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УНИВЕРСИТЕТІ

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ТҰҢҒЫШ ПРЕЗИДЕНТІ - ЕЛБАСЫНЫҢ ҚОРЫ

«ҒЫЛЫМ ЖӘНЕ БІЛІМ – 2017»
студенттер мен жас ғалымдардың
XII Халықаралық ғылыми конференциясының
БАЯНДАМАЛАР ЖИНАҒЫ

СБОРНИК МАТЕРИАЛОВ
XII Международной научной конференции
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«НАУКА И ОБРАЗОВАНИЕ – 2017»

PROCEEDINGS
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«SCIENCE AND EDUCATION - 2017»

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Астана

        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.

most potent forms of cultural identity to take on linguistic and social expression over the last decades.

The alliance between translation studies and feminism therefore emerged out of a common intellectual and institutional context. As fields of inquiry which emerged during the 1970s and gained increasing institutional recognition through the 1980s, translation studies and feminist thought are similarly grounded in the dynamics of a period which gave strong prominence to language. Translation studies have been impelled by many of the concerns central to feminism: the distrust of traditional hierarchies and gendered roles, deep suspicion of rules defining fidelity, and the questioning of universal standards of meaning and value.

Both feminism and translation are concerned by the way "secondariness" comes to be defined and canonized; both are tools for a critical understanding of difference as it is represented in language. The most compelling questions for both fields remain: how are social, sexual and historical differences expressed in language and how can these differences be transferred across languages? What kinds of fidelities are expected of women and translators–in relation to the more powerful terms of their respective hierarchies? For these fields of study, language intervenes actively in the creation of meaning. Like other forms of representation, language does not simply "mirror" reality; it contributes to it.

Translation, we know, refers to a process of inter-linguistic transfer. Translators communicate, re-write, and manipulate a text in order to make it available to a second language public. Thus they can use language as cultural intervention, as part of an effort to alter expressions of domination, whether at the level of concepts, of syntax or of terminology.

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**TRANSLATION OF KAZAKH REALIAS INTO ENGLISH
IN M. AUEZOV'S "ABAI"**

Kairdinova Zhuldyz
Kairdinova97@mail.ru
3-rd year 5B020700 – "Translation Studies" student
L.N. Gumilyov Eurasian National University, Astana, Kazakhstan
Research supervisor – Sagadiyeva Z.M.

Every language has its own history and distinctive features. It roots from the history and culture of the nation. Throughout its development language has particular changes and takes on specific characteristics. Therefore, there are many challenges during the translation process which can be difficult to carry out.

Translation of *"realia"* is a topical problem that translator can face during the translation, since realias present historical and cultural view of the translating language. However, it is

considered to be an interesting task as well as difficult. Because rendering an adequate translation involves knowledge of history, culture, customs and tradition of the particular nation.

Realia is the words and expressions of cultural material elements and they define items or notions of material culture, ethnic peculiarities, customs, traditions and also historical events and periods which have no equivalents in other languages. A lot of researchers and academics from many countries devoted works on the research of such kind of notions.

According to the well-known linguist engaged in study of Russian language S.Florin, "The term realia derived from the Latin language and means words and word combinations denoting objects and concepts that characterises the way of life, the culture, the social and historical development of one nation... Since they express local and/or historical colour they have no exact equivalents in other languages. In his definition S.Florin mentioned main characteristic feature of realias, that is unique meaning and form of the word [1, p. 63].

According to the definition offered by another famous scientist L. Barkhudarov: "Realia represents a part of background information, implying specific historic facts and information about the state structure, the peculiarities of the geographic environment, concepts of ethnography and folklore. According to this definition we can conclude that finding out equivalent of realia in the process of translation in totally depends on professionalism of translator [2, p. 94].

Other scientist engaged in the study of realia gave a short revision to realias of English language. So, according to M. L. Weisburg, "realia as real facts relating to everyday life, culture, history, heroes, traditions and customs or the country of the target language". Thus he underlines the importance of realia in reflection of the "national spirit" [3, p. 98].

Scientists, as S. Vlahov, S. Florin, V. Komisarov, V.N.Krupnov, and many others, tried to distinguish the methods of translation of realia. Despite of the varying of opinions on the definition of realia there was not divergence of views concerning the ways of translation.

V. Komisarov and V.I.Tarkhov identified four main types of transtation of "equivalent lacking units of the target language". They are:

1. Transcription and transliteration mean introduction of a given element of realia into a text using graphic units of the target language through achieving maximum possible resemblance of the phonetic means of the target language to that of the source language. In case of transliteration, a word used in the source text is introduced into the target language via graphic form of the target language, whereas in case of transcription, sound form of a given word is taken into consideration.

2. Calque and calquing - allows introduction of a given element of realia into the target language through preserving its semantics as much as possible. However, preservation of the semantics of an element of realia does not mean preservation of its distinctiveness and overtones as the process involves expression of a part of the word by means of the target language.

3. Descriptive or explanatory translation – is the widely spread method. Using the functional equivalent of an element of realia, causing the same association in the reader as the original text, is quite common. The method is based on selection of a functional equivalent.

