

THE IMPORTANCE OF VISUALIZATION IN THE PROCESS OF TRANSLATION OR TRANSLATION THROUGH VISUALIZATION

Nadezhda Slavova

¹ Technical University of Gabrovo

Abstract

The paper explores the use of cognitive visualization methods in the process of translation. The paper is devoted to the idea that sometimes translation is more art than science, and that it calls for creativity on part of the translator as much as it does knowing the “right” words. Particularly the paper investigates how visualization can help translators to improve their ability to translate their visual creativity to the page. It should be noted that the paper considers only the Bulgarian language in the examples offered to illustrate the efficiency of visualization in the process of translation.

Keywords: visualization, translation, imagination, cognitive functions, active vocabulary

INTRODUCTION

Visualization in the modern world has an impact on perception and thinking. This article aims to take a closer look at the importance of visualization when expressing thoughts in English. I want to make a reservation right away, if you look at what visualization is in an encyclopedia, then the information presented there will have nothing to do with the visualization that we I am going to talk about. And I am going to talk about consciously generated images or a series of images in the head and their transformation into words. How visualization works can be traced back to your everyday experience. For example, you had a dream. When retelling a vivid and clear dream, you simply describe frame by frame, not missing even the smallest details. And if you remember the dream well, then it will not be difficult for you to describe it. This is possible because your brain generated images for you. You can restore your memory imagining what your eyes see, what your ears hear, how exactly you feel when you return to this dream. The more details you remember when entering the event, the clearer you will see the picture. Visualization allows you to present and describe the situation in a logical sequence without missing the slightest detail. A dream is an unconscious visualization. The only difference between conscious visualization and

dreaming is that in conscious visualization, you are consciously generating images or a series of images in your head. [1]

EXPOSITION

One brain area sees words as pictures – another brain area sounds out words. According to neuroscientists in the Maxlab at Georgetown, “once you know a word well, sounding it out isn't necessary because reading familiar words uses a specific “visual word form area” (VWFA) which houses a “visual dictionary” used to recall common words”. [2] So how can visualization help us when expressing our thoughts in English? According to Alan Paivio's 1971 Theory of Dual Coding [3] at the University of Western Ontario, there are two types of thought processes: verbal (with words) and non-verbal. He places the construction of mental images in the mind as the main form of non-verbal thought process. Therefore, information is stored in the mind in two ways - verbally and visually. And although these two codes are independent of each other and can be used separately, they can also interact to facilitate the processes of retrieving the needed word. And if we compare memorized words and words that are meaningful and attached to images, then words attached to images will be more stable in time than just memorized words, because the image

is primary.

Now let's look at a few helpful examples. For example, we wish to express the following statement in English: *Случайно го видях в киното снощи*. If we do not resort to visualization, then most likely we will convey this idea like this: *"I saw him by chance at the movies last night"*. And if we visualized this sentence, we would get the following simple version: *"I ran into him at the movies last night"*. Or this example: *"Как да обясня това на Хелън, за да ме разбере?"*. One's first impulse would probably be: *"How can I explain that to Helen, so that she understands?"* If we visualize this thought, we get the following option: *"So, how do I get that across to Helen?"*. Now, let's say we need to offer the following piece of advice: *"Не му позволявай да те унижава"*. If we cling to words without imagining the situation, we will probably end up with: *Don't let him humiliate you*. And if we imagine this situation figuratively, we will get the following sentence: *Don't let him put you down*. Or this example: *"Много съм тъжен"*. Very likely one's first suggestion will be *"I feel very sad"*. If we picture the situation, we will come up with *"I am feeling very heavy hearted"*. Knowing these options and presenting the situation figuratively, we will choose the phrasal verb *"put down"* without hesitation, because it implies deliberately making someone look smaller and having a heavy heart speaks of a great deal of sadness. If you, let's say, need to rest assure yourself that a person is not angry with you, in Bulgarian *"Значи не се сърдиш, нали?"*, instead of the literal *"So, you are not cross with me or angry with/at me"*, the visualization of the situation, just like the previous example, will lead to the word *"hard"* and result in *"So no hard feelings, right?"*. Now consider the following statement: *"Не ми е лесно да се извинявам"*. What first springs to mind quite naturally is *"It's not easy for me to apologize/I don't find it easy to apologize/ I don't apologize easily"*. Visualization here again suggests the word *"hard"* and makes it possible to effectively convey the same meaning with *"Apologies come hard to me"*. The sentence *"I think you should choose the yellow"* is a perfectly correct translation of the Bulgarian *"Мисля, че трябва да избереш жълтото"*. However

