

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



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Студенттер мен жас ғалымдардың
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XI Халықаралық ғылыми конференциясының
БАЯНДАМАЛАР ЖИНАҒЫ

СБОРНИК МАТЕРИАЛОВ
XI Международной научной конференции
студентов и молодых ученых
«НАУКА И ОБРАЗОВАНИЕ - 2016»

PROCEEDINGS
of the XI International Scientific Conference
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«SCIENCE AND EDUCATION - 2016»

2016 жыл 14 сәуір
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В сборник вошли доклады студентов, магистрантов, докторантов и молодых ученых по актуальным вопросам естественно-технических и гуманитарных наук.

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ПОДСЕКЦИЯ 7.4 АУДАРМАНЫҢ ТЕОРИЯСЫ МЕН ТӘЖІРИБЕСІ

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DIGLOSSIA AS A SPECIFIC LINGUISTIC PHENOMENON

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Natural or human languages are fundamentally not uniform: they exist in many of its varieties, the formation and the functioning of which is caused by a certain social differentiation of society and the diversity of its communication needs.

Some of these varieties have their own carrier, i.e. group of speakers that own only a subsystem of the national language (territorial dialect, for example). Other varieties serve as an additional means of communication: for example, the student uses the student jargon mainly in “student environment”, to communicate with his/her own peers, but in other situations, resorting to means of language. The same is true of the jargon: programmers and computer operators use computer jargon into easy communication on professional issues and going beyond their professional environment, they use words and structures literary language.

This possession of different subsystems of the national language and their usage depending on the situation or the scope of communication is called intralinguistic diglossia.

The concept of diglossia was introduced by American researcher Ch. Ferguson in 1959. Prior to that the term “bilingualism” was widely used in linguistics (and continues to be used today). And for situations in which the ability to operate multiple languages, adopted the term “multilingualism” (Eng. Multilingualism, French. Plurilinguisme) [1, 62].

Bilingualism and multilingualism, as the literal meaning of those terms is the presence and functioning within a society (usually – a country) of two or more languages. For instance, in Kazakhstan people usually speak at least 2 languages (Kazakh and Russian) and if we speak about young generation, most of them possess three languages (Kazakh, Russian and English).

About bilingualism and multilingualism can also say with regard to one person, if he speaks not one but several languages.

Contrary to bilingualism and multilingualism, diglossia refers to a form of possession of two separate languages or subsystems of the language in which these languages are functionally distributed and subsystems, for example, in formal situations – lawmaking, record keeping, correspondence between state institutions, etc. [2, 95]. Usage of the official language in the case of a multilingual society, or the literary form of the national language (in monolingual societies), and in situations of domestic, in family communication – other languages that do not have the status of official or public language.

An important condition for diglossia is the fact that the speakers make a conscious choice between different communication tools and the use of them, which ensures the success of communication.

The current definition of “diglossia” is given by V.A.Vinogradov. In accordance with this definition, diglossia is called “simultaneous existence of two languages in the community or the two forms of the same language used in the different functional areas” [3, 26].

Features of diglossia:

1) a functional distribution of languages, when one of them is used in the “high” areas and communication situations (in a church, books and written culture, science, education) and not accepted in everyday life; second language, in contrast, is only possible in everyday communication and certain genres of writing, such as contracts, public announcements, advertising, sometimes in the “low” genres of literature;

2) the prestige of book (“high”) language (in linguistic consciousness of society);

3) supra-ethnic (exoglossic) the nature of the prestigious language: for either ethnic or social groups that language is not native (mother);

4) artificial (school) nature of mastering the prestigious language, because such language is not used in everyday life, they cannot be mastered in a natural way (by the mother, family and everyday communication in childhood).

Noting the problem of diglossia in the speech of Kazakhstani urban population, in parallel, we touch on urbanization process as an important determinant.

It is well known that the city throughout its history played a very prominent role in the development of language contact. Today when urbanization in scope and pace gained unprecedented before scale, affecting almost all regions and corners of the globe, especially important to consider the importance of continuously expanding and changing urban environment as a factor influencing the linguistic behavior.

