



ҚАЗАҚСТАН РЕСПУБЛИКАСЫ  
ТҰҢҒЫШ ПРЕЗИДЕНТІ - ЕЛБАСЫНЫҢ ҚОРЫ

**«ҒЫЛЫМ ЖӘНЕ БІЛІМ – 2017»**

студенттер мен жас ғалымдардың  
XII Халықаралық ғылыми конференциясының  
БАЯНДАМАЛАР ЖИНАҒЫ

**СБОРНИК МАТЕРИАЛОВ**

XII Международной научной конференции  
студентов и молодых ученых  
**«НАУКА И ОБРАЗОВАНИЕ – 2017»**

**PROCEEDINGS**

of the XII International Scientific Conference  
for students and young scholars  
**«SCIENCE AND EDUCATION - 2017»**



14<sup>th</sup> April 2017, Astana



**ҚАЗАҚСТАН РЕСПУБЛИКАСЫ БІЛІМ ЖӘНЕ ҒЫЛЫМ МИНИСТРЛІГІ  
Л.Н. ГУМИЛЕВ АТЫНДАҒЫ ЕУРАЗИЯ ҰЛТТЫҚ УНИВЕРСИТЕТІ**

**«Ғылым және білім - 2017»  
студенттер мен жас ғалымдардың  
XII Халықаралық ғылыми конференциясының  
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**2017 жыл 14 сәуір**

**Астана**

**УДК 378**

**ББК 74.58**

**Ғ 96**

Ғ 96

«Ғылым және білім – 2017» студенттер мен жас ғалымдардың XII Халықаралық ғылыми конференциясы = The XII International Scientific Conference for students and young scholars «Science and education - 2017» = XII Международная научная конференция студентов и молодых ученых «Наука и образование - 2017». – Астана: <http://www.eni.kz/ru/nauka/nauka-i-obrazovanie/>, 2017. – 7466 стр. (қазақша, орысша, ағылшынша).

ISBN 978-9965-31-827-6

Жинаққа студенттердің, магистранттардың, докторанттардың және жас ғалымдардың жаратылыстану-техникалық және гуманитарлық ғылымдардың өзекті мәселелері бойынша баяндамалары енгізілген.

The proceedings are the papers of students, undergraduates, doctoral students and young researchers on topical issues of natural and technical sciences and humanities.

В сборник вошли доклады студентов, магистрантов, докторантов и молодых ученых по актуальным вопросам естественно-технических и гуманитарных наук.

УДК 378

ББК 74.58

ISBN 978-9965-31-827-6

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ұлттық университеті, 2017

“Such carpenters, such chips” – “Ердің атын еңбек шығарады”.

Proverbs and sayings play a big role in the language. Firstly, studying proverbs and saying is the way to enrich our vocabulary. Secondly, it gives us opportunity to get familiar with culture and people who has its language as native one. Thirdly, there is a good proverb by Johann Wolfgang von Goethe « Those who know nothing of foreign languages know nothing of their own». It explains us importance of studying foreign languages and their features, which are clearly represented in the proverbs and sayings of language.

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UDC 81’253

### **INTERCULTURAL COMMUNICATION. CLASH OF ASIAN AND EUROPEAN CULTURES**

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Fast travel, international media, and the Internet have made it easy for us to communicate with people all over the world. The process of economic globalization means that we cannot function in isolation but must interact with the rest of the world for survival.

In recent years practitioners in a wide variety of fields - scientific cooperation, academic research, business, management, education, health, culture, politics, diplomacy, development, and others - have realized just how important intercultural communication is for their everyday work.

The global nature of many widely diverse modern problems and issues such as the:

- ✓ environment
- ✓ governance of the Internet
- ✓ poverty
- ✓ international terrorism

and etc. call for cooperation between nations. Intercultural communication is no longer an option, but a necessity.

At the same time, lack of knowledge of another culture can lead, at the best, to embarrassing or amusing mistakes in communication. At the worst, such mistakes may confuse or even offend the people we wish to communicate with, making the conclusion of business deals or international agreements difficult or impossible.

Just what are the differences between cultures? Is it useful to look for patterns or categories to make it easier for us to understand these differences? Kishan Rana, former Indian ambassador to Germany, points out, that categorizing cultures offers both advantages and disadvantages. Looking for categories is a useful tool for analysis and the training of diplomats, and can be used as initial device in preparing for cross cultural encounters. However, we should beware of creating and reinforcing stereotypes. Creating categories ignores fact that within any cultural are sub-groups which may have different traits, and also that individuals within a culture may not follow the norm. Rigid adherence to categories may lead to false assumptions [1, p. 39].

