

of bad manners [3, 62]. Gestures are of great importance in interpersonal communication. When greeting, you need to look into the eyes of the person you are addressing. The process of communication largely depends on the culture of speech. Each word has its own history. When addressing politely, the pronoun "You" is often used. In order to speak correctly and beautifully, you need to constantly enrich your vocabulary of language words., pronounce words correctly, using catchphrases; fight against slang, avoid slang words and argotisms; express your thoughts briefly, it is better to remain silent if you do not know the subject of conversation well; tell the truth. Not only what is said, but also how it is said is of great importance. A pleasant interlocutor is considered to be someone who does not expose his own person, does not start a conversation while others are talking, avoids talking about his own successes and failures, does not touch on people's physical shortcomings, does not offend national pride, does not rejoice over others, refrains from rude expressions, gossip, leaving the company, leaves everyone in a pleasant mood. Personality is manifested in speech behavior. It is evidence of the level of culture, upbringing and intelligence. Speech etiquette also includes socio-linguistic principles and symbols of the etiquette level (for example, etiquette formulas for bowing, offering a hand, etc.).

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THE TRANSLATION ACTIVITIES AS THE BASIS OF THE INTERNATIONAL COOPERATION IN THE SPHERE OF CIVIL PROTECTION SERVICE

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At present stage, it became apparent that it is impossible to study language separately from a person as a carrier of a certain aesthetic culture, a certain society and as an individual having its own subjective features and characteristics, as well as subjective judgments and perceptions. The translation activities became the subject of the detailed study only in the middle of the twentieth century. Scientific studies in this area illustrated the fact that in the translation process the translator should identify the potential inconsistencies and shortcomings of the source text and understand the meaning they convey. The translator's task in the sphere of civil protection service is also to recognize the syntactic structure of the source professional text, and then formulate the corresponding message in the receptor language, thus providing the text of the additional professional colouring of the original language due to the verbal presentation and the corresponding effect on the recipient [1, 35-37].

However, the question of the choice of values and the transfer of syntactic structure in the text of the translation language do not exhaust the translation problems and do not allow to determine the regularities of the translation process because of the semantic equivalence of the

two professional texts does not necessarily implies the equivalence of the values of individual linguistic units. The general patterns of any speech activity, including bilingual, can be explored and analyzed only if the interaction between the linguistic and extralinguistic factors of the text subject to translation is studied. The problem of linguistic extralinguistic research was in the focus of many linguists: T. N. Omelyanenko, L.A Soldatova, and E. V. Alikina. [1, 45-48; 2, 228-229].

One of the tasks of the analysis of any activity is to determine the evaluation criteria used in the perception of texts devoted to civil protection and fire safety. At the core of research related to the translation as a creative activity, is the category of value. Values can be defined as the ratio of the norm to this activity. In other words, translation is socially deterministic, that is, the distinctive features of translation have socially determined nature related to professional English [2, 228].

Among the components of translation activity modeled in the theory of translation, the language includes texts, culture and situations. Consequently, we can conclude that translation is influenced not only by linguistic factors, but also extra-linguistic, which are integral parts of the act of bilingual communication, without which the existence of language can be considered unthinkable. It is necessary to take into consideration specialized professional lexical components connected with civil protection and fire safety. Despite the unity of the laws of logic and knowledge of the world, different peoples may have a special or specific perception of the world, especially in professional sphere, they can in different ways translate various professional phenomena, while the world itself as such may not quite coincide with different peoples and their cultures.

The national originality of not only formal but also semantic structures of different languages explains a certain motive and purpose, the complex interaction of which implies the meaning of the professional text and its understanding by the reader or recipient of the relevant information. The one who tells something (or writes) tells the interlocutor (or the reader) a certain communicative block of specific information, colouring it with certain emotions and causing a certain emotional mood to the recipient of this information, inducing him to act, including linguistic, for example, by putting some question.

Whatever the specific purpose of the author of the text, he always seeks to influence one way or another on the interpreter of the text, regulating his behaviour in the broadest sense of the word (consciousness, induction, deeds) [2, 230; 3, 201].

In the process of synthesizing the language the path from the mental entities to the text is laid, that is, the allocation of this mental essence by the corresponding form - the text in the professional format. In choosing the form the author is guided, on the one hand, only by subjective, extra-linguistic considerations, and, on the other hand, objectively existing in this language group, the norms of language and speech behaviour. In addition, the author of the text is guided by a number of other extra-linguistic factors, which constitute the situation of linguistic communication.

The professional peculiarities of the activity of the text interpreter is that it puts the path from the text to the perception and understanding of its content, analyzes this text, removing its contents. In this case, the language and speech activities of the interpreter, in his perception and understanding of the content of the text, play a significant role in the subjective factors of extra-linguistic nature: the presence of background and encyclopedic knowledge, emotional mood and scale of values [3, 202-203].

The language situation plays an important role both in the work of the author of the text and in the work of his interpreter. It influences in a certain way the formation of the motive and purpose of the statement of the author of the text, as well as the choice of form. For the interpreter of the text, the essence of the linguistic situation lies in the fact that he is seeking and finds extra, extra-linguistic updatings of the content in it, that is, the linguistic

situation helps him to interpret the text correctly, sometimes even filling certain gaps in his linguistic and extramural experience. It is likely that linguistic and extra-linguistic factors interact the most closely with both the work of the author of the text and his interpreter (two specialists in one realm who speak different languages, understand each other better than a specialist and not a specialist who speak the same language [4 , 7]).

Reproduction of the text in the language of translation, which is carried out by the translator, is not independent in the semantic plan, as the translator realizes at the time of the generation of language not his own, but someone else's opinion. Thus, the translator carries out his own linguistic activity at the first stage as an interpreter of the text, and at the second stage his activity is not autonomous in semantic terms, but is completely independent in choosing the form of embodiment of the given mental essence [5; 6]. The problem of translation cannot be reduced to mechanical replacement of the text in one language with the text of another language, that is to a primitive transcoding at the level of values of units of speech. In this case, one would think that it is sufficient to have two languages or codes and rules of linguistic transcoding, that is, the rules of transition from one code to another in order to translate [4, 8-9].

However, this is not the case, since the rules of recoding during translation assume not only the accounting of language values, but also their interaction with extra-linguistic factors. The translator not only translates the source language into the language of translation, but also the system of values of one culture on the system of values of another culture. For an interpreter as a mediator of cultures, it is important not only to regulate their own behavior, but also the ability to predict the behavior of partners in mental communication [3, 229-230]. The concept of equivalence is in its essence the notion of normative. Deviations from the hierarchy of levels of equivalence cause a violation of the translation norm. When translating, it is necessary to take into account the fact that the translation must be equivalent to the original text from the point of view of its communicative and functional design; translated text should be the maximum structural and semantic analogue of the original text and should not contain compensatory deviations from the original text, which would go beyond the limits of permissible translation transformations.

The search for a single norm of translation continues to this day, because there is no definite solution to this problem yet. Having come to the conclusion that the semantic equivalence of the texts of the original and the translation cannot be established without resorting to extra-linguistic factors, most linguistic researchers have convinced that the translation should be studied as a special type of linguistic activity by analyzing the factors that influence the translation conclusion by studying if possible, the dynamics of mental processes in the translation and development of communicative criteria of semantic equivalence.

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