STYLISTIC ASPECT OF TRANSLATION OF SOCIAL AND POLITICAL VOCABULARY (ON THE MATERIAL OF ENGLISH AND TATAR LANGUAGES)

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Abstract

Purpose of the study: The purpose of the article is to identify the characteristics of language translation of social and political vocabulary on a material of English-language articles and their translation from English into Tatar.

Methodology: Methods and techniques used in the study: theoretical methods of analysis and synthesis, empirical methods including linguistic observation and selection of research data, which was examined in the light of comparative analysis, the methods of component, contextual and statistical analysis, the method of a solid sample of the actual material from the original texts.

Results: The main results of the article. An analysis of the vocabulary of English publications showed that journalists using phraseological units, metaphors and metonymy and other lexical units to describe the current events. Comparative analysis showed that translators use the whole range of translation transformations in political vocabulary. The study of the stylistic aspect in translation of social and political matters from English into Tatar has a special theoretical and practical value because of the increasing role of the Tatar language in the social and political life of the Republic of Tatarstan and the necessity of taking urgent steps in this sphere.

Applications of this study: The materials of this article can be useful for students, master program undergraduates, post-graduate students while learning Tatar and English.

Novelty/Originality of this study: In this research, the model of the stylistic aspect of translation of social and political vocabulary (on the material of English and Tatar languages) is presented in a comprehensive and complete manner.

Keywords: Language, Linguistics, Stylistic Peculiarities, Translation, Social and Political Vocabulary, English, Tatar.

INTRODUCTION

The research of social and political vocabulary from the point of view of linguistics makes it possible to characterize the modern society layer that development. The social and political vocabulary being strongly influenced by extralinguistic realities is the layer that allows tracing the changes in public life. Therefore, it is characterized by “dynamism”, the constant replenishment of neologisms, the historical context that accompanies it and helps to learn completely and deeply such vocabulary. Abaya, E. J. (2012)

Social and political vocabulary is characterized by a variety of stylistic devices, social and ideological differentiation of terminology, by various stable expressions that leads to such an important process as standardization.

The interest in the problems of theory and practice of translation from English into Tatar was caused by serious changes in social and political life of the Republic of Tatarstan in early 1990s. The problem of functioning of the national language became in the center of attention. The process of social democratization, the strengthening of integration, the rapid development of science and technology, the improvement relations between the West and the East, the beginning of an intensive communication between country and peoples, the expansion of international relations in various spheres of society (trade, tourism, education and culture etc.) became the reason for activation of the Tatar language in social and political life brought to its rapid development at various levels. The need for a comparative study of the Tatar language not only with the Russian language but with other major international Tatar of the world arises. The problem is that we feel lack of scientific works and developments as well as highly qualified translators and interpreters from English into Tatar. Such scholars as F.S. Safiguillin, S.F.Garifullin, G.I. Shaikhutdinova, K.S. Fathulova are famous for their contribution to working out an English-Tatar dictionary.

The style itself like the speech is not a static phenomenon. It is influenced by various factors connected with the life of society in all its manifestations. For example, in the sphere of social activities (science, law, politics, education, etc.) or within the form and type of speech (written, oral, interactive, monologue, dialogue, polylogue). Moreover, the style of speech The social by the way of communication. It can be personal and public. Public communication includes all functional styles except a conventional one. Social and political vocabulary belongs to a journalistic style, the main purpose of which is to convey a certain amount of ideas and to inform the reader.

Translating newspaper texts, the translator can come across the difficulties of stylistic nature, sometimes the translator is faced with the difficulties of extralinguistic nature without solving which an adequate translation of texts of the investigated genre is impossible.
METHODOLOGICAL FRAMEWORK

1. Research objectives
The following tasks have been performed in the process of study:
- To determine the definition of stylistic peculiarities of translation of social and political texts, and also detection of universal and national characteristics in translation of the analyzed text from English into Tatar.
- To review the existing works devoted to the research topic and analyze the main approaches to studying stylistic peculiarities of social and political texts in English and Tatar languages;
- Using a continuous sampling method, to collect the body of vocabulary from Tatar lexicographic sources and determine their counterparts in the English language;
- To work out the differences between social and political vocabulary in Tatar and English in the stylistic framework.

2. Theoretical and empirical methods
Our research is based on the following key methods:
- Theoretical methods of analysis and synthesis, including the analysis of the theoretical literature devoted to the research problem and generating the reviewed linguistic knowledge into the relevant research approach;
- Empirical methods including linguistic observation and selection of research data, which was examined in the light of comparative analysis.
- The methods of component, contextual and statistical analysis also used in the process of study.

3. Body of Data
The card catalog data compiled by the authors using the method of continuous sampling from Tatar and English dictionaries (Longman Exams Dictionary (2006), Longman Dictionary of Contemporary English (2009) served the empirical basis of the research.

The body of data comprises 45 social and political lexical units that were collected from editorials and feature articles. The Analyzed vocabulary was taken from newspapers and magazines.