Richard D. Lewis, author of When Cultures Collide: Managing Successfully Across Cultures,

divides cultural characteristics into three groups: “linear active”, “multiactive” and “reactive”. He argues that people of different nations exhibit characteristics from each of these groups to different degrees. For example, some linear active traits are: introvert, plans ahead methodically, works fixed hours, follows procedure, limited body language; some multiactive traits are: extrovert, plans grand design but impatient with detail; works any hours, does several things at once, interrupts frequently, interweaves personal and professional; and some reactive traits are: introvert, sees whole picture, plans slowly, subtle body language [2, p. 59].

According to communication specialists Everett M. Rogers and Thomas M. Steinfatt intercultural communication is a simple “exchange of information (verbal or nonverbal) between individuals who are unlike culturally/members of different cultural populations”. In our opinion this definition doesn’t reflect all deepness and complicity of the intercultural communication as a process [3, p. 25].

In the researches of Muller-Jacqueier, an applied linguist who deals with this issue for several years, “intercultural communication denotes: a peculiar communication situation: the varied language and discourse strategies people from different cultural backgrounds use in direct, face-to-face situations”. In our opinion cultural background mentioned in Muller-Jacqueier definition reveals a main goal of interpreting the term of intercultural communication.

In the researches of Zhu Hua offered a broader view, incorporating both cross-cultural and intercultural elements in her definition. For this applied linguist, intercultural communication refers to «a situation where people from different cultural backgrounds come into contact with each other or a subject of study that is concerned with interactions among people of different cultural and ethnic groups and comparative studies of communication pattern across cultures».

For example: A General Motors auto ad with 'Body by Fisher' became 'Corpse by Fisher' in Flemish and Pepsi Cola's 1960s 'Come Alive With Pepsi' campaign, when it was translated for the Taiwanese market, conveyed the unsettling news that 'Pepsi brings your ancestors back from the grave'.

Important decisions in business, politics, education, health, and culture effect citizens of more than one nation, the question of whether communication between people of different nations is effective and whether all parties emerge with the same understanding is of crucial importance. Individuals, who deal with people from other cultures, want to learn how to improve their performance through improving their communication skills.

If we want to learn about intercultural communication, it's important to understand what this is. But it's also important to understand what it isn't. Intercultural communication is targeted at allowing for positive and productive interaction. You are not joining this culture, you are not becoming a member of another society, and you are not abandoning your own culture. That would be assimilation and that's not what we're after.

Intercultural communication is also not simply language proficiency. Yes, communication requires the ability to understand language, but just think about how much of your communication with even your own friends is nonverbal: our body language, our attitudes, the rituals from hand-shaking to the stink eye. Some researchers estimate that up to 93% of all human communication is nonverbal, although according to recent studies, it's actually closer to 60%. Still, that means that more than half of communication is never spoken. So, intercultural communication is going to take a lot more than just learning a language.

Roger Chriss, a professional translator, describes the role of the translator in the interpreting the information among different cultures:

Translators are language professionals. They are applied linguists, competent writers, diplomats, and educated amateurs.

- Like linguists, translators have to be capable of discerning subtleties and nuances in their languages, researching terminology and colloquialisms, and handling new developments in their languages.
- Like writers, translators have to be accustomed to working long hours alone on a subject which interests few people and with a language that few people around them know.

- Like diplomats, translators have to be sensitive to the cultural and social differences which exist in their languages and be capable of addressing these issues when translating.
- And like educated amateurs, translators have to know the basics and some of the details about the subjects they deal with [4, p. 63].

#### *Opinion*

European: European speakers usually present their opinions in a straight and candid way. They want to make sure that their points are being delivered but of course, being impolite is not their intention.

Asian: Asians love discussing, they can literally talk about a topic for hours and still wonder what the conclusions are. They usually go passive-aggressive to avoid crashes that may occur.

#### *Lifestyle*

European: Individualism is essential. They motivate themselves rather than by the approval or the respect of others. Did you know that the most individualistic people are the Scandinavians?

Asian: People tend to be more collective and caring. Success and failure are shared because it shows that you're a part of the community.

#### *Work Networking*

European: People tend to be more interested in building connections to get ahead and be successful.

