

5. consideration of Committee for Standardization and Metrology of the Russian Federation;

6. preparing and issuing the order approving the standard;

7. adding a new standard in the standards' base and issuing public notice of its adoption;

8. including the standard on a solid support in the plan of publication;

9. printing a new standard.

Also we have one more problem such as inadequacy. It is concerned with oriented standards and implies the mismatch of content in a number of terms that are already used in other management system standards including Federal Standard ISO 9000-20011 with inadequate Russian translation of technical terms as well as distortion of their recognized target orientation in the standards for management systems, for example in paragraphs 4.1.3., 4.2. and 4.6.2. the term 'effectiveness' is translated as "effectivnost" (Federal Standard ISO 9000-2011, § 3.2.14), while the correct variant is "resultativnost" [1].

So, for the efficient operation of enterprises we should be more responsible to the translations of such documents as standards. In Russia, some businesses are adopting standards, but they are not effective and this is partially because of inaccuracy of translation that makes the activities of these enterprises not entirely correct.

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Some peculiarities of foreign film title translation

It is difficult to imagine modern life without movies and cinema. This kind of art has firmly penetrated into our life and took a very important place.

Surely, cinema is an enjoyable pastime. Moreover, it has also important philosophical and social functions: cultural exchange, worldview formation, preservation and transfer of information from generation to generation and so on.

As cinema has a great cultural value, the problem of foreign film titles translation is certainly important. It is obvious that the quality of translation depends on the adequacy, nuance consideration, translator's area of thought, experience, cultural background, skills and many other factors [2, 3, 4, 6, 8].

Acquaintance with any film begins with its name. This name becomes available on posters, TV shows and books, etc. Thus problems with movie titles translation are important and relevant.

There are some common mistakes which are done while film titles translation:

- neglect of the explicit wordplay in the original title;
- hidden meaning omission;
- stylistic difference omission;
- difference omission between the meaning of the film and the translation of its name;
- more decent film title translation, i.e. compliance with the rules of censorship;
- absence of translation [1, 5, 7].

Let's consider these errors through real examples.

1) Neglect of the explicit wordplay in the original title.

American horror film "The Faculty" was translated as "Факультет" while the movie characters are high school students.

2) Hidden meaning omission.

"Fahrenheit 9/11" directed by Michael Moore was translated by Russian translators as "Фаренгейт 9/11". The title suggests subtle irony directed at the analogy between real events and fictional world.

3) Stylistic difference omission.

Movies "Analyze This" and "Analyze That" were translated as "Анализируй это" and "Анализируй то". Formally, this translation is correct, but it definitely fails to convey the meaning.

4) Difference omission between the meaning of the film and the translation of its name.

"Daddy bye, bye" (That's My Boy). Original title is an idiom which is said by American parents when they see the success of their sons. In other words, it means something like "Let's go, son" or "Well done, son".

5) More decent film title translation, i.e. compliance with the rules of censorship.

Undoubtedly, censorship may influence the choice of the film name. For example, "Only Girls Are Allowed In Jazz" (Some Like It Hot). We are talking about jazz, hot-hot jazz, not about stunning Marilyn Monroe. However, in the USSR people thought otherwise. Therefore, the translation was changed to a new, simplified title describing the movie plot "Only Girls Are Allowed In Jazz".

6) Absence of translation.

"Omen" (The Omen) – the film's title "Знамение (предзнаменование)" or "Знак". Probable the word reminded "Аминь" that is why it was not translated.

Thus the responsibility for the correct film title translation entirely rests with the translator and depends on his decision. Therefore, the translator should have good knowledge of both source and target languages, have a good intuition (feel the language); be literate, read a lot; be familiar with the target audience (know culture,

customs of both the source and target language speakers); feel the responsibility for his work and love it.

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