RESULTS AND DISCUSSIONS
The language of newspaper texts of social and political matters contains some contradictions. On the one hand, it is characterized by standardization of the language means, on the other hand, by expressiveness. The purpose of standard lexical means is reduced to the facilitation of the perception of information by a reader and making a certain communicative effect on him. The aim is to achieve uniformity and clarity of the message (Fedorov, 1968).

The language of American social and political texts is stylistically and emotionally colored. There is a separate category of political idioms, which reflects the current realities. For example, according to W. Safire, on the table of USA President H. Truman, there were slogans “buck stops here”, which mean the place where all major decisions of the state are accepted. Later the follower of this slogan was President G. Carter who also used it as a motto. The phrase “can’t fight City Hall” is very popular in the USA and means useless work, something meaningless. The Americans use it in the case when all the efforts made are useless or humans are helpless before cataclysms. The phrase “checked career” means a diverse career presupposing difficulty. This phrase is often used in the mass media of the United States to describe the career of politicians (Subbotina, 2010; Yusupov, 2005; Hornby, 1995).

The American press is rich in a lot of colorful and figurative expressions. Let us consider some of them and their translations from English into Tatar:
- hot-potato issue (the most pressing question, urgent problem) – четерекле маъълоло (cheterekle masala)
- shirt-sleeve philosophy (a primitive philosophy) – гап-гади фолсефа (gap-gadi falsafa)
- flaming optimism (a pathetic optimism) – пакослы оптимислык (pafozly optimislyk)
- wild-cat strike (a spontaneous, unauthorized strike) – яшерен равешта эш ташлау (yasheren raveshta esh tashlau)
- backroom deals (an undercover case) – яшерен эшләр (yasheren eshlar)
- to beat the air (to do useless things) – трай тибе яору, вакытына бушка уздыру (trai tibep yoru)
- dragged-out talks (long negotiations) – озакка суулыган сойләшүләр (ozakka suzylgan soilashular)
- kite-flying (to find out anything previously) – алдан белешеп кую (aldan beleshep kuyu)
- hard-core voters (the voters loyal to one party) – топ сайлауучылар (top sailauchylar)
Metaphor

Metaphors are often used in social and political texts. So, the main purpose of metaphorisation is to enrich the semantic wealth of the words through the emergence of their figurative meanings. That is the main purpose of journalists. In the language closely connected with social and political matters, one can meet many metaphors of military origin. To illustrate it let’s take the following examples (Lexical Semantics, 2006).

So high-ranking political figures are often called big guns, great guns or big shots and rarely big wigs, big noise, big wheels, biggies, big timers. So, the English adjective “big” has several alternative compliances in Tatar: сүзе үтүчән, абруйлы, йогынтылы, сүзэ утемле. When a politician is asked a lot of questions, we use the phrase to bombard smb., with questions (сорау жүйәрәгә).

So we can say that journalistic texts dealing with social and political matters comprise some elements aimed at achieving an aesthetic effect (Fakhрутдинова, et al. 2015) in both languages.

Metonymy

For example, Buckingham Palace is not expected to issue a statement of the matter. Actually, this refers to the king or queen of the United Kingdom.

Epithet

An epithet can become a cliché (a speech stamp) if it is constantly used with one or another word. For example, the epithet “America the Beautiful” from the advertising slogan grew into a cliché. “Bleeding Cansas” is a historical and political stamp, which meant the struggle against slavery in the state of Kansas. “Bleeding” is associated with the word “кан койыч” (кан коигыч) in Tatar. There are also some examples in Tatar which meant the struggle: кан койыч көрән (кан коигыч корәш), ауысыз көрән (ауысыз корәш), дәшәтке яу көрән (дахшатле яун көрән).

Paraphrase

It is often found on the pages of mass media. For example: “your humble servant”. We can find a lot of alternatives in Tatar to the adjective “humble” – бүйәшүчән, тыңлаучан, карусыз, күндәм (бүйәшүчән, тыңлаучан, карусыз, күндәм). Change of an idiomatic expression or a violation of a phraseological unit. There are a lot of idioms in social and political texts which partially lost their original meaning. Journalists in order to individualize their style use their favourite expressions in different contexts enriching the texts in such a way (Humboldt, 1984). In publicistic articles, the expression “curiosity killed the cat” the career of the politician, meaning is: “дөн тест хе, көрәс урап бөрән тылуы”. It should be noted the component analysis given below shows that the phraseological units of the identical meaning are formed on the different image bases which are usually a specific national feature of world perception (Gimadeeva and Nurmieva, 2015; Lexical Semantics, 2006; Tumasheva, 1986; Fakhрутдинова, et al. 2015).

Synonymic patterns

They are used to make the style much brighter. For example: “men of conscience and goodwill” – яхны ниятле кешеләр (yahshy niyatle keshelar). While translating such patterns only one part of it is translated.

Comparison

It is one of the most popular stylistic devices in political texts. For example:”as varied as New York” – Нью Йок кебек торле (Нью York kebek torle), the battle is as good as won – эш жиренә житкәрелгән (еш гирена житкәрелган), the battle is
as good as lost - әнгәнлегенә әгәр кызәк – әмнәләр нең ийәүдә;
About the product that is well-sold they say “it sells like hotcakes. The comparison can be found in a purely political text. So, “to sell a candidate” is nothing more than promoting and advertising candidates in the USA.

