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FEATURES OF TRANSLATION OF NEWSPAPER ARTICLES IN THE MEDIA FROM ENGLISH INTO RUSSIAN

Annotation. This article examines the features of translation of English newspaper articles in the context of language development. The life of a modern person is changing rapidly. The language we use when we exchange information responds quickly to these changes. The journalistic style is more receptive to these changes in comparison with other styles of speech. Since the concept of journalistic style is broad, we will consider one type of journalism - newspaper style. In the era of globalization, international relations are developing at a faster rate. That is why this topic of the article is relevant. Through the prism of newspaper texts, we see the development of a foreign language, especially the changes taking place in it. With the help of an adequate

translation of newspaper texts, the reader can see the changes in the social life of the English-speaking countries and in the English language in the most detail.

Key words - journalistic style, newspaper articles, terminology, social and political sphere, newspaper headlines, press, phraseological units.

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АҚПАРАТ ҚҰРАЛДАРЫНДАҒЫ ГАЗЕТ МАҚАЛАЛАРЫН ОРЫС ТІЛІНЕ АУДАРУ ЕРЕКШЕЛІКТЕРІ

Аннотация. Бұл мақалада біз ағылшын тіліндегі мақалалардың тілдің даму контекстіндегі аудармасының ерекшеліктерін қарастырамыз. Қазіргі адамның өмірі жылдам өзгеруде. Ақпарат алмасу үшін пайдаланатын тіл осы өзгерістерге тез жауап береді. Публицистикалық стиль осы өзгерістерді басқа сөйлеу стилімен салыстырғанда қабылдайды. Журналистік стильдің тұжырымдамасы кең болғандықтан, біз журналистиканың бір түрі - газет стилін қарастырамыз. Жаһандану дәуірінде халықаралық қатынастар қарқынды дамып келеді. Аудармашы үшін шетелдік баспасөздегі ақпараттың нақты таратылуы өте маңызды деп есептейміз. Сондықтан мақаланың тақырыбы өте маңызды. Газет мәтіндерінің призмасы арқылы біз шет тілінің дамуын, әсіресе, онда болатын өзгерістерді көріп отырмыз. Газет мәтіндерін аудару арқылы оқырман ағылшынша сөйлейтін елдердің және ағылшын тіліндегі қоғамдық өмірдегі өзгерістерді егжей-тегжейлі көре алады.

Түйін сөздер: журналистік стиль, газет мақалалары, терминология, қоғамдық-саяси сала, газет тақырыбы, баспасөз, фразеологизмдер

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ОСОБЕННОСТИ ПЕРЕВОДА ГАЗЕТНЫХ СТАТЕЙ В СМИ С АНГЛИЙСКОГО ЯЗЫКА НА РУССКИЙ ЯЗЫК

Аннотация. В данной статье рассматриваются особенности перевода английских газетных статей в условиях развития языка. Жизнь современного человека стремительно меняется. Язык, который мы используем при обмене информации, быстро реагирует на эти изменения. Публицистический стиль в большей степени воспринимает эти изменения в сравнении с другими стилями речи. Так как понятие публицистического стиля является обширным, то мы будем рассматривать один вид публицистики – газетный стиль. В эпоху глобализации международные отношения развиваются с большей скоростью. Именно поэтому данная тема статьи является актуальной. Сквозь призму газетных текстов мы видим развитие иностранного языка, особенно изменения, происходящие в нем. С помощью адекватного перевода газетных текстов читатель может наиболее детально увидеть изменения в общественной жизни англоговорящих стран и в английском языке.

Ключевые слова: публицистический стиль, газетные статьи, терминология, общественно-политическая сфера, газетные заголовки, пресса, фразеологизмы.

Introduction. The characteristic feature of the English newspaper information style is the stylistic diversity of vocabulary. Along with the book vocabulary, colloquial and poetic words and combinations are widely used here. In the field of phraseology, the newspaper information style is distinguished by the wide use of "ready-made formulas" or clichés.

Specificity of translation of newspaper text Texts are of a different nature: newspaper, newspaper journalistic, historical, popular science and fiction. This selection is due to the desire of the authors to give students the opportunity to familiarize themselves with the features of the translation of texts of various styles and genres. [1]

The language of newspaper articles is often emotionally rich, which brings it closer to the language of fiction. We find in it figurative comparisons, metaphors, idioms, elements of humor, sarcasm, irony, etc. In addition to all this, a newspaper article usually has a certain political orientation. The newspaper text is abundantly saturated with special terms related to political and state life; we find here the names of political parties, government institutions, public organizations and terms related to their activities, for example: United Nations Organization - United Nations Organization, Organization for Security and Co-operation in Europe - Organization for Security and Co-operation in Europe, North Atlantic treaty - North Atlantic Treaty Organization, theater of war - the theater of war, cold war.

