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TRANSLATION OF STYLISTIC DEVICES IN MASS MEDIA TEXTS

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Abstract In this article the authors describe the essence of discursive approach in studying of phraseological units of Mass Media. The definition of discourse itself and media discourse offered by the scientists dealing with these issues is given in this article. The authors of the article describe the characteristic features of media discourse texts that helps to understand their essence better. Language and culture are two important components of human life which are quite closely interconnected. The phraseology can be considered as one of the ways of a language world outlook in which the culture of people is reflected as anywhere. The phraseological units reflected in the language of people are the integral component of language of Mass Media, the valuable source of expressional and emotional saturation. The translation of phraseological units in texts of Mass Media is possible only by using the discursive analysis.

Keywords: Mass Media, phraseological units, discursive analysis, culture, language, translation

Discursive activity of a person cannot be carried out without knowledge of a language of communication. It is also provided with the presence in his or her consciousness of sociocultural knowledge of non-linguistic character including value orientations, deontic norms of society. This knowledge is culturally determined. The majority of this knowledge is acquired in the course of early socialization of a personality.

Discourse is a speech work which includes a corresponding text and extra-linguistic factors. Kibrik et al consider discourse in relation to a text as a wider concept. Discourse is at the same time both - a process of language activity and its result where the result is the text itself.

A media discourse is verbal and cogitative activity which contains two plans (linguistic and lingua-cognitive) and carried out within printing and electronic means of mass media.

Media discourse texts combine a standard and an expression that is caused by the informational and influencing function of Mass Media. A media text acts as a means of forming of a picture of the world at an individual, influences difficult social processes and predetermines vision of the world by a recipient. The picture of the world acts as a core of integration of representatives of one ethnos.

The culturological markedness of texts of a media discourse is, first of all, a consequence of the language units filling a text. Thus, text contains an information with elements of culture. Cultural values find reflection in language, more precisely, in word meanings and syntactic units, in phraseological units, in paremiological fund and precedential texts.

Language partitioning of the world differs at different people. The language picture of the world represents the set of knowledge of the world imprinted in lexicon, phraseology and grammar. It forms the type of

person's relation to the world, sets norms of behavior of a person in a society.

The language personality, the representative of a certain linguacultural community, exists in the space of culture reflected in language. While learning a foreign language there is a forming of a secondary language personality in which the cultural codes existing in linguacultural community are acquired. Krasnykh determines a cultural code as a grid which culture throws over the world around, divides, categorizes, structures and estimates it. Codes of culture form the system of coordinates, i.e. a value system which contains the regulations and rules of behaviour accepted in this society and determines features of a language personality of ethnos.

The phraseology can be considered as one of the ways of a language world outlook that gives the grounds to speak about the existence of a phraseological picture of the world in each language. It is understood as a result of a secondary interpretation of the reality expressed by figurative chunks of language.

Phraseological picture of the world of any language has the national and specific features as each people perceive and reflects the world through a prism of the national culture. The national and cultural component of phraseological unit reflects the historical, geographical and other realities of these people which do not have direct correspondences in other languages. Semantics of phraseological units contains various modalities (axiological, emotive, deontic) which define a ratio of a content of statement and reality.

Phraseological units represent by the definition of Thelia, first, the language sign denoting a fragment of the real world semantics of which (sign) contains assessment of this fragment; secondly, it is a concept which reflects a reality fragment in the consciousness of a language personality; thirdly, it is the micro-text which includes the purposes, motives and intentions of a language personality which are implemented in the communicative act.

Theoretical research in the field of the English phraseology convincingly show that the phraseological unit is more complex formation than word or phrase. Galperin calls

phraseological units as “combinations of words in which the meaning of the whole dominates over the meaning of components”. Kunin refers “separately formulated units of language with fully or partially rethought meanings” to phraseological units. Semantic change affects phraseological units both completely “to put one's by shoulder to the wheel” (энергично взяться за работу) or one of its components “hot money” (спекулятивный денежный капитал). The meaning of a phraseological unit known to the native speakers could not always be determined from the meanings of its components that causes difficulties of adequate perception, understanding and translation. In the phraseological meaning itself there are two sides: the plan of content (designant) in which it is necessary to differentiate significative (constituting content of a concept), denotative (reflecting objects and phenomena of extra-linguistic reality in an aggregated form) and connotative (emotive and expressive) aspects, and the plan of expression, i.e. material cover of a phraseological unit. This bilateral nature of the meaning of a phraseological unit represents unity of a content and a form. One researchers (Arnold, Thelia, Shansky, Smith, etc.) include all stable combinations into the structure of phraseology, others (Smirnitsky, Kunin, Amosova, etc.) - only certain groups.

