



ТЕХНОЛОГИИ ПЕРЕВОДА И СРАВНИТЕЛЬНОЕ ЛИТЕРАТУРОВЕДЕНИЕ В ЗЕРКАЛЕ НАУЧНОГО НАСЛЕДИЯ АХМЕТА БАЙТУРСЫНОВА

Сборник материалов международной
научно-практической конференции

**Технологии перевода и сравнительное
литературоведение в зеркале
научного наследия Ахмета Байтурсынова**

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COGNITIVE ASPECT OF THE «POLITENESS» FRAME

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Аңдатпа: Мақалада ағылшын-қазақ лингвомәдениеттеріндегі «сыпайылық» фреймі қарастырылады. Көркем мәтіндерде кездесетін «сыпайылық» тұжырымдамасынан мысалдар келтіріліп, талдау жасалды. Жұмыста тілдік бірліктердің семантикасына ерекше назар аударылады.

Түйін сөздер: концепт, фрейм, сыпайылық, когнитивті лингвистика.

Аннотация: В статье рассматривается фрейм «вежливость» в англо-казахских лингвокультурах. Осуществляется анализ концепта «вежливость» в художественных текстах. Особый акцент в работе сделан на семантике языковых единиц.

Ключевые слова: концепт, фрейм, вежливость, когнитивная лингвистика.

Abstract: The article considers the frame «politeness» in the English-Kazakh linguistic cultures. The analysis of the concept of "politeness" in literary texts is carried out. Special emphasis in the work is placed on the semantics of language units.

Key words: concept, frame, politeness, cognitive linguistics.

Concept is one of the main tools of consciousness for connecting and analyzing voluminous data with the help of keywords and metaphors. Every word that we hear, speak and see is modeled and simplified in our consciousness. Frame structure is used for modeling information[1, 91].

The structure of frame analysis consists of slots, terminals, and vertex positions [2, 151]. According to E.G. Belyaevskaya, frames as a hierarchical system, has higher (foreground) and lower

(background) aspects [3, 28]. However, all these aspects are important and necessary in their own way. After all, in order to understand one, it is necessary to delve into and see the big picture, the whole structure.

Frame analysis of a concept is one of the main methods of analysis of language lexemes. This kind of method shows the whole picture of the world of the concept in the learning environment with the help of semantic analysis of the slot, in the received experiences, historical events and cultural features.

The main lexeme in our research is the concept «*Politeness*» on the basis of novels of Kazakh writers **J. Aimauytov «Қармқожа»**, **Sh. Murtaz «Мылтықсыз майдан»** and American writers, **E. Hemingway «The Sun Also Rises»** and **T. Morrison «Song of Solomon»**.

With the help of a detailed analysis of the semantic definition of the concept «*Politeness*», we were able to divide the found semantic fields into slots according to the factors reflecting the experience, cultural specificity and upbringing of the studied people.

Slot Etiquette

Subplot Polite

Behavior or speech appropriate to the social situation you are in and a demonstration that you are sensitive to the needs and feelings of others.

«You should make yourself warm,» she whispered to her, touching her lightly on the elbow. [4, 16]

«You should have dried it and made him some tea from it to drink. If you don't he'll see ghosts.» [4, 17]

Subplot Well-mannered

Have good manners and know how to behave in social situations

«I guess we better stop,» Ruth said to nobody in particular. Her eyes grazed the countryside they were entering. [4, 37]

«No, thanks. I think I'll walk around a little till he comes.» [4, 264]

Subplot Respectful

Being polite and respectful to someone

«Oh, well,» I said. «I suppose you like to add them up». «Don't talk like a fool». [5, 12]

«Let up on that, Mike. I said I was sorry I said it». «He was, you know. He was positively green» [5, 87]

Subplot Careful

«No, I don't have any official business in Australia, but I do have a good reason for coming. I wanted to see you. [5, 87]»

«To see me?» she asked in surprise. As if to cover sudden confusion, she went immediately to a safer subject: "My brothers speak of you often. You were very kind to them while they were in Rome for Dane's ordination.» [5, 307-308]

