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THE STRATEGIES OF TRANSLATION OF CONNOTATIVE MEANING IN LITERARY TEXTS

D. Naushabek [1]
[1] Master of Faculty of Philology,
Eurasian National University after L.Gumilyov
Nur-Sultan, Kazakhstan
E-Mail: Dinara.naushabeka@gmail.com

Abstract:
Transferring the main meaning, style and feeling of Source text into Target text without disturbing the originality of literary text is one of the severe and frequent obstacles for translator, as in literary texts, in which the major concern is artistic. For this reason, this article deals with the complexity of translation from Kazakh language into English of such a linguistic means of expressiveness as a connotation. First, it aims to identify the definitions of connotation its classification, next it intends to highlight its specific features and differentiation from denotation, which is the direct or lexical meaning of a linguistic unit or a word. Second, the article focuses on the established methods of translation to convey the connotative meaning of words and for this purpose, it considers and analyzes the authentic examples from Mukhtar Auezov's epic novel "Abai Zholy" (The Path of Abai) and Ilyias Yesenberlin's trilogy "The Nomads" and the conclusion of the work is presented.

Keywords: connotation, denotation, connotative meaning, denotative meaning, translation transformations

The meaning of literary texts is differed from the context of technical or scientific texts in which the major meaning is denotation (or referential meaning) rather than connotation, as the basic function of scientific texts is to deliver the information. In literary texts, in which the main function is artistic, connotation acquires additional prominence. This implies that connotation has to be carefully attended to when translating literature.

Connotation refers to the emotional or psychological associations a word carries with it. The connotation of a word goes beyond its strict meaning to express the feelings, thoughts, and images the word suggests or evokes. For instance, "Wall Street" literally means a street situated in Lower Manhattan, but connotatively it refers to wealth and power.

The term 'connotation' was first used by J.S. Mill in 1843 in a slightly different sense from the one which is commonly used nowadays [1, 45p]. In his System of Logic, Mill states: The word «white" denotes all white things; as snow, paper, the foam of the sea, and so forth, and implies, or as it was termed by the schoolmen, connotes the attribute whiteness [2, 36p].

The definition states that individuals belonging to a class are the denotation of that class, whereas the property or properties which would

entitle an individual to its connotation. Mill points out "connotation" as signification of the property while "denotation" as signification of the thing [1, 47p]. Nowadays connotation is used in contrast to "denotation" to refer to any additional meaning that an expression may acquire over and above its denotation or cognitive meaning.

The phenomenon of connotation in Kazakh linguistics is not specifically provided in the theoretical sense. However, A. Salkynbay, E. Abakan, R. Avakova, G. Khasanov, G. Bayunisova, D. Alkebaeva identified and gave definitions to the connotation from the perspective of linguistics.

The connotation can be classified in the following types:

• evaluative connotation (the widespread type and structure of linguistic units in expressive-stylistic sense);

• the connotation made by means of parallel application of stylistically colored units, enhanced expression and strengthening of speech;

• visual connotation (semantic duality, ie abstract expression on the background of a sensual-visual background and clear visual, sensual manifestations through distinct connotations);

• functional connotations (functional stylistic connotations, language units and forms as a result of the use of certain public speaking practice);

• national-cultural connotations (national identity, phenomena in spiritual and material life of the population).

Russian linguist Shahovsky identifies six types of connotative meanings [6,58p]:

• Attitudinal meaning is the connotative or literary meaning of a linguistic expression which takes the form of implicitly transferring a commonly held attitude or value. For example, 'The police', 'the filth', or 'the boy in blue' are synonymous in terms of denotative meaning, however they all have various overall semantics. 'The police' mostly refers to a neutral content, while 'the filth' has disapproving overtone and 'the boy in blue' is an affectionate one.

• Associative meaning is the connotative meaning of a linguistic expression which takes the form of attributing to the referent certain stereotypically expected properties culturally associated with that referent. For example, the word 'nurse' is a pure example of given type of connotative meaning. Majority of people non-intentionally associate or makes the connection nurse with the idea of female gender, as if 'nurse' were synonymous with 'female who looks after patient or sick people'.

• Affective meaning is another type of connotative meaning and it refers to the emotive effect worked on the addressee by using one particular linguistic expression rather than others that might have been used to express the same literal meaning. For example, the words as 'silence, please' and 'shut up' share the same core denotative meaning of 'be quiet', however the addressor's implied attitude to the recipient presents a different affective impact in each case: in the first case it presents polite impact, while in the second rude impact.

• Allusive meaning is a type of connotative meaning consists of invoking the meaning of an entire saying or quotation in which that expression figures. For example: In the literature work of 'The City of Oppression' by a Palestinian writer. The city in question is clearly Jerusalem. The term 'city of oppression', this is used as a name of the city, alludes to the fact that Jerusalem is sometimes referred to as 'city of peace'.

• Collocative meaning is the connotative meaning lent to a linguistic expression by the meaning of some other expression with which it frequently collocates. For example, adjectives as 'pretty', 'handsome', have association a sense of 'good looking'. However, 'pretty' collocates readily with 'girl', 'boy', 'woman', 'flower', 'garden', while 'handsome' collocates with 'boy', 'man', 'car, 'vessel'.