Sociologists all over the world supporting the ideas of the American scientist L. Worth, consider urbanization as a special way of life, different from the rural type of communication, the specificity of human development, family, neighborhood, national and linguistic relations, forms of organization of production and non-production activities [1, 65].

Urbanization processes have a significant impact on the practical linguistic behavior. That is how people speak in everyday life, at home, at work, how they communicate with relatives and friends and build their linguistic communication with business partners. Impact of urbanization processes on the scope of the mentioned language is rather controversial. On the one hand, the expansion and development of the urban environment creates much more favorable conditions for the conversion of mixing dialectal forms part of the national literary language. This process occurs in different ways: from the synthesis of lexical and grammatical forms of a number of differing dialects of a single linguistic system to select as the literary norms of the corresponding attributes of one of the most common dialects. For us it is important that in the modern large city spread and assimilation of the literary language is much faster and more efficient than in the countryside. And dynamism of urban life plays a significant role [2, 35]. On the other hand, in a highly urbanized environment persist and even develop some language dialects. These dialectal forms occupy certain niches, just as finding a place with different subcultures and their carriers – dialect and sub-ethnic-linguistic groups. In addition, urban lifestyle contributes to a variety of social and professional style, jargon, slang, especially among intellectuals and delinquent communities: the language of science, thieves’ vocabulary, student slang etc.

In the condition of urban environment grammar rules of the Kazakh language are usually updated and vocabulary is enriched. However rural environment favors containment and preservation of different dialects. The difficulty of their conservation in the condition of urban environment acknowledges that it is formed by urbanization and its way of life is an important factor of the genesis and spread of new, compared to the dialect form of the national language – literal language [3, 87]. The pattern is the general sociological in nature and relates to the impact of cities on the development of the language of any ethnic community.

Another example of the impact of certain urban environment on the linguistic behavior of the people is their reading of one or another literature. Within this variety of linguistic activities cognitive function of language is implemented. Urban residents read more than rural, their interests

and education allow reading such literature of literary language, which is also reflected in the speech of people, contributing to its “book-learning”.

Obviously, urbanization and lifestyle formed by it contributes the formation of diglossia situation.

Describing the specifics of intra-linguistic behavior, we note the following. In the minds of most of the urban population diglossia occurs as the relationship between different forms (literary dialect) and styles (business, scientific, etc.) of the native language.

Urban environment affects primarily the number of styles used for communication and the ability to switch from one of them to another. Of course, residents of the central areas, where the majority lives administrative and intellectual elite, or the inhabitants of the most prestigious suburban buildings have a much greater margin of styles, as well as a greater ability to switch the language code. In addition, these categories of urban residents tend to possess incomparably greater lexical and phraseological arsenal and knowledge of grammatical rules of the Kazakh language.

In today's society there is a structure of social differentiation of language, which has long been used in many categories filled with new content. Instead of traditionally opposed to each other social and regional dialects as a result of integration within the social structure and “functionalization” extra-systemic signs formed a new formation, lying at the intersection of social and non-social dimensions – socio-territorial, ethno-social, socio-demographic and other dialects. Processes affecting the structure can be generally described as the socialization of the components of the language situation.

Noting the problem of diglossia in the speech of Kazakhstani urban population, in parallel, we touch on urbanization process as an important determinant.

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STRUCTURE OF HEADLINES IN ENGLISH AND TRANSLATION ISSUES

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The general definition of «Headline» is the name of literature, scientific or musical produce. Many dictionaries define Headline as a short summary of the most important items of news read at the beginning of a news program on the radio or television. Headline is one of the basic newspaper features. The headline is the title given to a news item or newspaper article [1].

To make headlines (grab; hit) means to be an important item of news in newspapers or on radio or television. To headline (usually passive) means to give a story or article a particular headline:

1. War breaks out in Europe
2. Atomic bomb dropped on Hiroshima
3. Man walks on Moon

Headlines very often contain emotionally colored words and phrases. To produce a strong emotional effect, broken-up set expressions and deformed special terms are commonly used. The