Hyperbole

The purpose of this stylistic device is to exaggerate events, dramatize them, and attract more attention to them making the news sensational and actual. For example: “scared to death” - оңес калган (онсез калган), “bleeding heart – йөрөк эрөн торган (yorak arni torgan), “he tears off his hair” - қая көрөр ұрың тапылды (қаға көрөр ұрың тапымы).

The most popular and actual words and phrases. They are called “fad words”. Here are some expressions and their translations into the Tatar language:

To articulate a problem – әмнәләне күз үңаңда төгү (masalany kuz unaenda totu) instead of to formulate a problem;
Soft climate - һаъык иләө төмәнә төпүгә ыяйкара монасабатларнан унаи ыякка узгаруе;
Posture - караш instead of attitude (karash) (Hornby, 1995);
Rhetoric instead of statements - риторика (риторика);
Rip off instead of emphasis талайу, ыялган (talau, yalgan).

It seems worth to mention the phrase from the speech of one of the speakers at the Security Council. It goes like this: “we maintain that all this was done to hijack the deliberations of this session” (боларның барсы да бөгөгөләрне сыяк ташилау йөзәнән шылынғылгән басым ыяйылбай). In this case the word “hijack” is the example of how a “stylistically fad word” was chosen instead of the word “disrupt”. Having considered all this it should be said that the functional style plays an important role in making decisions related to the translation process. In case if some stylistic devices are found only in one of the languages the translation becomes a kind of stylistic adaptation. Original means of presentation in the source text are replaced by language means according to the requirements of the style in the target language. Such phenomena are very often observed in the translation of headlines from English into Tatar. For example, South Korea warns it will retaliate if North attacks - Төньякның өзгөча табыштырганда Көньяк Корея бөкөн өләрнең өсүн күчәрүе; Япон өткөмләр – Токиондагы зомбилар баскан. өләрнең өсүн күчәрүе.

The forms of Stylistic adaptation of the texts related to a specific functional style have been studied and described in special textbooks on theory and practice of translation. Such forms of adaptation help to consider stylistic features that are simultaneously presented in both languages. In translation one is to find proper stylistic variations of the original meaning rather than only meaning itself.

A language is a means of communication, information, means of expressing feelings and emotions. One cannot reach the required level of equivalence in translation if the stylistic peculiarities of the source text are neglected.

SUMMARY

The study of the stylistic aspect in the translation of social and political matters from English into Tatar has a special theoretical and practical value because of the increasing role of the Tatar language in the social and political life of the Republic of Tatarstan and the necessity of taking urgent steps in this sphere. A rapidly changing world entails considerable changes in the language. As the language is a living organism that reacts positively or negatively not only to any external changes in society but also to internal factors requiring new approaches in its learning.

The study of theoretical and practical aspects of translation of social and political texts from English into Tatar is a new direction in the field of translation that will promote the development of the journalistic style in the Tatar language.

The Tatar language as the language of multimillion people is successfully developing and its functions are expanding. A comprehensive and deep investigation of all the features of translation of the texts from English into Tatar as well as systematic work on the preparation of highly-qualified professionals can help to implement the plans of the government of the Republic of Tatarstan in enriching the Tatar language in different spheres.

CONCLUSIONS

So far as concerns the stylistic aspects of the translation of the newspaper text from English into Tatar, the translator is forced to consider a wide context, to avoid literalism, to compare specific ways of word formation in both languages, to trace all values and to select the most suitable. At establishment of verbal compliances in translation it is necessary to consider also strictly specific features both words of source language, and target language. Only a successful performance of this condition it is possible to provide the correct transfer of value of the original and the prevention of various semantic and stylistic mistakes.

The research of theoretical and practical questions of translation of social and political texts from English on Tatar is the absolutely new direction of theory of translation which, in our opinion, will promote development not only public style in
Tatar but also language in general.

Simple identifying of different characteristics of the language system cannot be considered currently the aim of linguistic analysis. The anthropocentric paradigm is the key one in modern linguistics. Cultural linguistic studies and cognitive linguistics provide a new look at the phraseological material and expose it more thorough analysis in the light of new linguistic trends.

There is a uniform cognitive system of concepts in the Tatar and English languages. They are both universal elements of the cognitive base and have a specific idiomatic-ethnic content, which manifests that creative thinking of Tatars and the Englishmen is characterized by their national identity, which has been reflected in the phraseological systems.

The material confirms that Tatar and English languages differ in the variability of images expressing the analyzed concept. Thus, upon comparing the obtained concepts of the behavior and actions description, we can come to a conclusion about their similarities and differences.

RECOMMENDATIONS

The practical importance of the work results consists that they can be used in theoretical and practical courses of general linguistics, on practice and theory of translation, stylistics, comparative linguistics, lingucultural studies, cognitive linguistics, and in special courses on translation. Information on "language pictures of the world" of various linguocultural communities can be applied in the methods and practice of teaching the above-mentioned languages. The concrete linguistic material can be used in lexicographic practice.

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REFERENCE