The newspaper text in general, the following specific features are characteristic:

a) Frequent use of phraseological combinations, which have the character of a kind of speech stamps, for example: on the occasion of no case by the decision of no decision in reply to in response to in a statement of in a statement with reference to in connection with to draw the conclusion come to the conclusion to attach the importance to take into account to take into account.

b) The use of constructions like "verb + that" when presenting someone else's statement, commenting on statements of politicians, for example: The paper argues that this decision will seriously handicap the country 's economy. - The newspaper believes that this decision will cause serious damage to the country's economy.

c) The use of phraseological combinations of the "verb + noun" type, for example: to have a discussion instead of to discuss, to give support instead of to support, to give recognition instead of to recognize.

d) Frequent use of abbreviations, for example: MP - Member of Parliament, TUK - Trades Union Congress, FM- Foreign Minister, AP- Associate press [2].

The newspaper information style also has specific features that influence the translation process. The main task of materials of this style is to communicate certain information from certain positions and thereby achieve the desired effect on the receptor. The content of newspaper news reports differs from scientific and technical information, in particular, in that it deals with phenomena that are understandable to a wide range of non-specialists, directly or indirectly related to their lives and interests.

Newspaper informational materials often contain ambiguous terms, synonymous terms, abbreviated terms and names. The term state in US political terminology can mean both "state" and "state": Both the state and Federal authorities are bent on establishing a police state. In the first case, the term state is on a par with the definition of "federal" and undoubtedly denotes state governments as opposed to the government of the entire country. In the second case, state is used in the meaning of "state". The term Congressman can have a broader meaning - "member of the American Congress" or more narrowly -

"member of the House of Representatives (US Congress)": Last year a number of American Senators and Congressmen visited the Soviet Union. Along with Congressman, its narrow meaning is used and its synonym Representative. The statutes of various organizations may be referred to in English as Regulations, Rules, Constitution, Statutes, or Charter. Well-known terms are often used in abbreviated form in the text: Youth is also virtually excluded from Congress, the average age of members of the Senate being 56 years and of the House 51 years. Here the abbreviated House is used instead of the full term The House of Representatives. The same term can receive different meanings depending on the ideological orientation of the text in which it is used.

Titles and names are often used in abbreviated form in newspaper information materials. Often these abbreviations may not be known to the general reader and their meaning is immediately deciphered in the note or message itself. But there are many such abbreviations that newspaper readers have long been accustomed to and which therefore do not need explanation. Abundance of abbreviations is a characteristic feature of the newspaper information style of modern English. We'd names of parties, trade unions, various kinds of organizations and positions: AFL-CJ = American Federation of Labor-Congress of Industrial Organizations, OOP = Grand Old (Republican) Party, DD = Defense Department, NAACP = National Association for Advancement of Colored People, DA = District Attorney; surnames or familiar nicknames of famous political or public figures: JFK = John F. Kennedy, Rocky = Rockefeller, Ike = Eisenhower, RLS = Robert Louis Stevenson; place names: NJ. = New Jersey, Mo. = Missouri, SF = San Francisco, S.P. = South Pacific, E-W = East-West, etc. [3]

Abbreviations are most relevant for newspaper information style. Knowing and being able to translate abbreviations is essential for a correct understanding of modern English-language newspaper articles. AAC, alternative control center AAP backup control center, arc allotment problem orbital resource allocation problem AAT, availability analysis tool AATSR availability analyzer, advanced along track scanning radiometer advanced longitudinal scanning radiometer AAX, automated attendant exchange telephone exchange with automated call processing ABR, automatic bit rate detection ACA, adaptive channel assignment, ACB, automatic call back ACC, area control center.

Newspaper and journalistic texts are very diverse. The most concise, business-like and dry in style are messages and informational articles. Accuracy in the translation of such messages and articles is often achieved by syntactic restructuring of sentences, structural replacements, and the use of lexical matches. Here's an example: Taking part in the discussion with the President will be the new Secretary of State, the Defense Secretary and the special assistant to the President for National Security Affairs. [4] - The new Secretary of State, Defense Minister and Special Assistant to the President for National Security will participate in the meeting with the President.

The newspaper in modern life is the most important means of transmitting information. In the life of any person, it plays a huge role. Therefore, the school has a task to teach high school graduates to read Newspapers, both in their native and foreign languages. Properly delivered instruction in reading socio-political literature (and primarily newspaper texts) is one of the strong means of ideological and political education, stimulates students' interest in a foreign language and contributes to the development of speech skills.