Phraseological units, proverbs, sayings and popular expressions are an obligatory stylistic component of the language of Mass Media, an important source of an expressive and emotional saturation. They give a certain influencing force to a media text, create specific figurativeness. Phraseological units are capable not only to express the corresponding thought more figuratively but also to transfer the relation, assessment to the current events.

The distinctive characteristic of newspaper texts is the heading. The headings of the English newspapers constructed with the use of phraseological units catch attention of a reader with the unique brightness, figurativeness, special expressional and stylistic colouring: “Blair gives modernity and bad name” («дурная слава Блера»); “Portuguese patriarch is dark horse papal candidate” («португальский патриарх

является ранее не известным кандидатом»); “Barbara Cocran shows her true colours” («Барбара Кокран покажет свое истинное лицо»); “Let's rock the boat” («давайте качнем лодку»); Let's note that prevalence of headings with a verbal dominant is characteristic of the English newspapers.

The figurative phraseology is widely presented in texts of the English periodical press. Having metaphoricalness it gives a special expressiveness, a unique originality to the statement: “The country's two big oil refineries have been destroyed. All rail and waterways linking Serbia to Montenegro have collapsed. The Serb army was becoming and sitting duck, claimed Armed Forces Minister Doug Henderson”. («Два огромных нефтеперерабатывающих завода страны были разрушены. Железнодорожные и водные пути, связывающие Сербию с Черногорией, заблокированы. Сербская армия стала легкой мишенью, - заявил министр вооруженных сил Даг Хендерсон»).

One more characteristic feature of phraseological units consists in that they actively participate in creation of estimation in the English newspaper text. Practically in any text of the press it is possible to catch on whose side is the sympathy of the author: “Draconian laws are more likely to deny basic rights to the vulnerable than to catch any terrorists”. This circumstance sets additional tasks for the translator of newspaper texts as adequate translation besides actually exact transfer of the contents has to convey the emotional elements concluded in the source to the reader.

Semantization and translation of phraseological units in the texts of Mass Media is possible only using the discursive analysis by interpreting the meanings of these units of language in the categories of culture, i.e. taking into account the extra-linguistic factors.

The Discursive analysis of phraseological units represents the assessment method revealing all range of the relations and interests which are behind the phraseological unit. In the discursive analysis cognitive and pragmatic components of a phraseological unit's meaning are allocated. They represent information about the world and the relation to the concrete facts. The cognitive component is

connected with information about the world, and pragmatic with subjective relation, assessment of the meant fact.

Within the discursive analysis three approaches to research of the phraseological units are considered: structural, communicative and culturological. In structural approach the accent is put on a linguistic phenomenon which includes nominalization, thematization and stylization of the phraseological unit. In communicative approach the discourse, i.e. circumstances of communication, categories of modality (the objective and subjective relation to a situation or an event) is analyzed. Culturological approach considers phraseological unit as a culture phenomenon, analyzes specifics of a mentality of an ethnic community which is caused by its history and finds reflection in phraseological fund of a language, in cultural concepts.

Features of reflection of reality in the English-speaking and Russian-speaking media discourse can be tracked on some examples of use of phraseological units for giving figurativeness to statements. These examples are followed from English-speaking (British and American) materials of media.

“Carrot and stick policy” collocation can often be met in the English media texts. In Russian there is an analog «политика кнута и пряника», i.e. encouragement and punishment as methods of political conviction. In two cultures remuneration and punishment are associated with different objects. It is an example of various reflection of one concept in a phraseological picture of the world of the Russian and English languages.

The smallest difficulties in translation of media texts cause phraseological units which have equivalents in the Russian and English languages (Нет дыма без огня, There is no smoke without fire). Many such phraseological units go back to the Bible (добрый самаритянин, Good Samaritan). For example: China's refuses to play the Good Samaritan. (The Telegraph).