4. Contextual translation – the method is essentially similar to the approximate translation and is inconsistent with themethod of translation based on the usage of a dictionary, since the translation of a word, using this method, results in a word that does not match the equivalents of the word of the source language given in any dictionary. In this case, the translator is focused on the context. This method itself implies replacement of a translation of the word given in a dictionary with a contextual, logically related word. The shortcoming of such a translation is that it completely neglects the element of realia as national overtones and distinctiveness [4, 98].

Based on the given ways of translation, we carried out comparative analysis of Mukhtar Auezov's "Path of Abai" and it's translation into English, carried out by "Progress publishers" in 1975. In my opinion translation of "Path of Abai" into English is a great contribution to the imagery translation and an enormous success for the whole Kazakh nation. The main reason for that is a tremendous role of this tetralogy in Kazakh Literature:, history and culture since it reflects the depth of Kazakh mentality, customs and traditions and gives the chance to the foreign readers to know Kazakh nation better at that period of time   Hereinafter we want to present the results of our

analysis:

Kazakh	Englis	Footnotes	Method of translation
Ауыл	Aul	A nomad community	Transcription, descriptive
Шоқпар	Shokpar	A club used as a weapon	Transcription, descriptive
Сойыл	Soeel	A long pole with a horsehair loop at one end used by riders in battle	Transcription, descriptive
Тобықты	Tobikty	A large tribe of Kazakhs in Central Zhusa (Central Orda) which inhabited the southern section of what is now Semipalatinsk region.	Transcription, descriptive
Қарауыл биігі	Sentry hill		Contextual
Боқырау	Bokhrau	Russian orthodox holiday (oct.14)	Transcription, descriptive
Асық	Knucklebones		Calque
Телғара	Little abai		Contextual
Жеңге	Young women		Contextual
Үлкен үй	Great yurt		Calque
Сәлем беру	Make salem		Semi-calque
Жұт	Djut	A natural calamity when animals perish from hunger, unable to get at the grass buried under the snow and crust of ice after protracted blizzards	Transcription, descriptive
Қазірет	Khaziret	A holy one	Transcription, descriptive
Апа	Apa	A mother	Transcription, descriptive
Ақсақал	Aksakal	An old man, the older of the aul (literally "whitebread)	Transcription, descriptive
Құж	Kuzh	A legendary giant	Transcription, descriptive
Ақын	Akyn	A bard	Transcription, descriptive
Албасты	Albasty	An evil spirit	Transcription, descriptive
Шариғат	Sharia	Statute book of the religious and seculiar duties of the Moslems	Transcription, descriptive
Жатақтар	Zhataks	The poorest neighbours who remained behind to look after the property	Transcription, descriptive
Атқамінер	Atkaminer	The elder tribal chiefman	Transcription, descriptive
Текебай тентек	Tekebai	Stubborn little donkey	Transcription, descriptive
Түңлік	Tunduk	A rectangular cloth covering the upper aperture of the tent	Transcription, descriptive
Ұшық	Ushik	Kind of fever	Transcription, descriptive
Жыр	Zhir	A tale in verse, usually dealing with history	Transcription, descriptive
Айтыс	Aitis	Poetic rivalry, verses composed	Transcription,

		at poetry contests	descriptive

Through the research on the notion of «realia» and ways of its translation we found necessary information for the analysis of Mukhtar Auezov's "Path of Abai" and it's translation into English. During the analysis we investigated 26 Kazakh realias and their translations into English. According to information we based on 4 main types of translation of «realia» were used to transfer Kazakh realias. As the results show the mostly used method of the translators of «Path of Abai» is the transcription in a combination with the descriptive or explanatory method. So, this two ways of translation were chosen by translators as the most appropriate. From my point of view, the combination of these two methods allows translators to render the most right meaning of realias.

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TRANSLATION OF ADVERTISEMENTS

Kassenova Kamila
kama_kas@mail.ru
3-rd year 5B020700 – "Translation Studies" student
L.N. Gumilyov Eurasian National University, Astana, Kazakhstan
Research supervisor – Sagadiyeva Z.M.

How iconic original slogans have made a horse laugh in a countries where they supposed to become cultic? Let me explain. Obviously, we cannot see any difference in advertisements whatever they are: sound quality; models appearances; scenario; decorations and many other aspects. The only one dissimilarity we gain is translation.

There's no doubt that there are a billion of criteria to interpretation, starting from the background knowledge about the country and culture which is useful while translating process and ending up with psychology of the people and their acceptance of various types of the promotions.

The nature of the translation of the advertising text depends on its focus on a certain audience: adolescents, business people, children, young women, etc. So, according to the conducted researches, the advertising focused on people of a pension age, is concentrated, basically, on medical products, the subjects suitable for country economy, cheap food stuffs. Accordingly, and the translation of such advertising aimed at people of advanced age, should not contain too emotional and intrusive words and expressions. "If the audience for which the text of the advertised product is intended is diverse, translators use only common vocabulary, which is understandable to every native speaker and widely used in everyday communication." If the target audience is homogeneous, translators do not use words with certain restrictions in the advertising text. Carefully select the words included in the advertising text for their stylistic conformity to the chosen topic, the product and the audience. In the same case, When an advertising campaign is targeted at a narrow, homogeneous audience that has its own social or professional metalanguage, the use of slang words and professionalism is not only forbidden to an interpreter, but is also welcomed [1, p. 47].

Evidently, rendering and interpretation from one culture to another is a very risky deal, in