The nature and ways of using interlanguage translation correspondences are largely determined by the peculiarities of the semantics of phraseological units, which is a complex informative complex. From the point of view of the choice of translation correspondence, the most important components of this complex are the following:

- 1) figurative or figurative component of the meaning of phraseology;
- 2) direct or objective component of the meaning of phraseology, forming the basis of the image;
- 3) emotional component of the meaning of phraseology;
- 4) stylistic component of the meaning of phraseology;
- 5) the national-ethnic component of the meaning of phraseology.

It should be noted that there are not always linguistic Parallels between the SOURCE language and the translation language – structural and semantic analogies: identical models of phraseological combinations, complete coincidence of the semantic meanings of words that make up them, and so on. in addition, the search for interlanguage correspondences does not always give a positive result, since the phenomenon of random lacunae is observed in the field of phraseology, i.e. such "dictionary units of one of the languages that for some reason (not always clear) do not correspond in the lexical composition (in the form of words or stable phrases) of another language".

In these cases, transformational techniques and methods of translation are necessary. We have identified, analyzed and tested various techniques and methods that allow us to achieve full-fledged translation of phraseological units in English media articles. The full phraseological equivalent is given first of all to FE of an international character, based on myths, legends, biblical and literary stories, and historical facts:

- Golden age* – *Золотой век*;
The Achilles heel – *Ахиллесова пята*;
A Judas kiss – *Поцелуй Иуды*;
A Pyrrhic victory – *Пиррова победа*;
To rise like a phoenix from the ashes –
Возродиться как феникс из пепла;
A Trojan horse – *Троянский конь и др.*

A partial phraseological equivalent is a type of translation correspondence in which the meaning of a phraseological unit in the translating language (s) is

adequate to the meaning of the phraseological unit in the source language (S), but differs from it in its figurative basis and metaphor city:

To fight tooth and nail – *Бороться до последней капли крови;*

To take root – *Пустить корни;*

The lasts law – *Последняя капля.*

The disadvantage of this method of translation is that differences in the component composition of equivalents of this type can lead to differences in emotional and expressive connotations. English phraseology can have several equivalents in the NJ. With the help of selective phraseological equivalents, the translator can choose the best option and convey the stylistic diversity of English

To fly a kite – *Пускать пробный шар, зондировать почву, забросить удочку;*

To pull the wool over somebody's eyes – *Пускать пыль в глаза, втирать очки, вешать лапшу на уши;*

As it tings duck – *Лёгкая добыча, удобная мишень.*

Calculus allows you to transfer non-equivalent phraseology to the NJ while preserving the semantics of the NJ as completely as possible. The essence of phraseological calculus is to create a new combination in the NJ that copies the structure of the original language unit: to keep one's powder dry – держать порошок сухим; shadow cabinet – теневой кабинет; to vote with one's feet – проголосовать ногами; a lame duck – хромотка.

This translation technique can be used if the English FE does not have an equivalent in Russian, or if it is impossible to use such an equivalent in a given context. The literal translation is used to convey the imagery and unique color of the national and ethnic component of the meaning of FE. The translator should make sure that the image is perceived and understood by the translation receptor, ensuring full understanding with the help of appropriate footnotes and notes:

The Old Lady of Thread needle Street – *Старая леди Треднидл-стрит (Английский банк);*

The Big Apple – *Большое яблоко (город Нью-Йорк);*

Uncle Sam – *Дядя Сэм (США, американцы – шутливая расшифровка букв US).*

A descriptive translation – "Bank of England", "new York", "USA" – cannot convey the specifics of these phraseological units. Descriptive translation is a way to convey the meaning of a FE using a variable phrase that explicates the meaning of a given FE, which usually leads to a loss of imagery and expressiveness:

The dark ages – *средние века;*

For a song – *за бесценок, почти даром;*

Straw in the wind – *общая тенденция.*

Another disadvantage of descriptive translation is its potential bulkiness:

Somebody's opposite number – *лицо, занимающее такую же должность в другом учреждении, государстве;*

To scrape home – трудом достичь своей цели;

The lexical and grammatical specificity of the newspaper information style is especially clearly manifested in the newspaper headlines. [5] In the field of vocabulary, English newspaper headlines are characterized by the frequent use of a small number of special words that make up a kind of "headline jargon": ban, bid, claim, crack, crash, cut, dash, hit, move, pact, plea, probe, quit, quiz, rap, rush, slash, etc. A distinctive feature of such a "heading vocabulary" is not only the frequency of their use, but also the universal nature of their semantics. The word pact in the title can mean not only "pact", but also "contract", "agreement", "deal", etc. The verb hit can be used in connection with any critical speech. Red can mean both "communist" and "socialist" and "progressive"; bid implies both "appeal" and "invitation" and "attempt to achieve a certain goal", etc. : National Gallery Launches Bid to Buy the Titian - The National Gallery is trying to acquire a painting by Titian; Bid to Stop New Police Powers - Call to prevent the expansion of police rights; Sudan Army Regime 's Bid to Crush the Left - An attempt by the Sudanese military regime to suppress the progressive movement [6].

