

казахский язык из русского и английского языков. Авторы статьи, ссылаясь на работы ученых терминологов Б.Момыновой, Б.Калиулы, предлагают «принимать» каждую входящую в казахский язык иноязычную единицу на основе тщательного изучения данного слова в свете научной парадигмы. По мнению Б.Калиулы: «В нашем языке есть больше ста тысяч слов из европейских языков, которые называются международными терминами. И они стали причиной нарушения основы, стержня нашего языка – закона сингармонизма» [6, 31]. Авторы статьи поднимают проблему заимствований в казахском языке, приводя в качестве примера слово «праймериз», активно применявшееся в 2020 году накануне выборов депутатов мажилиса в Парламент Республики Казахстан.

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Determination of the place in the Kazakh language of the word “primaries” as a unit of social-political vocabulary

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The article discusses the issues of delimiting social-political vocabulary and terms. And problems of determining the place of linguistics units includes in the Kazakh language from Russian language, English language. The authors of the article refer to the works of scientific terminologists B.Kalyuly, B.Momynova. They suggest looking at each word through careful scrutiny in a scientific paradigm. According to the B.Kalyuly: “In our language there are more than one hundred thousand words that are called international terms. And they became the reason for the breaking of the main rule of our language – the law of harmony”. [6; p31.]. The authors of the article discusses the problem of borrowing in language. They give an example of the word primaries, which was actively used during the parliamentary election in Republic of Kazakhstan.

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SOCIAL ORIENTATION OF MEDIA TEXTS CONTAINING PROFESSIONAL VOCABULARY, THEIR ADAPTATION AND FUNCTIONING

The authors attempt to analyze the features of social orientation of media texts containing professional vocabulary. The authors also analyze the distinctive features of the pragmatic adaptation and functioning of the abovementioned texts. In the article, the authors try to show that professional vocabulary arises and develops on the basis of a folk language and is its continuation. The authors believe that professional vocabulary is a continuation of a dialectal language not a literary one. During the analysis of samples of professional terminology, the authors come to a conclusion that professional terminology, which in most cases grows from professional vocabulary, acquires autonomy over time. As a result, such types of terminology form their own systems of concepts, means of expression, and methods of word formation also.

Key words: media text, professional vocabulary, pragmatic adaptation, pragmatic transformation, translation, reality, professionalism.

INTRODUCTION

The creation of media texts is due to a number of extra linguistic factors. These factors include: intendance for a mass audience, the efficiency of creating and consuming text, frequency, collective creativity, the use of other, primary texts (documents, press releases, messages from news agencies, etc.). Consequently, media texts are not only a part of public life, but also the subjects of “extremely intense pragmatic relations” [4, 23].

The functioning of media texts is studied from the standpoint of social orientation towards a certain readership (taking into account the degree of awareness, educational level and value preferences of the recipients of the text). For example, among journalistic materials, there are articles addressed to women. The discussion in the article of such issues as a woman place in the modern world, her self-identification, experience and attitude is the evidence of the focus on women. As well as "the constant unification of the author of the article with the readers is: " We are still grossly underrepresented in the Commons ... But we have got enough of a range of (women politicians) ..." [4, 41].

The effectiveness of the impact of news information on readers, the degree of understanding of information and journalistic materials is determined through the concept of "informational value of the text" – a relative value that depends on the so-called "semiotic level of a particular reader". This term, borrowed from social psychology, means "a set of features determining linguistic knowledge, professional training and the ability to navigate various kinds of information based on their general life experience."

The researchers of the mass communication discourse noted pragmatic flexibility, "sensitivity" of publicistic texts to certain changes in the communicative situation parameters. Discourse within the framework of the communicative space is understood as a social process in which the text is included, and the text is considered as a concrete material object, which is the result of this process [4, 45].

In many cases, materials from news agencies are used as primary texts, and at each stage of processing, the previous version is transformed in accordance with a new extralinguistic context – new goals and priorities.

Thus, the creation of media text is a series of successive transformations. Obviously, with such a pragmatic adaptation, there is never a detailed coincidence of the content-formal aspects of two different texts; the textual modality can never be realized in the same way [2, 137].