Slot Social behavioral norm

Subplot Well-behaved

Polite and hassle-free - used on children or animals

«Ah, yes,» said Mike. «I know now. It was a damn dull dinner, and I couldn't stick it, so I left. Later on in the evening I found the box in my pocket. What's this? I said. Medals? Bloody military medals?» [5, 72]

«I couldn't help looking at them». «She couldn't take her eyes off them,» Mike said. «She's an extraordinary wench». «They do have some rather awful things happen to them,» Brett said. «I couldn't look away, though.» [5, 86]

Subplot Courteous

Polite and respectful, and behave rather formally

We lived together at San Sebastian. I suppose you know it. I can't stand it any more. [5, 102]

«I suppose they get it at the source,» said Bill. «Quite. They're not really Jews. We just call them Jews. They're Scotsmen, I believe.» [5, 120]

Subplot Civil

Polite in a formal manner, especially when you don't feel comfortable with someone, social distance

I guess my father's money was more important to him than the satisfaction of killing me. [4, 117]

Subplot Deferential

Formal politeness to someone, especially because they occupy a more important social position

«I guess we better stop,» Ruth said to nobody in particular. Her eyes grazed the countryside they were entering. [4, 37]

«I wish I could count on your faith as far as my son was concerned. But I think I'd be a really foolish woman if I did that». [4, 130]

As you may have noticed, in the main case the meaning of the lexeme politeness in English is used for distance with the interlocutor and respect for the addressee's personal space. Strategies of positive politeness P. Brown and S. Levinson call a kind of «social accelerator». Using it, communicators reduce the existing distance between them.

Slot Etiquette

Subplot Сыйластық

«Торы шолақты неге сөз ғып отыр деп қоңыраймаңыз. Оның кішкене кілтпаны бар. Мана Әбен байдың үйінде құрметті қонақтар көк дастарқанды жағалай отырып, шайға бас қояды ғой. Дәл сол кезде осы торы шолаққа мініп, Қойтеке түйеге кеткен еді» [6, 65].

«Сөйтіп кешеден бергі сый-құрмет босқа кеткен жок, есесі толды. Бай — құдай берген кісі ғой! «Құдай бергенге құлай береді!» деген осы да. [6, 79]»

Subplot Қамқоршыл

Бір күні тысқа шыққалы түрегеп еді. Өрік қамқорсын:

— Ішіңе жел қарысар, түймеңді салып шықсайшы!— деді [6, 95].

Subplot Құрмет көрсету

Қапай екеш Қапай да пәле боп кетінті. Қызмет не дегенмен адамды үйретеді ғой. Жорғабекте тұтыңған жол жоқ. Одан да мен Төркедіні құрмет етем! Бізге қарсы болса да, өз жолында қалды [6, 97].

There are many ways in which speech can reduce the distance between partners in communication. P. Brown and S. Levinson names fifteen such strategies [7, 101-128], which, in their opinion, are not only the most typical for English communication, but also have a universal character.