Thus, the following conclusions can be drawn:

1. The newspaper text is abundantly saturated with special terms related to political and state life.
2. In newspaper informational materials, some features of the syntactic organization of the text are also noted: the presence of short independent messages
3. Special translation theory describes various forms of stylistic adaptation in the translation of texts belonging to a particular functional style.
4. In general, the newspaper text is characterized by the desire for concise and laconic presentation, and this feature is manifested especially clearly in newspaper headlines.
5. A complete translation of newspaper material, in addition to actually accurately conveying the content, should convey to the reader all the emotional elements.

To achieve a greater level of equivalence, the translator must:

1. If in English it is material of an informative and descriptive genre, then the translation should also have all the features that this genre possesses in Russian.
2. Titles are omitted in translation. Especially official texts are an exception.
3. When translating a title, you should first translate the message or article itself, and then, based on the content, and the title.
4. The translator should take into account that colloquial and poetic words and combinations are widely used in English newspapers, along with book vocabulary.
5. The translator must know the realities of the country about which the article is written.

Conclusion. Based on the research of the material on the topic of the second Chapter of our work, the following was revealed:

1. Translation of newspaper materials is characterized by significant, though not complete, parallelism of lexical composition.

2. Translation of newspaper and informational materials is characterized by the use of syntactic structures similar to the original structures in translation, which ensures the maximum possible transfer of the meaning of syntactic structures in translation.

3. The highest equivalence is achieved when translating socio-political articles, and the Lowest when translating colloquial vocabulary. To achieve a higher level of equivalence, the translator must: 1. if in English this is material of an informational and descriptive genre, then the translation must have all the features that this genre has in Russian; 2. When translating, titles are omitted. Exceptions are particularly official texts; 3. When translating the title, you should first translate the message or article itself, and then, based on the content, the title; 4. the Translator should take into account that in English Newspapers, along with book vocabulary, colloquial and poetic words and combinations are widely used; 5. The translator must know the realities of the country about which the article is written. The study allows us to draw the following main conclusions: 1. skilful use of FE in the texts of modern English periodicals makes speech more vivid, expressive, and emotionally colored and evokes certain associations in the reader. 2. When translating phraseological units in English media texts, you should be especially careful. 3. the final decision to use a particular method of translating English FE depends on the context. The correct application of any translation technique and method requires a creative approach to solving each specific problem. 4. The translation of phraseological units in the English texts of the mass media should take into account a variety of extra linguistic factors. 5. Full-fledged translation of English phraseological units used in the texts of the modern English press is an art. 6. Considering the features of translation of FE in English periodicals, we note another necessary condition for a full – fledged translation of phraseological units-translation talent and translation skills, which are the key to successful professional activity of a translator. 7. since the translation of press texts must adequately convey the imagery and expressiveness of English FE, it is almost impossible to replace the translator with a machine or computer. Machine translation tools cannot capture all the subtleties of the source and translation texts, especially in the field of phraseology. Only a person is able to convey the original text as clearly, figuratively and expressively, using all the variety of translation techniques and all the richness of the PJ.

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ӨЗГЕ ТІЛДЕГІ ГЕОГРАФИЯЛЫҚ АТАУЛАРДЫ ЖАҢА ҚАЗАҚ ӘЛІПБИІНДЕ ЖАЗУ ЕРЕКШЕЛІКТЕРІ

Аннотация. Дүниежүзілік саяси картаны құрастыру барысында өзге тілді географиялық атауларды игерудің кейбір тиімді жолдары біршама қарастырылды. Шеттілдік ономастикалық атаулар мемлекеттік басқару орындарында, халықаралық іс-қағаздарында, дипломатиялық, халықаралық қатынас, әлемдік ақпараттық кеңістікте, мектеп оқулықтарында берілетіндіктен, жаңа қазақ әліпбиінде қазақ тілінің заңдылықтары негізгі басшылыққа алынды. «Дүниежүзілік саяси картаға» енген географиялық атаулар енді. «Өзге тілді географиялық атаулар анықтамалығы» және мемлекет астаналары атаулары, елді мекен атаулары, әлемдегі негізгі ірі физика-географиялық нысан атаулары: гидрографиялық атаулар және орографиялық нысан атаулары қамтылды.