ЕУРАЗИЯ ҰЛТТЫҚ УНИВЕРСИТЕТІ

ЖАС ҒАЛЫМДАР КЕҢЕСІ

Студенттер мен жас ғалымдардың
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БАЯНДАМАЛАР ЖИНАҒЫ

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

PROCEEDINGS
of the XI International Scientific Conference
for students and young scholars
«SCIENCE AND EDUCATION - 2016»

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Астана

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

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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.

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

headlines of news items apart from giving information about the subject-matter, also carry a considerable amount of appraisal. Headlines are usually written in bold and in a much larger size than the article text. Front page headlines are often in upper case so that they can be easy read by the potential customer. Headlines in other parts of the paper are more commonly in sentence case though title case is often used in the use [2].

The characteristics features of Headlines are the most condensed piece of information on minimum of space. Typical stylistic patterns of Headlines are:

a. Full declarative sentences. e.g. 'China lifts price of domestic oil products'. (Financial Times).

b. Interrogative sentences. e. g. 'It the kitchen finished? (The Sun).

c. Nominative sentences. e.g. 'Cautious start for bourses' (Financial Times).

d. Elliptical sentences. e.g. Child drunk griever banned' (The Sun).

e. Sentences with articles omitted. e. g. 'PM warns against hostility to US'. (Daily Express).

f. Phrases with verbal- infinitive and gerundial. e.g. 'Keeping it in the family pays off for baker'. (The Times).

g. Questions in the form of statements. e.g. 'Health food?' (The Times).

h. Headlines including direct speech. e.g. 'Blair: I should never have revealed I was quitting' (Mirror).

The main function of the headline is to inform the reader briefly of what the news that follows is about. Sometimes headlines show the reporter's or paper's attitude of the fact reported. In most of the English and American newspapers sensational headlines are quite common. The function and the peculiar nature of English headlines determine the choice of language means used.

The Headlines in English language newspapers can be very difficult to understand. One reason for this is that newspaper headlines are often written in a special style, which is very difficult from ordinary English. In this style there are special rules of grammar and words are often used in unusual ways [3].

Headlines are not always complete sentences. Many headlines consist of noun phrases with no verb.

− More wage cuts.

− Holiday Hotel Death.

Headlines often contain string of three, four or more nouns; nouns earlier in the string modify those that follow.

− Furniture factory pay cut row.

Headlines like these can be difficult to understand. It sometimes helps to read them backwards. Furniture Factory Pay Cut Row (disagreement) about a Cut (reduction) in Pay at a Factory that makes Furniture.

Headlines often leave out articles and the verb 'be'.

− A woman walks on moon.

d. In headlines, simple tenses are often used instead of progressive or perfect forms. The simple present is used for both present and past events.

− Blind girl climbs Everest (=…has climbed…).

− Student fight for course changes (=…has fighting …).

The present progressive can be used, especially to talk about changes. Be is usually dropped.

− Britain getting warmer, say scientist.

− Trade figures improving.

e. Many headlines words are used as both nouns and verbs, and nouns are often used to modify other nouns. So it is not always easy to work out the structure of a sentence. Compare:

− We cuts aid to third world (= The Us reduced its help…cuts is a verb, aid is a noun).

− Aid Cuts Row (= There has been a disagreement about the reduction in aid. Aid and Cuts is both noun).

– Cuts Aid Rebels (= the reduction in aid is helping the revolutionaries. Cuts is a noun, Aid is a verb).

f. Headlines often use infinitives to refer to the future.

– PM to visit Australia.

– Hospitals to take fewer patients.

For is also used to refer to future movements or plants.

– TROOPS FOR GLASGOW? (= Are soldiers going to be sent to Glasgow?) [4].

Short words save space, and so they are very common in newspaper headlines. Some of the short words in headlines are unusual in ordinary language (e.g. curb, meaning 'restrict' or 'restriction'), and some are used in special senses which they do not often have in ordinary language (e.g. big, meaning 'attempt'). Other words are chosen not because they are short, but because they sound dramatic (e.g. blare, which means 'big fire', and is used in headlines to refer to any fire). The following is a list of common headline vocabulary:

1. Act - take action: do something.

2. Foot Crisis: Government to act.

3. Aid – military or financial help: to help

4. More aid for poor countries.

5. Unions aid hospital strikers.

6. Alert – alarm, warning.

7. Flood alert on east coast.

8. Allege – make on accusation.

9. Woman alleges unfair treatment.

10. Appears – appear in court accused of a crime.

11. MP to appear on drugs charges.

12. Axe – abolish, close down: abolition, closure.

13. Country bus services axed

14. Small schools face axe

The headline (the title given to a news item or article) is a dependent form of newspaper writing. It is in fact a part of a larger whole. The specific functional and linguistic features of the headline provide sufficient ground for isolating and analyzing it as a specific "genre" of journalism. The main function of the headline is to inform the reader briefly what the text that follows is about. But apart from its, headlines often contain elements of appraisal i.e. they show the reporter's or the paper's attitude to the facts reported or commented on, thus also performing the function of instructing the reader [5].

English headlines are short and catching; they "compact the gist of news stories into a few eye-snaring words. A skillfully turned out headlines tells a story, or enough of it, to arouse or satisfy the reader's curiosity."

Such group headlines are almost a summary of the information contained in the news item or article.

The functions and the peculiar nature of English headlines predetermine the choice of the language means used. The vocabulary groups considered in the analysis of brief news items are commonly found in headlines.

