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## THE CONCEPT OF INSTRUCTION TEXTS

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*Acest articol abordează problema dificultăților traducerii instrucțiunilor pentru aparate de uz casnic. Scopul prezentului articol este de a identifica dificultățile de traducere a instrucțiunilor pentru aparate de uz casnic, de a le analiza și de a prezenta modalitățile care ajută traducătorul la rezolvarea acestora.*

The instruction has been around for many centuries and has come a long way in development, specialization, and interference with other speech genres. The word "**instruction**" comes from Lat. *instructio*, meaning "device, instruction". This can include a set of rules for performing any work, using a machine, device, or device, as well as a subordinate legal act that regulates any activity. The instructions also contain norms and rules that determine the procedure and conditions for implementing regulations issued by higher authorities [1, p. 167]. Therefore, there are borderline options in the modern arsenal of instructions that take in some of the features of other types of text. Here is a *classification of instructions*:

- *Consumer instructions for goods* (instructions for TV sets, bicycles, baby food, etc.);
- *Annotation for medicines*;
- *Departmental instructions* (rules for filling out documents and rules of customer behavior: customs declaration, fire instructions, etc.);
- *Job description* (rules of conduct of an employee in a particular position) [2, p. 24].

**The main purpose of the instructions:** to provide meaningful objective information and prescribe the necessary actions associated with them, to regulate the actions of a person [2, p. 30]. This means that the communication task that carries the text of the instruction is the message of information and the instruction of actions. In connection with this task, we have developed an optimal system of language tools that formalize the text of the instructions, and to understand them, we will use our usual analysis scheme.

Let us start with *the recipient*. For whom is the text of the instructions intended? Like a huge number of human-generated texts, it turns out to be intended for any adult citizen of the country. Anyone can become a consumer of a product, a patient, a client of a department, or an employee in a particular field. Therefore, the language of the instructions should be clear to anyone, and special training, special (say, professional) competence is not required. And indeed, in the instructions there are no purely special terms known only to professionals. Some exception is, perhaps, the annotation to medicines, when reading which the patient sometimes cannot do without a dictionary, but it is intended at the same time for a doctor (a professional!) and for the patient.

The text of the instructions never has *the signature of the author* – but the manufacturer of the product, the ministry or department are always indicated. These instances are the actual source of the instruction, but they generate it according to strict rules of the speech genre, sometimes even regulated by special legal documents. In a coherent system: laws-by-laws-instructions-the last step establishes the most direct and concrete contact with citizens, and the language tools available to each citizen reliably provide it.

In the information composition of the instruction, *cognitive information* occupies a leading place. This is all information about how the device functions, what the product consists of, what the medicine is used for, what the company does, etc. Here you can find relevant terms from various fields of knowledge (technical, medical, economic), as well as special vocabulary from different fields of activity (postal, customs, sports, etc.). In fact, all prescriptive information belongs to the category of cognitive: it does not cause emotions, it just needs to be taken into account. This corresponds to the language means: in the texts of instructions, there are many imperative structures that reflect different degrees of imperativeness (from “We strongly recommend...” the frequency of certain means of imperative depends on the traditions of the genre of instructions in each country (for example, English instructions express imperative in general more intensively than Russian ones). Emotionality is indi-

rectly transmitted by the structure of the imperative; emotionally colored vocabulary is not found in the instructions, nor is syntactic emphasis. In fact, instructions give a person clear instructions and prescriptions, acting not on his emotions, but on his mind. This very important point puts the translator in a very limited framework when searching for translation tools.

In addition, the instructions, as texts that have *legal force*, use some means of legal special text, first of all - legal terms, stable turns of speech adopted in jurisprudence, special syntactic structures. There are especially many of them in those sections of the instructions that act as a legal document (for example, in the "Warranty" section of the consumer instructions) [3, p. 115].

And now more about the *consumer instructions*. First of all, it should be noted that the instruction is an important document through which the buyer exercises his right to useful and accessible information about the subject of purchase and sale. It is a kind of contract between the consumer and the manufacturer. The consumer undertakes to comply with the rules of use of any device. In turn, the manufacturer guarantees that, in compliance with the rules of use of the device described in the instructions, the device is absolutely safe for the life and health of the consumer. However, if the consumer followed the rules given in the instructions and still somehow suffered, he can apply to the court for compensation for the damage caused to him.

At the same time, the instruction is also a legal document for *the protection of consumer rights*. When selling a particular device, the seller must provide the buyer with instructions, a warranty card, etc. According to the warranty card, the service repair of the device is carried out. If the repair of the device is not possible, the buyer will be refunded money for poor-quality goods. However, the warranty is void and becomes invalid if the instructions for this device are not followed. Thus, it is necessary to improve the quality of translations of instructions in order to ensure an adequate perception and understanding of semantic information, manuals for the operation of imported equipment by representatives of the Russian-speaking culture. To do this, it is necessary to understand and, if possible, resolve translation difficulties that lead to errors in the translation of

instructions. However, improving the quality of translation of instructions is impossible without creating a theoretical basis [1, p. 203].

First of all, you need to know the genre and stylistic features of the instructions. It is well known that the manual as a genre is traditionally attributed to *the official business style*. Therefore, it is necessary to determine the main features of the official business style and on their basis to highlight the features of the genre of instructions.

Like other speech styles, the official-business style has certain communication goals that are common to this style, patterns, and language characteristics. Official business style is the style of documents of various genres: international treaties, laws, regulations, charters, instructions, official correspondence, business papers, etc.

Despite the fact that the technique of translating instructions can be very different, the instructions themselves are incredibly similar to each other, primarily in their structure. Thus, a standard instruction manual is usually a document containing a number of typical sections: general description of the product, complete set, terms of use, operating conditions, safety precautions, storage rules and warranty. When working with a document, such as a manual for the device, you need to know that it has common and important features that are characteristic of the official business style: accuracy that eliminates the possibility of foreign language and the language standard. Consequently, the genre of instructions is characterized by the main features of this style.

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*Recomandat*  
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