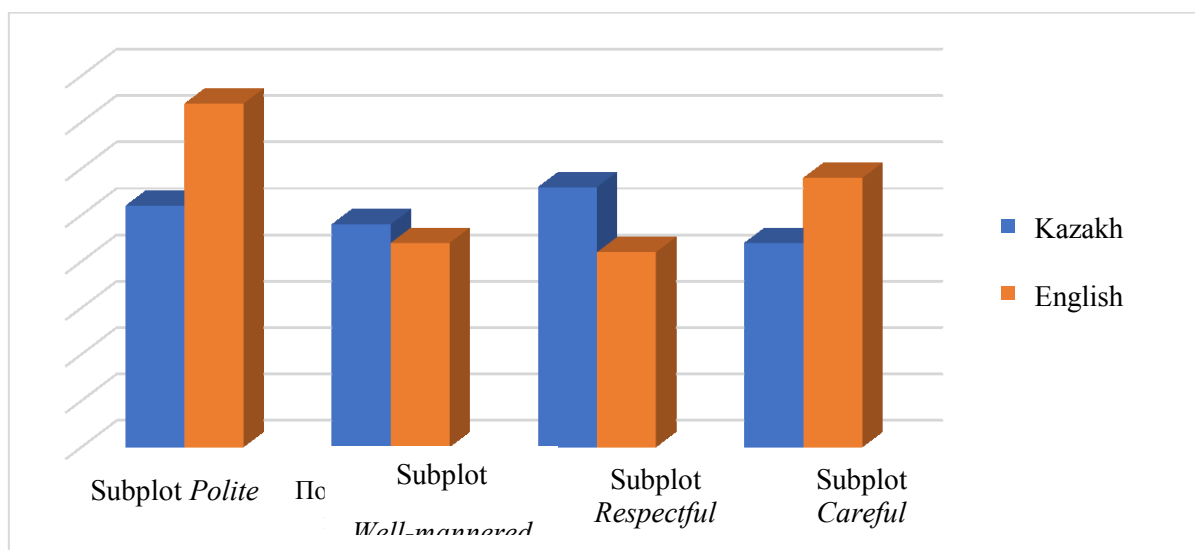


Diagram 1 Slots comparison

Summarizing these strategies, let us name the most important of them:

1. Notice the listener, pay attention to him, his interests, desires, needs.

This first strategy in positive politeness, highlighted by P. Brown and S. In our opinion, it should be clarified as follows: notice others and pay attention to them. This clarification seems appropriate, because the English widely apply it not only to their interlocutors, but also to everyone whom they meet in the street, in transport, in a store, etc.

Attention to others as a feature of communicative behavior is manifested in the fact that

strangers often say hello to each other; when entering or exiting, they hold the door with warning, being, at the same time, quite a distance from each other; readily show their desire to help if they see that you got lost; if possible, they are glad to take you to the place, rather than limit themselves to long descriptions of the route, etc.

The fact that attention to the interlocutor is one of the features of English communicative behavior is reflected in the lexical system of the English language. For example, the English dictionary offers several adjectives with the meaning «*attentive to someone*» - «*considerate*», «*thoughtful*», «*obliging*», «*kind*» [81], «*caring*» - «*careful*», «*thoughtful*», «*considerate*», «*solicitous*». [179]. The sphere of use of English adjectives with the meaning «*attentive*» and «*caring*» is wider than that of Kazakhs. They are often used in a situation of gratitude to express appreciation for the actions, qualities of the interlocutor.

For example:

«No, I don't have any official business in Australia, but I do have a good reason for coming. I wanted to see you.»

«To see me?» she asked in surprise. As if to cover sudden confusion, she went immediately to a safer subject: «My brothers speak of you often. You were very kind to them while they were in Rome for Dane's ordination.» [5, 307-308]

In the Kazakh language, adjectives meaning «*attentive to someone*» have only 4 variations: «елегіш», «қамқоршыл», «құрмет көрсеткіш», «сезгіш».

Бір күні тысқа шыққалы түрегеп еді. Өрік қамқорсып:

— Ішіңе жел қарысар, түймеңді салып шықсайшы!— деді[6, 95].

Қапай екем Қапай да пәле боп кетіпті. Қызмет не дегенмен адамды үйретеді ғой. Жорғабекте тұтынған жол жоқ. Одан да мен Төрекелдіні құрмет етем! Бізге қарсы болса да, өз жолында қалды[6, 97].

The main content elements of the studied concept in the communicative consciousness of the cultures are education, respect and etiquette. Among the associations given by the representatives of both Kazakh and English linguocultures the following associations were noted: thank you, welcome, respect for elders, tactfulness, not to be rude, not to shout, ability to communicate, understanding, good attitude, help, generosity, speak culturally, polite words, literacy.

Most of the associations given in both Kazakh and English linguocultures have positive connotations, as evidenced by the presence of such evaluative adjectives and derivatives as *nice*, *pleasant*, *attentive*, *culturally correct*, *polite*, *positive*, *decent* (*English linguoculture*); *жағымды*, *сыпайы*, *жақсы*, *ең жақсы*, *байсалды*, *орынды* (*kazakh linguoculture*);

To summarize, let us note that the concept of a polite person in the two linguocultures has something in common between them: a polite person is a well-mannered person with good manners, courteous and attentive to others. However, the concept of politeness in the consciousness of the Kazakh linguoculture has some national-specific features in its content, along with the general ones. The differences in the content of the concept of politeness among the representatives of the Kazakh and English linguocultures are due to the norms, values and traditions based on the type of culture.

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