MAIN PART

In most cases, the source text undergoes significant pragmatic adaptation. Ya.S. Voskoboinikov and V.K. Yuryev described a number of everyday situations in journalistic practice, when the editor became the actual co-author of the text:

Digest is a journalistic term that means a concentrated presentation of material, cutting and cutting to the desired size, adapting to the desired conditions of his style, both in structure and in language. The digest assumes a well-defined position from which the presentation is given, however, only extremely balanced commenting is allowed, and even then only in order to highlight the most important and interesting elements of the content [6,11];

Rewrite is a term similar in meaning to the digest. Unlike a digest, it implies that the original text is too long or simply bad and must be done anew, bringing it to the desired condition in terms of content, style, and size [6, 32].

These types of pragmatic transformation make it possible, for example, to adapt interesting information from a specialized publication for newspapers and magazines designed for a wide range of readers. Digest and rewrite are widely used in news information. They are used not only for compiling various kinds of reviews, but also for processing individual messages that, for one reason or another, do not suit the editorial board [2, 156].

A situation often arises when the material does not contain the necessary explanatory information. One of the editor's tasks is to find information that supplements the text with one or

another important detail. Every editor, even at the bottom of the editorial staff, can make a significant contribution by filling in some of the gaps in the material that passes through him.

One of the varieties of pragmatic adaptation includes those situations when it is necessary to "shift accents", to eliminate the author's overly subjective assessment by changing the theme and rem structure of the text;

A more profitable presentation of material is provided by finding the "right angle" - bringing to the fore (for example, using as a subheading) information that would attract the reader's attention;

There is a special case, the so-called "translation" of oral speech into newspaper language. It is emphasized that in this case, both the professionalism of the correspondent preparing the report and the professional competence of the editor are especially important. The examples given do not cover all situations of significant pragmatic adaptation of media texts. For example, when working with the so-called "information with continuation", when an event or a problem continues to be in the process of development, in already finished materials they often make various kinds of changes, rearrange them, create new subheadings and even headings [2, 237].

Some types of journalistic texts can base on several source texts. The most difficult and time-consuming types of compilation for a journalist are the so-called backgrounds and reviews.

Backgrounds are generalized collections of all sorts of information that provide background to various events and problems. Along with facts and other information of an objective nature, there are usually elements of analysis and comments included in the backgrounds. Backgrounds are often prepared by news agencies - as a rule, not so much for direct publication in newspapers and magazines, but to provide the journalists working there with the initial information for their own materials so that they can write in any one "necessary" direction [6, 24].

Reviews are, first of all, operational news bulletins on current events and problems, or collections, compiled according to thematic principles - for example, news of science and technology, the business world, cultural life or sports, criminal, secular or other chronicle [6, 37].

Depending on the specifics of their content, reviews, as well as backgrounds, can be very different both in the selection of information and in the style of presentation – either only news, or facts accompanied by their analysis. In addition to the latest news, reviews on international affairs also include media responses from different countries. Market reviews often accompany economic forecasts. In the chronicle of theatrical life or the music stage, news about "stars" intertwine with reviews from reviewers and critics. Perfume reviews with news in the field of perfumery art and industry can differ dramatically in the selection of information and in the style of presentation.

Rapid development of new information technologies at the turn of the XX-XXI centuries led to the emergence of the term "electronic newspaper", which is understood as any texts reproduced on the screen with more or less operational information, as well as special network editions of periodicals adapted for presentation on the Web -space. In world practice, such concepts as: electronic journalism, electronic publishing have already been established, with the help of which the publication is carried out in an electronic version and which allow reproducing verbal texts, graphics, tables and other semiotic complexes, or already prepared in paper version, or - directly in electronic. In the United States, for example, a "home semi-automatic electronic newspaper" has appeared, which "knows" its reader and compiles materials for him or her on a daily basis, using telegraph agencies, databases, and television news as sources. The first page of this newspaper is the main headings (international information, financial, legal and political, etc.) with short texts below them. Some color illustrations accompany the texts - it can be a map of the country mentioned in the message or a photograph of the president, a campaign poster. The machine selects these illustrations, using a videodisk containing over 50 thousand photographs, drawings, diagrams.

