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The Emotive Component in Translation of Specialized Texts

In this paper I will focus on the emphatic component of specialized texts and discuss some issues of intercultural communication effectiveness in diverse socio-cultural context. Many emotional theories have already placed the major emphasis on investigation of cultural dimensions of emotions. It has been stated that emotions are greatly determined by the systems of cultural values. The way the emotions are displayed (or hidden) in different languages is crucial for verbalization of different emotional experiences. Thus, the translation techniques employed to bridge the communication between the selected cultures are of paramount importance in terms of cultural norms and regulations characteristic of different lingual communities. I will argue that translation of technical texts from English into Russian presents a challenge from the point of view of consensual ideology which differs in respectful cultures in the discussed domain.