (I, you, he, my cat, my boss, the son of my girlfriend). In the second place, the predicate expressed by the verb (I want, I know, I love). Then there are the circumstances expressed by different parts of speech.

Try to avoid skipping official words (even if it is allowed by grammar). Let us give one example. English translation: "Your e-mail address is the address other people use to send e-mail messages to you" translate into Russian and get not clear text: "Ваш адрес электронной почты — адрес другое использование людей, чтобы послать почтовые сообщения Вам." Now we will restore the single missing word - that: "Your e-mail address is the address that other people use to send e-mail messages to you" - and get the correct version: "Ваш адрес электронной почты — адрес, который другие люди используют, чтобы послать почтовые сообщения Вам."

Use only common abbreviations. Incorrect translation of a reduction is only half the problem.

Avoid slang expressions. This, of course, is not about the jargon of representatives of the criminal world. One side of the problem is that such words appear in the speech faster than they are able to fix the dictionaries. The other side is that it is not always advisable to add neologisms to the dictionary - as in the case with the word soap, which for most users of MP systems is still related to the designation of the economic product.

Based on the above, we can conclude that the use of automatic translators can significantly reduce the time for translation while increasing the time for editing on certain types of texts.

References:

1 Freedman, D. Internet transformations: old media resilience in the «new media» revolution //Media and Cultural theory / Curran, J., Morley, D. (Eds.). – London: Routledge, 2006. – P. 277.

2 Dobrosklonskaya, T.G. Voprosy izucheniya mediatekstov: opyt issledovaniya sovremennoy angliyskoy media rechi. – M.: MAKS Press, 2000. – 272 c.

3 Dobrosklonskaya, T.G. Mediatekst: teoriya i meto-dy izucheniya //Vestnik Moskovskogo universiteta. Seriya 10. Zhurnalistika. – 2005. – № 2. – S. 28-34.

4 Chen, S. Aligning Sentences in Bilingual Corpora Using Lexical Information //Proceedings of the 31st Annual Meeting of the Association for Computational Linguistics, Columbus, USA, 1993. – P. 9-16.

5 Carbonell et al. Context-Based Machine Translation. // Proceedings of the 7th Conference of the Association for Machine Translation in the Americas, Cambridge, August 2006. – P. 19-28.

6 Callison-Burch et al. Further Meta-Evaluation of Machine Translation. //Proceedings of the Third Workshop on Statistical Machine Translation, Columbus, Ohio, USA, June 2008. – P. 70–106.

7 Solovyeva, A.V. Professionalnyy perevod s pomoshchyu kompyutera. Spb.: Piter. 2008. – 160 s.