Despite the fact that there are huge technological differences between these phenomena - electronic and paper printing - they are phenomena of the same order, since their system-forming basis – textual space – remains unchanged. The print edition integrated into the system of public relations and is subject to all its factors, including the impact of a technical innovation, and electronic editions - the result of "a very long evolution carried out within the framework of the same system, which includes paper editions" [4, 349].

Even a few decades ago, newspaper writing considered to be almost exclusively for native speakers. In 1968, A. Neubert, in his work "Pragmatic Aspects of Translation", referred press materials to the type of texts intended only for native speakers. He emphasized the fact that such texts are fundamentally untranslatable, in contrast to other types of text: scientific literature aimed at native speakers of both the source language and the target language; fiction, which, although intended primarily for people for whom this language is native, is often translated into other languages; materials of foreign policy activities [5, 189].

The evolution of the mass media has led to the creation of a single information and communication space. As a result, media texts have become one of the components of global communication. Currently, the interlingual transformation of texts is becoming an important aspect of the pragmatic adaptation of texts.

In traditional translational linguistics, the ideal situation is, of course, when "the original text fully reflects the intention of the Source, and the translator has no other goals than the most complete reproduction of the foreign text in the target language." In the case of pragmatic adaptation of the original text, "the translator actually goes beyond his own translation functions, solving a certain pragmatic extra task that has no direct relation to the reproduction of a foreign language original [3, 131].

Although in practice, a translator carries out himself such a pragmatic adaptation in the translation process, it could be outside the translation act. The translator could first translate the original, fulfilling all the requirements of adequacy (including reproducing the pragmatics of the original text), and then the translation text could be adapted (by the translator or another person) in order to achieve the desired impact on a specific person or group of people [3, 133].

However, the translator of a journalistic text always faces the task of pragmatic adaptation of the original text, and this is primarily due to the above-described specifics of this type of texts. The translator's desire to achieve all levels of equivalence - semantic, genre-stylistic, pragmatic - forces him to adapt the text to the perception of a foreign language reader in order to achieve an adequate understanding of the text. As already noted, the reader often lacks background knowledge of the historical, cultural and geographical plan, and he is not able to interpret as a native speaker. To do this, the translator uses the technique of lexical additions, for example, the transfer in Russian of geographical names such as American Massachusetts, Oklahoma, Virginia, Canadian Manitoba, Alberta or English Middlesex, Surrey, etc. requires additional use of the words "state", "province", "county".

When conveying realities, transcription, transliteration or tracing is often used in combination with a descriptive translation: «...for desert you got Brown Betty, which nobody ate...» – «...на сладкое – «рыжую Бетти», пудинг с патокой, только его никто не ел» [1, 133].

To convey the realities the translator often has to make a deeper restructuring of the text, since he is forced to use both lexical replacements and lexical additions in combination with a descriptive translation. Besides, it in turn, forces him to apply deep lexical and grammatical transformations of the syntactic structure of the source text: «The prime-minister addressed the people from the window of No. 10. – Премьер-министр обратился к собравшимся из окна своей резиденции» - " - in this case, the translator uses a lexical replacement: instead of No. 10 – their residence; «It was Friday and soon they will go and get drunk. And now they pretended that it was Monday and even Thursday and that they had no money - Была пятница, день полочки, и скоро они пойдут и напьются. А пока они делали вид, что сегодня понедельник или даже четверг и что у них нет денег» – in the given example there is an addition and syntactic transformation of the text [1, 137].

In some cases, a translator can use the omission technique and does not mention the realia in the translation text. For example, «Parked by a solicitor's office opposite the cafe was a green Aston Martin tourer – У конторы адвоката напротив кафе стоял элегантный спортивный автомобиль зеленого цвета». Here the translator omitted the name of the car brand and compensated it with the lexical substitution – a sports car [1, 143].

