

The direct translation can be of two main types: transcription and transliteration. Transcription means reproducing sounds of the foreign words, and transliteration is reproduction of the alphabetic structure of the words, i. e. the letters. They are mainly used together and seldom separately.

The reasons for choosing direct translation are the following:

1. The title has name of the central character or location (critical information).
2. The movie is an adaptation or a remake. In this case, the name of the movie is not changed; the translator can add phrases or words. This gives the movie a bright title which draws attention and provides a cash fee.
3. The desire to preserve the main idea or main theme contained in the title.
4. The desire to save money on professional translators, so the work is done by unskilled people.
5. The presence of the untranslatable elements, which are not typical of other culture (the use of transcription or transliteration).
6. There is no conflict between the title and the content.

The second strategy which we will consider is called transformation. Translation from one language to another is impossible without grammatical transformations and conversions.

Transformation is a slight change in the title of the movie, which you can use to make the conversion of the original lexical units to the translated units caused by a number of factors starting with the vocabulary features and to increasing perception and understanding. In transformation the main thing is the sentence restructuring by means of additions, omissions and substitutions of words or their modification. Therefore, it is possible to divide the transformation into three categories: the addition of the words; the omission of the words in the title; the replacement of the words and changing of their forms.

The reasons for choosing the transformation strategy are:

1. The title that will attract the spectators' attention from the first seconds by its uniqueness, originality, resonance, and many other reasons.
2. The desire of the translator to play a role in creating a high-grossing film, that is exactly the manifestation of his skills and rich imagination and fantasy.
3. The desire to improve the original name, which according to the translator has nothing special.
4. The presence of the words that cannot be translated into Russian, or their dissimilarity to existing equivalents, not artistic sound (euphony).
5. The desire to explain to the Russian audience the meaning of the film, which may not be clear or hidden.

The third and last strategy used in the translation of the English movies, is the replacement of the names. The main reason of using such translations is the impossibility to convey the basic meaning and the desire to attract viewers and to increase the high-grossing. Translators often have to show all their creativity to come up with the translation that will attract a greater number of viewers to the cinemas, but sometimes it can lead to the distortion of the link between the original and the translation. Despite of the main requirements that they have — the preservation of the meaning and characteristics — there are a lot of cases of replacement the titles of the movies.

Replacement of the movie titles is such a strategy of the title translation in which the translator has an absolute freedom of action, and any result will depend only on his ideas.

**Conclusion.** Almost everyone everywhere faces the interactions of two different languages. We have considered some aspects of the difficulties of translation from English into Russian on the examples of translation of movie titles, and also to consider the history of the introducing of the western movies on the Soviet and post-Soviet territories. We have also reviewed the main translation strategies that reveal all the subtleties and nuances that arise in the translation.

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## AMERICAN AND BELARUSIAN VALUE ORIENTATIONS: WEDDING WISHES

**Introduction.** Many people are invited to wedding parties and wish something to new married couples. These wishes depend on people's value orientations. They are regarded as a structural element of an individual which characterizes motivational readiness to implement certain activities towards meeting his/her needs and interests, as well as to indicate the model of behaviour. The value orientations are understood here as the content side a person's orientation, reflecting the inner basis of his/her attitude towards reality [1]. The increasing interest of the researchers towards the issue of value orientations is the result of a deeper understanding of the nature of human knowledge and its socio-cultural conditioning and integrity.

Nowadays there is a tendency for increasing interactions between people of different value orientations in the modern world. More contacts have been established between representatives of different cultures. A cross-cultural

study of values can help establish contacts and solve conflicts. Discovering the diversity of the world and understanding the fact that any culture can be understood by being compared with other cultures stimulates intercultural communication.

**Main part.** This research is necessary because it can help us understand family values in American and Belarusian cultures. The study is based on the cross-cultural analysis approach and the theory of politeness. Politeness is showing courtesy, respect and consideration to other people, acknowledging them and not imposing unnecessarily on them. It is reflected in showing interest in a person, expressing admiration, gratitude, etc. All people have two fundamental needs: (1) we want to be accepted and liked; (2) we want some freedom and control over our actions and not to be constantly impinged on by others [2]. The first one is connected with positive, or solidarity, politeness, which is reflected in the rules of etiquette. Etiquette is the complex network of rules that govern good behaviour and our social and business interactions, is always evolving and changing as society changes [3]. It helps us show respect and consideration to others and makes others glad that we are with them. Without proper manners and etiquette, the customs of polite society would soon disappear and we would act more like animals and less like people.

The happiest moments in our lives are usually accompanied by some kind of celebration: e.g., weddings are associated with wedding parties. These special events are traditions that are determined by specific rules of etiquette that dictate how people are supposed to celebrate, and how the participants should act verbally and non-verbally in order to show respect for its participants. Conversation may be only a word to congratulate, or a hug, or a kiss if it is appropriate.

The purpose of this work is to compare the hierarchies of value orientations of people in American and Belarusian cultures. The subject of research is wishes at the wedding parties at American and Belarusian wedding parties. The objectives are to find out the common and distinctive features of the two cultures, and to determine the cultural peculiarities selected in the hierarchical structure of value orientations. The methods include the analysis of literature, the survey of American and Belarusian respondents, and the comparative analysis of the value orientations implied in the wedding wishes of the American and Belarusian people.

