**Unit 5. Ways of Achieving Equivalence**

**TYPES OF TRANSLATION TECHNIQUES**

To transfer a form from one language to another with different alphabets, the translator either copies the form by the letters of the target language or changes it by making transformations.

Mechanical copying, or transfer, of the source language words includes:

* **Transcription,** or copying the sound form of the source language word by means of the target language letters: *eau de cologne – одеколон, hake - хек*;
* **transliteration** or copying the letters of the source language by the target language letters of another system: *London – Лондон, Washington - Вашингтон*.

Some linguists (V. Komissarov, for one) consider calque (**blueprint**) translation as mechanical copying. **Calque** is translation by parts: *extralinguistic – позамовний, carry-out – на виніс (з собою), старовір – Old Believer*. Since the calqued word is not just a mechanical borrowing of the form but it undergoes some changes, this device is, to some extent, an actual translation, which includes form transformations.

**Translation transformations**are complete changes of the appearance of a translated word, phrase, or sentence. In foreign translation theory, transformations are known as shifts of translation. Translation transformations can be of three categories:

* grammatical transformations,
* lexical (semantic) transformations,
* complex (lexical and grammatical) transformations.