Another important reason requiring a pragmatic adaptation of the text of the TL is different connotations of the figurative-associative plan in words that have regular correspondences in

languages, as well as some differences in speech culture. So, for example, the translation of the phrases familiar to the Russian ear "battle for the harvest", "declare war on delays", etc. can cause some misunderstanding in a foreign-language reader and create an impression of the aggressiveness of Russian people, therefore softened wording is often used when translating them.

In general, the pragmatic adaptation of the translation is carried out without prejudice to the semantic content of the text; however, there are situations when the translator can sacrifice the logical and subject content to achieve the desired communicative effect. Such situations include cases when the translation addressed not to an average representative of a given nation, but to a specific recipient: a man, a woman, a child. That is why, when translating children's literature, we often encounter significant pragmatic adaptation of the text, taking into account not only the background knowledge of a young reader, but also his or her knowledge of children's folklore and national folklore traditions. A rather striking example of the adaptation of children's fairy tales can be the translation of Brothers' Grimm fairy tales. For example, in the fairy tale "Cinderella" in an original version, Cinderella's stepmother invites one of her daughter to chop off her toe and the other to chop off her heel so that she can put on a crystal slipper. To take into account the recommended age for reading such literature, it was necessary to adapt the translation text.

Some cases of pragmatic adaptation of the text can lead to its significant distance from the FL text, to the loss of equivalence by the FL text; such translations are called modernization of the text, and sometimes free retelling. As a rule, they are used for special purposes, in particular: manipulation of consciousness, proposing false arguments in the proof [7, 169].

The adaptation of the text to genre-stylistic norms in the TL plays an important role in the process of pragmatic adaptation of the translation. It is especially important when translating texts of scientific and, especially, official-business styles, characterized by a rigid genre form.

A special case of the pragmatic adaptation of the text is expressing the personal attitude of the translator to the text he is translating found in literary translation [7, 173].

Depending on the "extra-translation problem" solved by the translators in this case, reviews and translations of articles, advertising press releases may have a different character. Today we are witnessing fundamental changes in the nature of information processes. In result of the development of new information technologies, a single information and communication space appeared. The Internet has ushered in a new era as a global medium of communication. Various reviews including perfumery ones, have become one of the components of global communication.

Perfume discourse is characterized by a special way of constructing the text of the perfume review itself, an abundance of professionally oriented vocabulary, a variety of stylistic techniques as a means of influencing the receptor. One of the distinctive features of such a text is its obvious secondary nature: the primary author's texts, as well as the texts of various advertising agencies, are subject to pragmatic adaptation in accordance with the orientation towards a specific readership.

Such texts often also require descriptions that combine the beauty and appeal of advertising texts and the clarity of technical wording. Translations from areas such as perfumery and the art of perfumery require a lot of attention and precision. They can even be compared with medical translations and translations in the field of chemistry, as one of the most difficult types of translation, since in connection with the general increase in the level of human education, there is a tendency to write not only artistically beautiful, but also informative reviews.

Perfume reviews do not differ much from newspaper news articles and we may assume that professionally oriented vocabulary in the texts of perfume reviews serves the same purposes. In the process of development and functioning of professionalisms, a kind of selection is carried out: from several professionalisms one is selected, usually the best, promising, "correctly orienting". It should not be forgotten that there are much more requirements for the term than for professionalism. In particular, not in the last place is the criterion of aesthetic character. Especially important are the aesthetic and prestigious aspects in the names of persons by profession. For example, recently there have appeared many names of professions and types of activity borrowed from the English language, such as: copywriter, beauty-writer, perfume-blogger, etc.

CONCLUSION

Perfume review texts, blogs written by perfume bloggers are also media texts. They are also characterized by their intended purpose for a mass audience, the efficiency of creation and consumption of text, the frequency, collective creativity, the use of other, primary texts (documents, press releases, messages from news agencies, etc.). Consequently, perfume reviews and blogs “are not only a part of public life, but also subjects of “extremely intense pragmatic relations” [6, 23].