• Reflected meaning is a connotative meaning given to a linguistic expression by the fact either that the form used calls to mind another denotative meaning of the same word or phrase, or that the form used to call to mind another denotative meaning of another word or phrase which is the same or similar in form. For example, if somebody states, 'Richard Nixon was a rat', using 'rat' in the sense of a person who deserted his friends or associates, the word 'rat' not only carries the particular denotative meaning, but also invokes/evokes the more basic denotative meaning of the animal 'rat'.

Transformations with the help of which it is possible to carry out the transition from original units to translation units in the indicated sense are called translation (interlanguage) transformations. When describing the translation process, translation transformations are considered as translation methods that the translator can use when translating various originals in cases where the dictionary correspondence is absent or cannot be used according to the context. Depending on the nature of the units of the source language, translation transformations are divided into lexical and grammatical. In addition, there are also complex lexical-grammatical transformations, where the transformations either affect the lexical and grammatical units of the original at the same time, or are inter level, i.e. carry out the transition from lexical units to grammatical and vice versa.

As V. Komissarov notes, the knowledge of the translator of the rules, techniques and stereotypes helps in conditions of time constraints to find the translation option faster [7.86p].

The lexical transformations used in the translation process with the participation of various foreign languages and translating languages include the following translation techniques:

• translational transcription and transliteration;

• Calculation and lexical-semantic substitutions (concretization, generalization, modulation).

Lexica-grammatical transformations include:

• antonymic translation;

• explication (descriptive translation);

• compensation.

In Kazakh culture the word "white" also associated with plenty of meanings as diary food, national food

which made with milk, clearness, pure sense.

Онда Қодар өзіде, "тым құрыса аққа тәуір болармызда, біреуден там-тұмсауын сауармыз" деп, елге ергенге қарсы болмаушы еді.

We shall have plenty of milk and even perhaps borrow a cow for the summer.

Many connotations are well – established and constitute part of the linguistic competence of speakers. Carter classifies words into core words that are neutral in connotation such as the word thin, but a core word may have a synonym that is positive(slim) or negative (skinny). Connotation is one way in which synonyms may differ. They are subject to continuous change. Many of the most obvious changes in the English language have resulted from changes in word connotations.

Words that have positive connotations may become negative and vice versa. An example of this is the word gay which was quite positive in the past. The word charm which has positive associations today had negative connotation in the Elizabethan age as it was associated with sorcery. The expression nowadays had associations of vulgarity and was avoided by the educated in Shakespeare's time and its use then was restricted to people of low status. Since the 1950's, the word Negro has acquired strong negative connotations, and has been replaced either by words with neutral connotations such as black or by words with positive connotations such as African-American or Afro-American.

The word crippled has been replaced by handicapped or a more positive one: differently-abled.

Several types of connotation can influence the way you think about a word, which are as follows:

Positive (favorable) connotation—Words that make people feel good

Negative (unfavorable) connotation—Words that provoke a negative emotional response

Neutral connotation—Words that cause no emotional reaction at all

Words may have positive or negative connotations that depend upon the social, cultural, and personal experiences of individuals. For example, the words childish, childlike and youthful have the same denotative, but different connotative meanings. Childish and childlike have a negative connotation, as they refer to immature behavior of a person. Whereas, youthful implies that a person is lively and energetic.

Depending on the intent of the writer, he will choose either favorable or unfavorable connotations to communicate his point. Most journalistic writing uses favorable connotations for the sake of political correctness and to avoid alienating readers. Scientific or technical documents typically use a neutral connotation. Politically motivated writing normally uses highly charged connotations, both favorable and unfavorable, to achieve the desired impact.

"That woman is a dove at heart." – Here, the dove implies peace or gentility.

"There's no place like home." – While home may refer to the actual building someone lives in, connotatively, it most often refers to family, comfort, and security.

"What do you expect from a politician?" – Politician has a negative connotation of wickedness and insincerity. To imply sincerity, the word statesperson might be used.

"That woman is so pushy!" – Pushy refers to someone who is loud-mouthed, insisting, and irritating.

"My mom and dad worked hard to put me through college." – The words Mom and Dad, when used in place of mother and father, connote loving parents, rather than simply biological parents.

"Friends, Romans, countrymen, lend me your ears."

Here, the word "ear" connotes the idea of people listening to him attentively.

The dog is considered as one of the treasures in Kazakhs and associated (along with negative phenomena) with loyalty, devotion, unpretentiousness. There are more than 100 idioms and phraseological units in Kazakh language related to the word "dog". However, vast of them connotes negative character as following: ит қорлық- to suffer, to experience a pressure; иттің етінен жек көру- to hate, иттің баласы- an idiom used while scolding.

Ит те болса, бауыр емес пе еді? – дегенде, Құнанбай қынжыла түсіп: [3,28б].

"He may be a mad dog, but he is a kinsman of ours" said Bozhei [5,38p].