An excellent way for a more advanced learner to increase their English proficiency is to read an English-language newspaper on a regular basis. Most people who read a newspaper do so selectively and skim though the pages looking for the most interesting-looking articles to read first. They usually make their choice on the basis of the headlines of the articles. And this is where the difficulty for the non-native speaker of English arises, since newspaper headlines are often extremely difficult to understand. There are two main reasons for this. The first reason is that newspaper headlines have to be brief and consequently use words that are rarely used in everyday speech or indeed in the rest of the article itself. And the second reason is that headline writers, at least in British newspapers, look for every opportunity to include a pun in their headlines. It is the main aspect of newspaper headlines that we want to concentrate on in this work.

All the headlines of all types (primary or page headlines, secondary or paper headlines, paper subsection headlines, leads and captions) of the local daily called Kauno diena) is emotionally destructive and people should be aware of this in order to diminish its emotional impact.

By the basic functions of newspaper titles nominative, informing, communicative, and also pragmatic or attractive, that will realize the action of text, his having a special purpose orientation. Exactly some researchers consider this function basic, as setting of title consists above all things in bringing in of attention to the article, in creation of stimulus for its reading, which is often achieved by the use of the system of expressive means of languages, among which an important place is taken a play on words.

The role of newspaper in the nowadays life and its influence on the modern society is generally recognized. The printed media remains one of the oldest a most effective way to communicate the freshness news. Newspaper has the following basic features: brief news items, advertisements and announcements, the editorial and the headline. This paper investigates only one element of the newspaper- the headline.

By the pragmatic effect of application of play on words in this title arising up as a result of combination of frock'n'roll, that is paradoxical on character and owns a fully certain estimating plan is something amusing and unusual. Appropriately to assume that speech in the article will go about the place of woman in modern music. A question is this serious, however estimating a plan, formed the element of frock that is brought in a title complex bring in the tint of sarcasm in the supposed interpretation of problem the author of the article.

Often enough headings of newspapers or news on the Internet in English are difficult enough for understanding. First, they have the grammatical nuances. Secondly, in headlines use the words which are not so often used in colloquial speech. In this post we will stop on grammatical features of headlines:

1) As a rule, headlines represent incomplete sentences, that is, they consist only of keywords, without articles, auxiliary verbs etc.

4 found guilty in London bomb plot – яғни- four people have been found guilty in London bomb plot (торт адам Лондондағы жарылыстарды дайындауда кінәлі деп табылды);

Heavy fighting at Lebanese camp (Ливан лагерынде қызу шайқас орын алды);

2) In headlines simple times are used: Present Simple used, when event has already occurred or occurs. It can sometimes be used Present Continuous to underline process or change of the present situation. But, besides, it will be used without an auxiliary verb. If headline says that will occur in future, the infinitive will be used.

Pakistani soldiers storm mosque (Пәкістан жауынгерлері мешітке шабуыл жасады);

Strong earthquake strikes Mexico - Strong earthquake has struck Mexico (Мексикада қатты жерсілкінісі орын алды);

3) the translation must retain the same communicative function as the source text. The description and enumeration of speech functions can be found in the work by R. Jakobson, who pointed out the following:

1) informative function, i.e. conveying information:
 – I am green with envy because of the success of my competitor.
2) emotive function, i.e. expressing the speaker's emotions:
– What on earth do I need such a friend for?
3) poetic function, i.e. aesthetic impact:
Tiger, Tiger, burning bright,
In the forests of the night;
What immortal hand or eye,
Could frame thy fearful symmetry? (W.Blake)

These sentences have only one thing in common: general intent of communication, communication aim, or function. At first glance, the source and target texts have no obvious logical connection; they usually designate different situations, have no common semes (i.e. smallest components of meaning), and have different grammar structures.

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TRANSLATION AND GENDER ISSUES

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Gender differences are certain physical and mental distinctions between male and female humans. Over the years, there have been many studies to explore the origins of these differences, to highlight them and to consider their effects on different issues and processes. It can be interesting to mention that in almost all fields of studies; there have been efforts to highlight the differences between males and females. Academic literature of psychology, biology, medicine, education, management, marketing and etc, contains plenty of research done in this subject.

Language is no exception and gender studies have received considerable attention in language reseach. Brown introduces four theoretical positions for research on language and gender and mentions the scholars who have explored a broad range of topics and issues related to this field: Mckay, 2005; Davis & Skilton-Sylvester, 2004; Sunderland, 2000; Tannen, 1996, 1990; Holmes, 1991, 1989; Nilsen et al., 1977; Lakoff, 1975 [1].

In recent years, the concept of gender has also been the focus of some research in the field of translation studies and a number of scholars have investigated this subject: Simon 1996; Von Flotow, 1997, 2001; Chamberlain, 1998; Strauss, 1998; State 1994.

According to Von Flotow the issue of gender and translation can be investigated in historical studies, theoretical considerations, issues of identity, post-colonial questions, and questions of cultural transfer. While most of the research done regarding gender in translation has dealt with the issue of the translators' gender identity and its effect on their translations, the present study is on the relationship between the gender of a translator and the gender of the evaluator of the work of that translator [2].

Historically, thinking about gender happens in cultures where gender configurations, the social meaning systems that encode sexual difference, undergo changes or shifts. The same is true with thinking about race (that race as a construct becomes apparent when ideas of race are shifting) or economics, or politics, etc.: all of these concepts are reevaluated when social practice (i.e. what people do) shifts. So gender, or masculine and feminine qualities, or male/female social roles, comes up as area for analysis whenever gender roles are shifting. You can trace this back to medieval times (Chaucer's Wife of Bath is certainly an example of questioning gender configurations). And because gender roles seem to shift in just about every time period, in relation to all kinds of factors (war, for instance, or economics, or notions of morality), gender is often a major focus of thought and writing, in popular culture and in theory. The turn to culture added a new dimension to translation studies. Translations came to be viewed as products of cultural representation. That is instances of a mediation process organically related to other modes of communication. Feminism has been one of the most important examples of cultural identity to gain