Such surveys influence on the consciousness of the masses and its consumer interest. That is why manufacturers are so willing to provide samples of their products to well-known bloggers having a certain authority among a certain audience. The result of such an interchange (a sample or sample of products and a review dedicated to this particular sample) is the warming up of the readers' interest in the product, the desire to try it and, ultimately, to purchase it. At the same time, one should not forget that the overwhelming part of perfumery products is produced in Europe and the United States, respectively, and correspondence is conducted in a foreign language, more often in English.

Various extralinguistic factors decisively influenced the functioning of terms and professionalisms in the speech of specialists. In particular, the level of their general and special training, as well as the degree of knowledge of the literary language has a great impact too. Where the means of everyday (non-professional) communication is a non-literary form of speech (local dialect, vernacular), it is more natural to expect in the industry vocabulary not literary standardized terminology, but professional-industrial vocabulary. If the carriers of special vocabulary are fluent in the literary language, then it is possible to assume that they also know the terminology.

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Кәсіби лексикадан тұратын медиа-мәтіндерді әлеуметтік бағдарлау, оларды бейімдеу және қолдану

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Мақалада кәсіби лексикадан тұратын медиа-мәтіндердің әлеуметтік бағдарының ерекшеліктерін, сондай-ақ аталған мәтіндердің прагматикалық бейімделуі мен қолданысын талдауға әрекет жасалған. Мақала авторлары кәсіби лексиканың халық тілінің негізінде пайда болып, дамып келе жатқанын және көбінесе әдеби емес, диалект тілінің жалғасы екенін көрсетуге тырысты. Кәсіби лексикадан шығатын кәсіби терминология уақыт өте келе өз ұғымдары, оларды жеткізу құралдары, сондай-ақ сөзжасам тәсілдері жүйесі бар дербестікке ие болады. Терминологияның осындай түрлері нәтижесінде ұғымдардың өз жүйесін, оларды жеткізу құралдарын және де сөзжасам әдістерін құрайды.

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Социальная направленность медиатекстов, содержащих профессиональную лексику, их адаптация и функционирование

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В статье делается попытка анализа особенностей социальной ориентации медиатекстов, содержащих профессиональную лексику. Авторы так же анализируют отличительные черты прагматической адаптации и функционирования вышеуказанных текстов. В статье авторы попытались показать, что профессиональная лексика зарождается и развивается на основе народного языка и является его продолжением. Авторы полагают, что профессиональная лексика является продолжением не литературного, а диалектного языка. В ходе анализа образцов профессиональной терминологии, были сделаны выводы о том, что профессиональная терминология вырастающая в большинстве случаев из профессиональной лексики, со временем приобретает автономность. Подобные виды терминологии в итоге образуют свои системы понятий, средства их выражения, а также приемы словообразования.

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РЕАЛИЗАЦИЯ ОБЪЕКТИВНОГО И СУБЪЕКТИВНОГО В РАМКАХ ТЕКСТОВОГО ОПИСАНИЯ КАРТИН У. ТЁРНЕРА

Цель данного исследования – выявить общее и частное в текстовых описаниях картин У. Тёрнера “Shade and Darkness – the Evening of the Deluge and Light and Colour (Goethe’s Theory)” и “The Morning after the Deluge – Moses writing the Book of Genesis”. В качестве эмпирической базы исследования были выбраны шесть монографий об английских художниках, в которых фигурируют вербальные описания обозначенных живописных полотен У. Тёрнера. Основным методом исследования является интерпретативный анализ, сопутствующим – интроспекция. Ключевой концепт, актуализирующийся в монографиях об английских художниках, – “painting”, манифестируется в текстах искусствоведческих монографий в описаниях особенностей манеры письма отдельных художников (в данном случае У. Тёрнера) и направлений искусства (например, модернизме и импрессионизме), а также субъективно-оценочного выражения отношения автора монографии к предмету описания.

Ключевые слова: ментальное образование “painting”, монографии об английских художниках, У. Тёрнер, вербальное описание картин, англоязычный искусствоведческий дискурс.