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«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»



14th April 2017, Astana



**ҚАЗАҚСТАН РЕСПУБЛИКАСЫ БІЛІМ ЖӘНЕ ҒЫЛЫМ МИНИСТРЛІГІ
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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.

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		at poetry contests	descriptive
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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 its 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

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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

comparison with advanced/sophisticated Europe with their rebel concerns, countries which are still following their old-fashioned traditions and well known as the owners of conservative visions will face with a difficulty in adoption of the advertisements with very free and explicit in some ways style. Unfortunately, this is only one problem in a very long list.

When translating advertising texts, a key role is assigned to such a method of language manipulation as the use of the polysemy of a phrase. Language in such cases is used, according to the successful expression of one of the researchers of the language manipulation of R. Blakar, as "an instrument of social power" [2, p. 98].

Sometimes, poor excuse of translators just making hockey pokey from the commercials which are actually had a potential and could gain an attention of people, and, probably respect of an audience as a very qualitative producer.

Often translators of advertising texts face significant difficulties in transferring the pragmatic potential of the original. In particular, this is due to the translation in the advertising text of facts and events related to the culture of this people, various national customs, names of dishes, details of clothing, etc. In the process of translating advertising texts, the translator has to be solved as purely linguistic, linguistic problems caused by differences in the semantic structure and peculiarities of using the two languages in the communication process, and the problems of sociolinguistic adaptation of the text. In the opinion of A.D. Schweitzer, the translator should convey the pragmatic aspect of the contents of the translated text by redirecting it to a foreign recipient "taking into account the reaction that the text will cause, which accurately conveys the denotative and connotative components of the content of the original statement from a foreign reader. In this case, a pragmatic adaptation of the source text takes place, i.e. The introduction of certain amendments to the socio-cultural, psychological and other differences between the recipients of the original and the translated text" [3, p. 242].

"If you listen to any commercial or glance at advertisements in magazines, you will be subjected to a liberal sprinkling of adverbs and adjectives. There are key parts of speech for advertisers. They are key parts of speech for advertisers. They are the trigger words because they can stimulate envy, dreams and desires by evoking looks, touch, taste, smell without actually misrepresenting a product" [4, p. 149].

The company of cosmetics and beauty products Maybelline NY created a slogan: "*Maybe she's born with it. Maybe it's Maybelline*" - sounds very attractive, and according to the experience it became a battle-cry/bumper sticker/mantra between almost all of the beauty icons of 2000's. It was translated to the Kazakh audience as: *Сен – мейбиллиненсің*. Laughter through tears, isn't it? The only reason why we can excuse this presentation is the fact that it was exactly translated from the Russian variant: *ты от мейбилин!*

The producers of the beverage Coca-Cola was the leading company in its sphere for a dozens of years. It's still the most popular soda in America and also in Kazakhstan. There is no question that it has a number of its own secrets of how to stay on such valuable position, but one thing is clear for all of us, coca-cola always makes soul-stirring and creative advertisements. One of them sounds like: *Try... feel...* Apparently by this slogan company hints that if billion of people tried their product, then the only way consumer has is to also try it. Kazakh PR specialists didn't make any brain storm and just translated it word for word. *Татып көр... Сезін...* Unfortunately, it's just impossible to give any mark in this case. Well let's then just thank them for at least not ruining it from top to the bottom.

In order to somehow exonerate/vindicate our native translators let's just take a look on that slogans which are losing their individuality after translation, even in the most qualitative. *Our jeans fit your genes*. – Obviously, we are having deal with a homonym. No matter how many forces would be used, it's just impossible to recreate these words in the same unique way.

Diamonds are forever. – Well-liked promotion which became a part of many songs by the time. We can compare this slogan with a quotation: "*Diamonds are the girl's best friends*" but in that variant people created the suitable equivalent as: *«Лучшие друзья девушек – бриллианты»*

Just do it. – Well-known catchphrase of company "Nike". Since the launching of company till

nowadays this popular words are sound only in original way. As company connected with the sport equipment's its understandable that their advertisement has motivational character. Translation as: «Просто сделай это» didn't settle.

We took the liberty on ourselves and tried to invent our alternatives of failed examples of Kazakh advertisements.

1. The company Maybelline is connected with beauty, and beauty always appeals to the genuineness, that's why they gave a wink about the fact that they create the products in order to accent the natural beauty of women. Trying to stay loyal to company and make it attractive to Kazakh audience we translated their catchphrase as: *Мүмкін ол мейбиллин қолданды. Немесе бұл оның табиғи сұлулығы.* We pointedly switched the places of two sentences: first reason is to put the effectiveness or generally using of the cosmetics under doubt. Paradox. It will increase the popularity of Maybelline in Kazakhstan because of our mentality. We should repeat. Beauty is good, but natural beauty is much better.

2. The company coca-cola built their name a long time ago. Nowadays in order to stay the course the only thing they have to do is to remind about the fact that billions of people chose them. We can compare their popularity with a snowball. Last their slogan sounded as try...feel... Their products also well known in Kazakhstan, that's why we can keep their strategy. Making a word for word translation wasn't a bad idea, but if we were on the place of the translators, we definitely would got ridded of the last word. It would be sound like: *Дәмін татып көр!* Unluckily it has a risk of getting lost in a number of the same phrases on TV, but to be honest coca cola company gave a very little radius of thinking.

In conclusion, we would like to admit that every year advertisements on TV become more and more adequate, such as translations of them. The period 'of the craziest – (is) the best' is far away and now we can manipulate with a phrases in order to make them suitable for our society. Large companies are recruiting the popular representatives of those countries in order to gain the trust of the consumers, but the only one thing which is necessary is to understand the people of that country and make the advertisement acceptable for the nation.

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PRESERVATION OF THE AUTHORIAL STYLE IN LITERARY TRANSLATIONS

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William Shakespeare was born in the family of ten children in Stratford-upon-Avon and baptized there on 26 April 1564, though the actual date of his birthday remains unknown. Shakespeare investigated theater for the first time when it came to Stratford in 1569. Since then he was able to witness the best troops of London and absorb poetry and staginess that plays of that time contained. William Shakespeare studied in King's New School and his education was focused