

TRANSLATION CONCEPTS OF “THE LEIPZIG SCHOOL” SCHOLARS

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ABSTRACT

The Leipzig school of translation holds a special place in the development of world translation science in the 60-70s of the 20th century. In the article, the author discusses the theoretical ideas and concepts of the Leipzig translators and scientists, the concept of "translation" introduced by German linguist Otto Kade, Albrecht Neubert's "communicative equivalence", "textual approach" to translation introduced by Katharina Reiss and one of the fundamental theories in translation studies, the Skopos. In this research also explores scholastic views and Gert Jager who made an important contribution to the development of a science of translation and investigated functional and communicative significance of a text and analyzed evolution of the concept of equivalence.

Keywords: Translation linguistics, literary translation, equivalence, pragmatic aspects of translation, text types, audio-medial text, the Skopos theory.