In the following sentence the word dog is expressed negatively and it connotes the outrageous and dishonest character.

Недеген имансыз едің кәрі төбет?! - деп тұрған Құнанбайдың баласын көрді. [4,42б]

"You old devil" he shrieked and stuck Zheksen in the back [5.87p]

"He's such a dog." – In this sense, the word dog connotes shamelessness, or ugliness.

Жаным-ау, қасқыр бала ғой мынау! – деді. [25б]

He is a little wolf, he said. [35p]

Wolf defines as complex, highly intelligent animal who are care, playful, and above all devoted to family. In the following sentence the word wolf identifies as smart and sharp, it also characterizes the capable manner of the boy.

In literature or in literary texts, connotation paves way for creativity by using figures of speech like metaphor, simile, symbolism, and personification. Writers or authors contented themselves with only the literal meanings; there would have been no way to compare abstract ideas to concrete concepts, in order to give readers a better understanding. Therefore, connotative meanings of words allow writers to add to their works dimensions that are broader, more vivid, and fresher.

Denotation is the frame of meaning, which is found in definitions given by dictionaries or set vocabularies; while connotation is an additional shade of meaning added to the denotation of a word or lexical expression. Pragmatic meanings play an important role in the interpretation of a literary text. They need to be handled carefully by translators, and are likely not to survive the process of translation. Their meanings are fragile and often culture specific. They may also be highly personal associated with the author himself. In literary translation, meaning can only be accurate to a

certain degree, since it is looking for the connotative as well as the denotative meanings. As such the successful translator is aware of the multiple meanings of the word. Whilst the translator has to cope with the different shades of word meanings, which are in non-literary translation, he can achieve anywhere near perfection. It worth mentioning that poetry is the hardest of all literary genres to translate, because it has some linguistic factors to account for (notably sound, rhyme and meter and connotation). Thus, the importance of connotation is of utmost importance in translation which translators have to be aware of.

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СТРАТЕГИИ ПЕРЕВОДА КОННОТАТИВНОГО ЗНАЧЕНИЯ В ЛИТЕРАТУРНЫХ ТЕКСТАХ

Наушабек Д.Н.[1]
[1]Магистр филологического факультета,
факультет перевода,
Евразийский национальный университет
им. Л.Н. Гумилева
Нұр-Сұлтан, Қазақстан.
E-Mail: dinara.naushabeka@gmail.com

Аннотация. Передача основного значения, стиля и атмосферы исходного текста в целевой текст без нарушения оригинальности литературного текста является одним из серьезных и частых проблем для переводчика, так как в литературных текстах передача образности является главной задачей. По этой причине, в этой статье рассматриваются сложности перевода с казахского на английский язык лингвистического средства художественной выразительности как коннотация. В первую очередь, предоставляются определения и классификация к коннотации, затем выделяются его специфические особенности и различия от денотативной значении, которое является прямым или лексическим значением языковой единицы или слова. Во-вторых, концентрируется внимание на переводческих методах для передачи коннотативных значений слов, и для этой цели рассматриваются и анализируются подлинные примеры из романа-эпопеи Мухтара Ауэзова «Абай жолы» («Путь Абая») и трилогии Ильяса Есенберлина «Кочевники», а также предоставляется заключение данной работы.
Ключевые слова: коннотация, денотация, коннотативный смысл, денотативный смысл, переводческие трансформации.

ӘДЕБИ МӘТІНДЕРДЕГІ КОННОТАТИВТІ МАҒЫНАНЫ АУДАРУ АМАЛДАРЫ

Наушабек Д.Н.[1]
[1]Гумилев атындағы Еуразия ұлттық университеті
аударма ісі кафедрасы,
филология факультетінің магистрі,
Нұр-Сұлтан, Қазақстан.
Электрондық пошта: dinara.naushabeka@gmail.com

Андатпа: Түпнұсқа мәтінінің негізгі мағынасын, стилін және ондағы атмосфераны аударма мәтініне тәржімалауда көркем мәтіннің өзіндік нақышын айнытпай жеткізу аудармашылар үшін жиі кездесетін және маңызды мәселелердің бірі болып табылады. Осы себептен аталмыш мақалада қазақ тілінен ағылшын тіліне аудару барысында қиындық

тудыратын коннотация деп аталатын тілдік бейнелік құрал мәселелері қамтылады. Ең алдымен, коннотация ұғымының анықтамалары және оның классификациясы ұсынылады, сонымен қатар, аталмыш ұғымның ерекшелігі және денотативті мағынадан айырмашылығын сипаттамалары қарастырылады. Екіншіден, тілдік бірліктің коннотативті мағынасын жеткізуде қолданылатын арнайы тұрақты аудармашылық әдістерге тоқтала отырып, осы мақсатта Мұхтар Әуезовтың "Абай жолы" роман-эпопеясынан және Ілияс Есенберлиннің "Көшпенділер" трилогиясынан алынған шынайы мысалдар талданылып, жұмыс қорытындылары ұсынылады.

Түйін сөздер: коннотация, денотация, коннотациялық мағына, денотативті мағына, аударма трансформациялары.

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