"I think, you should go with the yellow" gives the sentence much more life. Imagine you find yourself in a situation where two little girls are arguing about a toy and you need to tell the older child to give the toy to the younger one. Most probably, *"Give it to her"* will be the first thought that comes to mind. Now turn on the visualization and you will end up with *"Let her have it."* The statement *"I can't stop thinking about you"* becomes *"I can't get you out of my mind"* when the activity is visualized and *"Do you always have to be so frank/honest?"* sounds a lot more vivid when transformed to *"Do you always have to speak your mind?"* because you physically see the process. The examples provided so far illustrate how visualization helps in the process of transferring thoughts from Bulgarian into English. Visualization facilitates translation not only **from** Bulgarian but **into** Bulgarian. Here's a sentence taken from a published Bulgarian translation, which shows the process of visualization at work: *"Near to Ralph's elbow a palm sapling leaned out over the lagoon. (W. Golding. "Lord Of The Flies" → До рамото на Ралф едно младо палмово стебло се беше надвесило над лагуната.* The English-Bulgarian dictionary of phrasal verbs suggests the Bulgarian translation: *"навеждам се навън"* for the underlined verb. The Bulgarian verb *"надвесвам"* used in the published translation is the result of visualizing the actual position of the palm sapling. [4]

These examples show how visualization works effectively, and how much it helps to grasp the subtlety of lexical units when transferring thoughts from one's native language, Bulgarian in our case, to English. Visualization allows you to significantly simplify your English speech by filtering and eliminating elements and concepts that are inherent in the mother language. In other words, visualization helps to reduce the degree of literalism when expressing thoughts in English.

Visualization simplifies the translation process, providing a direct mental transition from specific images to words (or vice versa). Using the visualization method involves memorizing words through linking images with the corresponding foreign words. While repeating a word as clearly as possible,

one must at the same time visualize its meaning (which is usually not practiced when studying foreign languages). And you can play some scenes - to yourself, in your imagination, or physically, with genuine gestures and saying the words aloud. For example, "слънцето грее, птиците пеят" in English sounds like "the sun is shining, the birds are singing". Eliminate the words of your native language and connect the visual image directly with the English phrase, imagining the shining sun. Listen to the sound of the words "sun" and "shining" - don't you think that these are sparkling words that themselves emit light? By acting in this way, we give new words a special flavor and individuality. This allows us to instantly pull out the necessary English words and phrases from memory. Thus, visualization helps to more accurately and quickly express one's thoughts in English and keep more English words and phrases in one's active vocabulary by linking them to images. And it is this process of forming mental images that helps us find a successful translation. Now let's narrow the examples by focusing on one particular verb and its options for translation. It is much easier to intuitively learn new verbs by linking them to a base that we clearly imagine, and all new synonymous action words just need to be "seen" next to this base. Let's take as an example the verb "move". In what cases can we replace the well-known verb *move* with more suitable option after employing visualization? Examples:

Изречение на български
Той се уплаши, когато двамата мъже тръгнаха към него
Превод с глагол "move"
He got scared when the two men moved toward him
Превод с друг глагол
He got scared when the two men advanced on him

Изречение на български
Камионът се движеше по магистралата
Превод с глагол "move"
The truck was moving along the highway
Превод с друг глагол
The truck was proceeding along the highway

Изречение на български
Момичето не помръдна , правейки се на дълбоко заспало
Превод с глагол "move"
The girl didn't move , pretending to be fast asleep.
Превод с друг глагол
The girl didn't stir , pretending to be fast asleep

Изречение на български
Седалката беше толкова ръждясала, че не помръдваше .
Превод с глагол "move"
The seat was so rusty, it wouldn't move .
Превод с друг глагол
The seat was so rusty, it wouldn't budge .

Изречение на български
Той излезе от офиса и премина бързо покрай журналистите и фотографите
Превод с глагол "move"
He left the office and moved fast past the journalists and cameramen.
Превод с друг глагол
He left the office and sped/swept past the journalists and cameramen.

Изречение на български
Те се движеха бавно по южната граница на Канзас
Превод с глагол "move"
They moved slowly along the southern border of Kansas.
Превод с друг глагол
They trailed along the southern border of Kansas

Изречение на български
Заподозреният успя да се измъкне от местопрестъплението.
Превод с глагол "move"
The suspect managed to slowly move away from the crime scene without anyone seeing him .
Превод с друг глагол
The suspect managed to slip away from the crime scene.

Изречение на български
Той внимателно и бавно се промъкна през прозореца.
Превод с глагол “ <i>move</i> ”
He moved slowly and carefully through the window
Превод с друг глагол
He crept through the window

Изречение на български
Отмести се/Отдръпни се.
Превод с глагол “ <i>move</i> ”
Move out of the way, please.
Превод с друг глагол
Step aside/Step away, please.

CONCLUSION

Not including visualization in the process of translating makes one think only in their native language, assuming that the means of expressing thoughts in English are similar, and this is one of the most harmful delusions. It is the process of visualization that takes into account the differences between languages not only in grammatical, but also in lexical and cultural terms. Viewing the picture the words describe will pay off in doing a better job in conveying the idea one is trying to get across. Translating just individual words, without employing the visualization process, more

often than not fails to take into account the nuances of meaning.

The process of visualization contributes to a stronger assimilation of educational material and its subsequent prolonged fixation in the memory and consciousness of learners. There has long been a tendency to visualize textual information. The interaction of the verbal and visual components of the text contributes to its compression, which ensures a more effective perception of the information. Visualization also provides learners with additional mechanisms of semantic perception and information decoding. Employing visualization helps every English learner to achieve a state of thought process in which they can think freely in English, and thus avoid literal translation.

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