Asian: Relationship management is the crucial part in one's employment society. It's who you know that gets you there, and what you know that keeps you stable in that position.

#### *Meals*

**In Europe:** In the European world, breakfasts are smaller and colder. Eating yogurt with fruits in the morning is considered light and healthy!

**In Asia:** From Asians' point of views, food is abundant with nutrients and hardly ever served cold. Breakfast is the most important meal of the day because it energizes you after a long sleep and food plays an important role in Asia society as it brings intimacy into the group.

#### *Punctuality*

European: The Europeans' mentality is based on time management. Everyone's time is precious so it's very important to respect each other's time by being on time for an appointment.

Asian: Asians focus more on the culture and intimacy, so time is not their top priority to take into consideration.

Polish people (European here) are negatively react on physical contact as hugging, while for most of Asians (Kazakh, Taiwan, Turkish) it is a gesture of respect and love. Furthermore, Polish are more closed rather than Asians and not used to share any emotions too much. European young generation is more independent from their family, keep individualistic lifestyle comparing with Asian who are in most cases follow collective rules, as valuing family relationships.

Of course, there is some truth in these statements, but living in a modern world makes people grow more similar. But the most important thing about culture is that: it's not good or bad, it's just different. Both ways can lead to an effective result in the end.

Key areas of knowledge for those wanting to improve their intercultural communication are:

- Some knowledge of the cultures, organizations and institutions, history and general way of living of different communities and nations.
- Recognition that these aspects affect behavioral norms. For example, there is considerable 'history' between the Greeks and Turks, and therefore it may be considered potentially a problem to serve Turkish food to a Greek person.
- An understanding of how culture can affect communication and language. For example, people from Nordic countries are often said to speak more directly than native English speakers who tend to use more 'polite' language. Scandinavians in the UK have reported causing offence to English people by failing to say 'please' and 'thank you' enough.
- Some understanding of the conventions that may govern behavior in certain specific intercultural environments, such as views on the role of women, or the license (or otherwise) permitted to children.

- Crucially, awareness of your own and other people's beliefs and values, and a willingness to recognize when these may clash.
- Sensitivity towards cultural stereotypes that may affect and interfere with intercultural communication.

Considering proper intercultural communication as a necessity nowadays it is important to be able to distinguish the message of not only a traditional language but also mimics, body language. Globalization process gives us an opportunity to become more open-minded in this regard. So humanity needs to exchange cultural values, that are key aspects in mutual understanding and achieving qualitative communication among different cultures. We always have to take into account the significance of not dividing all people into categories by stereotypes based on their culture. Background knowledge in aspect of culture plays crucial role in intercultural communication and has to be improved.

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УДК 81'255

### **ОСОБЕННОСТИ ПЕРЕВОДА НАУЧНО-ТЕХНИЧЕСКИХ ТЕКСТОВ, ИСПОЛЬЗУЮЩИХСЯ В ОТЕЧЕСТВЕННОЙ ПРОМЫШЛЕННОСТИ КАЗАХСТАНА**

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Перевод – это преобразование сообщения на исходном языке в сообщение на языке перевода. Точный перевод, по определению, невозможен уже в силу того, что разные языки отличаются как по грамматическому строю, так и по простому количеству слов, не говоря уже о различии культур, что тоже может иметь влияние на способ и результаты перевода. При этом, если сопоставительные грамматики и двуязычные словари существуют и даже в достаточно подробных вариантах, в том числе и для соотношения русского и английского языков, то практически не существует никаких сопоставительных справочников по культурам разных народов. Предполагается, что переводчик в равной (или почти равной) степени владеет как исходной, так и переводящей культурами. Между тем, это далеко не так, и в большинстве случаев переводчик весьма приблизительно оценивает, а, следовательно, и переводит те или иные элементы или целые категории исходного текста в сопоставительно-культурном плане.

Тем не менее тексты, основанные преимущественно на общекультурных ценностях или, по крайней мере, на сопоставимых ценностях, вполне успешно переводятся, если сосредоточить внимание на передаче общих и универсальных понятий и не преувеличивать неперебиваемость стилистических, эмоциональных и оценочных компонентов исходной информации, которые чаще всего и создают проблемы, так как имеют различную манифестацию в разных национально-культурных традициях.

Выполняя перевод, переводчик прежде всего определяет способ перевода, то есть меру информационной упорядоченности для переводного текста. Первая ступень в выборе