This study was undertaken in two countries. The respondents of the survey were 15 people from USA and 15 representatives of Belarus. The age of the respondents was from 25 to 40; 67% were females, and 33% were males. The survey was done by means of the Internet technology.

It was hypothesized that there will be a certain match between the value orientations of the respondents from both countries.

The present research was organized in two stages. The goal of the first stage was to find out wide spread wishes in the cultures under investigation and present the hierarchies of their family value orientations. For this reason, the respondents were supposed to write congratulations to a new married couple and characterize their wishes. The list of questions included:

1. What do you usually say at a wedding party to a new married couple?
2. Do you use rhymes in your wishes?

As a result, we obtained two lists of wishes: (1) 22 American wishes and (2) 23 Belarusian wishes. They reflected the following value orientations: happiness, love, health, Lord's blessing, financially secured life, trustful friends and peace.

The analysis of American wedding wishes makes it possible to present the hierarchy of their family value orientations in Table 1.

The main values are happiness, love and Lord's blessing. The dimensions of health, trustful friends, peace and financially secured life had less or none significance for them. Additionally, we found that 5% of the respondents use humour in the wishes and none uses rhymes.

The obtained empirical data of the Belarusian's family values that are reflected in people's wedding wishes are presented in Table 2.

Table 1 — The hierarchy of American's family value orientations

Family values	American culture, %
1. Happiness	32 (7 wishes)
2. Love	27 (6 wishes)
3. Lord's blessing	23 (5 wishes)
4. Health	9 (2 wishes)
5. Trustful friends	5 (1 wish)
6. Peace	5 (1 wish)
7. Financially secured life	0

Table 2 — The hierarchy of Belarusian's family value orientations

Family values	Belarusian culture, %
1. Happiness	35 (8 wishes)
2. Love	26 (6 wishes)
3. Health	17 (4 wishes)
4. Financially secured life	13 (3 wishes)
5. Lord's blessing	4 (1 wish)
6. Trustful friends	4 (1 wish)
7. Peace	0

Having analyzed the obtained data, which are presented in Table 2, it is seen that the Belarusians value happiness, love, health, financially secured life. Lord's blessing, trustful friends and peace were of less or none value. Also we've found out that 9% of the polled people use humour and rhymed wishes.

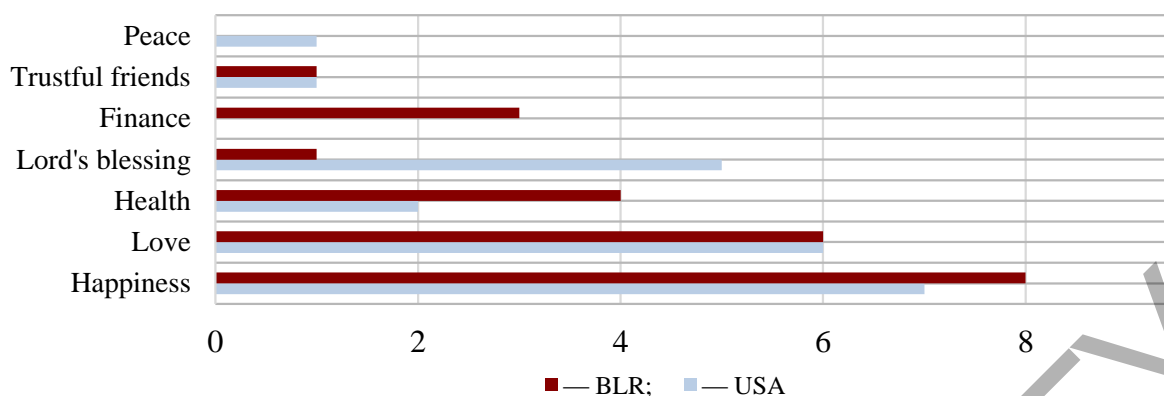


Figure 1 — Comparison of hierarchies of value orientations

In the second stage of the study, in order to find the similarities and differences, we compared the obtained data (Figure 1).

We see that there is no big difference on the main dimensions of “happiness” and “love” between the hierarchies of American’s and Belarusian’s value orientations (32% vs. 35%; 27% vs. 26%). It happens due to the universal nature of them, each family regardless nationality, ethnicity or culture is based on them. Such choice of values also correlates to the age characteristics of the polled people.

The main difference in the obtained data deals with the dimension of financially secured life (13% in Belarusian culture vs. 0% in American culture) that is connected with the business opportunities in two countries. Also it turns out that American are more religious (4% in Belarusian culture vs. 23% in American culture). It can be explained by the pagan past of the Belarusian ancestors.

The style of the wishes in two cultures makes us suggest that the Belarusians are more poetic and romantic. But it needs a more thorough investigation due to the small number of examples to analyze.

**Conclusion.** This project helps understand that the family value orientations in American and Belarusian cultures are similar in respect of the dimensions of “happiness” and “love”, but there are dissimilarities in financial and religious issues. These facts may be used while in teaching American culture in the English lessons at school.

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