It is possible to find analogs to some English phraseological units in Russian in translation (to carry coals to Newcastle, ехать в Тулу со своим самоваром, в лес дрова возить). Selection of an analog in translation

often demands linguistic and culture studies comment - to carry coal to Newcastle, i.e. to carry something there where it is well enough (Newcastle - the centre of the English coal industry). In certain cases it is possible to find the similar phraseological unit in the target language, but it is difficult to explain its etymology, for example: to be born with a silver spoon in one's mouth; родиться в сорочке / рубашке, родиться под счастливой звездой.

It is difficult to translate many phraseological units from English into Russian and at the same time to keep figurativeness and initial sense: lame duck - хромая утка, неудачник. When translating this phraseological unit as «lame duck» the sense of the expression is unclear, and when translating this stable combination as «неудачник» figurativeness is lost. For preservation of the sense and figurativeness it is necessary to use the translation comment. At first the people refusing to pay debts on the London stock exchange in the 19th century were called this way. It was said that the people not capable to pay the debts left the City of London in despair, shuffling the feet, hobbling as ducks. In a modern political media discourse it is the statesman or the large official whose influence is brought to naught in connection with the forthcoming leaving from the held post as a result of defeat on elections or resignations.

Thus, semanticization and translation of non-equivalent phraseological units are impossible without discursive analysis of these expressions taking into account linguistic and extra-linguistic factors (historical events, case phenomena, literary works). The understanding of figurativeness and etymology of phraseological units help to comprehend the culture of native speakers.

Each language exists in a certain environment and is an intermediary between the person and the world of reality therefore it should be studied in a wide context of the culture which has generated it, the way of life of the people who use it, and the whole environment in which it exists.

Discursive approach to the analysis of phraseological units in texts of a media discourse allows to investigate linguistic,

extra-linguistic and communicative aspects of phraseological units, to semanticize them taking into account a sociocultural component and to choose an adequate way of transfer in the target language.

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МАСС-МЕДИАДАҒЫ СТИЛИСТИКАЛЫҚ ҚҰРЫЛҒЫЛАРДЫҢ АУДАРМАСЫ

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Аңдатпа: Бұл мақалада авторлар бұқаралық ақпарат құралдарының фразеологизмдерін зерттеуде дискурстық көзқарастың мәнін сипаттайды. Осы мақалада қарастырылған ғалымдар ұсынған диалогтың өзі мен медиа дискурсінің анықтамасы келтірілген. Мақала авторлары өздерінің мағынасын жақсы түсінуге көмектесетін медиа дискурстың мәтіндерінің сипаттамаларын сипаттайды. Тіл және мәдениет адам өмірінің екі маңызды компоненті болып табылады, олар өте тығыз өзара байланысты. Фразеологияны адамның мәдениеті кез келген жерде көрсетілетін тілдік дүниетанымның бір түрі ретінде қарастыруға болады. Адамдардың тілінде көрсетілетін фразеологиялық бірліктер - бұқаралық ақпарат құралдарының тілінің ажырамас бөлігі, еркін және эмоциялық қанықтылықтың бағалы көзі. Фразеологиялық бірліктерді бұқаралық ақпарат құралдарында аудару тек дискурстық талдау арқылы мүмкін болады.

Тірек сөздер: бұқаралық ақпарат құралдары, фразеологизмдер, дискурстық талдау, мәдениет, тіл, аударма

ПЕРЕВОД СТИЛИСТИЧЕСКИХ ПРИЕМОВ В СМИ

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Абстракт. В статье авторы описывают сущность дискурсивного подхода при изучении фразеологических единиц СМИ. В данной статье дается определение самого дискурса и медиа-дискурса, предлагаемого учеными, занимающимися этими вопросами. Авторы статьи описывают характерные особенности текстов дискурса в средствах

массовой информации, которые помогают лучше понять их сущность. Язык и культура - два важных компонента человеческой жизни, которые довольно тесно взаимосвязаны. Фразеологию можно рассматривать как один из способов языкового мировоззрения, в котором культура людей отражается как нигде. Фразеологические единицы, отраженные на языке людей, являются неотъемлемым компонентом языка средств массовой информации, ценным источником выразительной и эмоциональной насыщенности. Перевод фразеологических единиц в тексты СМИ возможен только при использовании дискурсивного анализа.

Ключевые слова: средства массовой информации, фразеологические единицы, дискурсивный анализ, культура, язык, перевод