

ОСОБЕННОСТИ МАШИННОГО ПЕРЕВОДА ТЕКСТОВ ПО ТЕМАТИКЕ  
СПЕЦИАЛЬНОСТИ "СВЯЗИ С ОБЩЕСТВЕННОСТЬЮ"  
SPECIFICITIES OF COMPUTER-BASED TRANSLATION IN PR-ORIENTED DISCOURSE

В работе рассматриваются принципы машинного перевода специализированных PR-текстов на примерах одной лицензированной системы перевода PROMT и двух Интернет-переводчиков [www.worldlingo.com](http://www.worldlingo.com) и [www.freetranslated.net](http://www.freetranslated.net). Отражены основные ошибки, которые имеют место при использовании электронных систем. Проведён сравнительный анализ эффективности трёх систем перевода и выявлен наиболее оптимальный для использования PR-специалистами.

It is a well-known fact that the 21st century is the century of highly-technological devices. Mankind tries to mechanize every process which can be mechanized. People involved in work with foreign languages are not an exception. Electronic translators have already become a common thing today. There have been created many versions of such programs, which help people to translate difficult articles from one language into another without spending as much time as they used to do before. These programs are quite accessible either on CDs or in the Internet.

We decided to analyze advantages and disadvantages of electronic translators, which interpret English PR texts into Russian. So, we have chosen 3 programs and used them to translate an article concerning our major – Public Relations. This article contains specialized PR-terms and expressions and is a typical example of a written document PR-specialists usually deal with. These translators are X-translator (PROMT) on CD {1} and 2 online versions of free language translators: [www.worldlingo.com](http://www.worldlingo.com) {2} and [www.freetranslated.net](http://www.freetranslated.net) {3}.

Thus we would like to consider most frequent mistakes, which occur in the electronic translation. Let's enumerate them.

Each translator has its own vocabulary and different ones miss different words. However, we will illustrate only most common PR-terms and expressions in Table 1.

Table 1.

English/Proper Russian	X-translator (PROMT)	<a href="http://www.worldlingvo.com">www.worldlingvo.com</a>	<a href="http://www.freetranslated.net">www.freetranslated.net</a>
Press release/ пресс-релиз	Пресс-релиз	Отпуск, официальное сообщение для печати	Отпуск
Spin doctor/ спин доктор	Доктор вращения	Доктор закрутки, практикующий врач	Доктор закрутки
Branding/ брэндинг	Объявление	Затаврить	Затоварить
Address/ обращение	Обращение	Адрес	Адрес
Decision makers/ лица, принимающие решения	Изготовители решений	Лица, принимающие, решения	Лица, принимающие, решения
Target audience/ целевые аудитории	Потенциальные клиенты	Потенциальная аудитория	Пристреленные аудитории
Rapport/ связь	Взаимопонимание	–	-
Convey/ передавать	Передавать	Транспортировать	Транспортировать
Non-profit/ некоммерческий	Некоммерческий	Бесприбыльный	Бесприбыльный
Modern/ современный	Современный	Самомоднейшее	Самомоднейший
Public understanding/ общественное	Понимание публики	Общественное вникание	Общественное вникание

понимание			
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So, as we can see PROMT has translated 8 terms out of 11 correctly while 2 other translators have translated only 2 and 1 word correspondingly.

Participles I can be translated into Russian either as a noun or as a verb but electronic translators are not always able to identify the necessary part of speech properly (Table 2). English proper names are not declined that's why it is not possible for an electronic translator to choose the correct declension for the Russian variant of the word (Table 3). Present Simple can represent both present and future tenses but again no translator is programmed in a way to identify that (Table 4).

Now, we would like to enumerate mistakes which are distinctive for each translator.

We can't but mention that in English different forms of a word are used to make a chain. The X-translator (PROMT) interprets this chain straightly as it doesn't have a function needed to identify such chains. As a result in Russian we have a chain of different parts of speech, which is absolutely inappropriate. For instance, education, correcting, building, improving – образование, исправляя, строя, улучшая – д.б. образование, исправление, построение, улучшение. Another mistake is the wrong agreement between an adjective and two nouns with a compounding link. The X-translator (PROMT) relates the adjective only to one noun, whereas in Russian it must be related to both of them. For example, to earn public understanding and acceptance – заработать понимание публики и принятие – д.б. завоевать общественное понимание и принятие.

Table 2.

	English	Russian translated	Russian proper
X-translator (PROMT)	Followed by executing a program	Сопровождаемой выполняя программу	Сопровождаемой выполнением программы
www.worldlingo.com	Function of managing communication	Функция, управляя общением	Функция управления общением
www.freetranslated.net	Recruiting programs	Завербовывая программы	Программы найма на работу

Table 3.

X-translator (PROMT)	<a href="http://www.worldlingvo.com">www.worldlingvo.com</a>	<a href="http://www.freetranslated.net">www.freetranslated.net</a>
By Scott M. Cutlip (Скоттам М. Cutlip - д.б. Скоттом М. Катлипом)	By Thomas Jefferson (Томас Джефферсон - д.б. Томасом Джефферсоном)	By Edward Bernays (о Эдвард Bernays - д.б. Эдвардом Бернейзом)

Table 4.

X-translator (PROMT)	<a href="http://www.worldlingo.com">www.worldlingo.com</a>	<a href="http://www.freetranslated.net">www.freetranslated.net</a>
There are many goals to be achieved (есть много целей, которые будут достигнуты - д.б. ...должны быть достигнуты)	There are many goals (будут много целей – д.б. существует много целей)	PR is (PR будет – д.б. СО-это/есть)

The [www.worldlingo.com](http://www.worldlingo.com) has problems with coordination of words in phrases and addition of Russian words in translation. Parts of any word combination are coordinated in a certain way according to strict Grammar rules. The [www.worldlingo.com](http://www.worldlingo.com) doesn't know these rules. For example, Public relations are ... – связями, связей, связью с общественностью – д.б. связи с общественностью. It is widely known that Russian translations are longer than original texts. It happens so because some words are added for better and more beautiful sounding. The translator obviously does not know which words to add. For example, “to grasp the message” – схватить сообщение – д.б. понять суть сообщения.

Apart from the above-stated mistakes the [www.freetranslated.net](http://www.freetranslated.net) doesn't identify emphatic structures. For instance, we do still like – но мы делаем неподвижно как – д.б. но нам все-таки по-прежнему нравятся.

So, in conclusion we can say that each electronic translator has its own advantages and disadvantages. The licensed X-translator (PROMT) interprets the PR text integrally while others (not licensed from the Internet) translate sentences word for word without any sense and connection. If to consider more concretely, the licensed PROMT translator is more efficient in interpreting PR texts. Firstly, when the two others don't suggest any variant at all, PROMT gives at least something close to the true meaning of the word. Secondly, PROMT translates PR terms more professionally. Thirdly, PROMT identifies parts of speech more accurately and interprets words in correspondence with them.

The result obtained shows that one should use translators depending on the level of his/her English and his/her goal. If a PR-specialist is a beginner in English, he/she can interpret a text with one of these translators to reduce the amount of work with a dictionary. However, further personal interpretation can't be avoided. On the other hand, a PR-specialist with good or even excellent English can translate a text with these translators to get the main idea, but he/she would still have to process the ready text as the form of translation is not quite "literary" and is difficult to read. In general, all translators can be used to grasp the major points of long PR texts, but we recommend using the licensed PROMT.