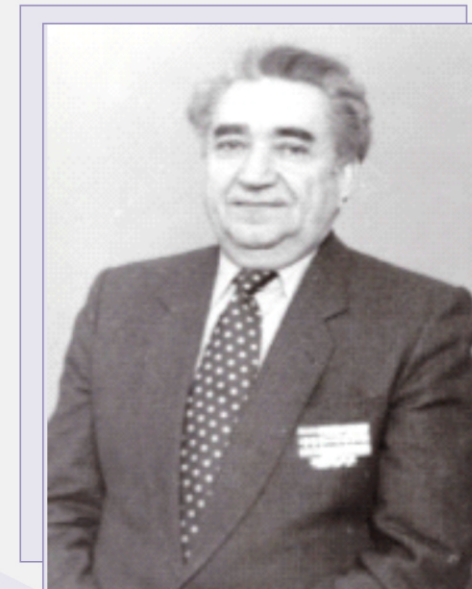


**МИНИСТЕРСТВО НАУКИ И ВЫСШЕГО ОБРАЗОВАНИЯ
РЕСПУБЛИКИ КАЗАХСТАН**

**КАЗАХСКИЙ УНИВЕРСИТЕТ МЕЖДУНАРОДНЫХ ОТНОШЕНИЙ И
МИРОВЫХ ЯЗЫКОВ ИМЕНИ АБЫЛАЙ ХАНА**



Современные языковые контакты: теория и практика

**Сборник материалов
Международной научно-практической конференции,
посвященной 100-летию ученого-лингвиста
Карлинского Аврама Ефремовича,
8 декабря 2023 года**

Алматы

МИНИСТЕРСТВО НАУКИ И ВЫСШЕГО ОБРАЗОВАНИЯ
РЕСПУБЛИКИ КАЗАХСТАН

КАЗАХСКИЙ УНИВЕРСИТЕТ МЕЖДУНАРОДНЫХ ОТНОШЕНИЙ И
МИРОВЫХ ЯЗЫКОВ ИМЕНИ АБЫЛАЙ ХАНА

**Современные
языковые контакты:
теория и практика**

Алматы, 2023

СОВРЕМЕННЫЕ ЯЗЫКОВЫЕ КОНТАКТЫ: ТЕОРИЯ И ПРАКТИКА

Matzhanova G.Zh., Bakhitzhanova A.B.	Translation peculiarities of slang in the oil and gas field (based on the terminology of TCO, KPO B.V. Companies).....170
Молдаханов Ж.Т.	Особенности перевода медиадискурса174
Муратова А.М.	Көркем аударманың прагматикалық аспектілері179
Ныгметова Б.Д., Ганиева Г.С., Алимова Ш.Ж.	Языковая реализация метафорической модели [театр] → [погода] (на материале русского, казахского и немецкого языков)183
Омашева Ж.М., Давленова А.С., Аманжол М. Сарыбаева Б.Ж., Қайролла А.М.	Қазақ тілі және «Кодекс куманикус» кітабындағы тілдік ерекшеліктері188
Се Синь (Xie Xinyi), Хэ Бинци (He Bingqi)	Социально и культурно обусловленные заимствования в русском языке постсоветского периода197
Smagulova A.S.. Muratbek N.M. Voribayeva C.B.	The place of translation in political texts in the media202
Tasbolatov O.T., Saurbayev R.Zh.	Ways of transmitting verbal aggression in multi-system languages in political discourse (on the example of pre- election debates)210
Текжанов К.М., Жаева Р.Р.	Языковая ситуация северного Казахстана (по материалам переписи населения 2021 года)215
Тойшибаева Г.К.	Семантико- когнитивный анализ концепта «ҰЯТ/ СТЫД» в казахской и русской лингвокультурах219
Tortay Sh. A., Zhaparova A.Zh.	The stylistic peculiarities of Henry Rider Haggard's adventure novel «King Solomon's Mines»229
Туманова А.Б, Григорьева И.В.	К вопросу об обучении методике свободного ассоциативного эксперимента235
Турарбекқызы Т., Жунусова Ж.Н.	Продуктивные словообразовательные модели наименования лица в языковой системе241
Yushchenko V. A.	Metaphorical understanding in the translation of english proverbs246

СЕКЦИЯ 4.

РОДНОЙ, ВТОРОЙ И ИНОСТРАННЫЕ ЯЗЫКИ: ПРОБЛЕМЫ ПРЕПОДАВАНИЯ

Абдыханов У. К.	Творческое многоязычие: основа развития культуры253
Абжанова Т.А.	Применение кейсовой технологии обучения на занятиях по практическому русскому языку259
Alzhanova A. O., Duanina B. I.	To the aspect of multilingual education – modern realia in Kazakhstan264

number of foreign words entered the Russian language, which were mastered in different ways by the Russian language. This article describes the results of our analysis of new foreign language vocabulary that appeared in the Russian language during the period after the collapse of the USSR. This study was carried out over two and a half years.

Key words: vocabulary, borrowing, the Russian language, social factors, cultural factors.

UDC 811.111'25

***Smagulova A.S.¹ Muratbek N.M.² Boribayeva C.B.³**

¹Candidate of ph.sc of Al-Farabi Kazakh National University, Almaty, Kazakhstan,

²Master student of Al-Farabi Kazakh National University, Almaty, Kazakhstan,

³Candidate of ph.sc of Al-Farabi Kazakh National University, Almaty, Kazakhstan,

*¹e-mail: aigerim_0715@mail.ru

²e-mail: muratbek.naziya@list.ru

THE PLACE OF TRANSLATION IN POLITICAL TEXTS IN THE MEDIA

Abstract. This article explores the role of translation of political texts in the media. We draw attention to the importance of the accuracy and correctness of the translation of political texts, as they play a key role in shaping public opinion about political events and processes.

The article is aimed at analyzing the place of translation of political texts in modern media. The study analyzed several works on the translation of political texts from various sources, including media materials.

The purpose of this article is to study the characteristics and concepts of translation in the field of political texts in the media. The results of the study showed that the translation of political texts plays an important role in the transmission of information about current events and trends in world politics. In addition, it was found that the quality of translation can significantly affect the perception of information by the reader.

Research methods: observational-comparative analysis. The research methodology is based on the literature on translation theory and linguistics in order to evaluate the theoretical aspects of the translation of political texts, as well as on the study of various political texts that have been translated into other languages and published in the media.

The received outcomes of the study can help to better understand how translation works in the media, how the perception of information changes depending on the way it is transmitted, and how information can be improved for more effective communication with the audience.

The scientific and practical significance of the work is due to the relevance of the study conducted in the article on the translation of political texts in the mass media in that it provides new data and recommendations that can be useful for scientific and practical application in various spheres.

Key words: politics, discourse, politicians, political texts, media, news, magazines, TV news, news bulletins.

Basic provisions.

Political discourse, as the name suggests, can be thought of as written and oral texts produced in the field of politics. Political language becomes more difficult to understand with the addition of implicit expressions on top of its complexity. In a speech given by a politician, the way of expression may differ

depending on the audience he is addressing. As a matter of fact, there will be significant differences in the way of expression a politician will use when addressing the same political or ideological group (people with the same party's view) and the way he will use it when he talks with a high-level politician or bureaucrat during his trip abroad, or the way he will use it when addressing the nation. It is common knowledge that a politician must use rhetoric. Rhetoric is one of the most important practices that a politician should know, in order to convince his own people of what they want to do and their thoughts, and to communicate effectively with other world countries. Every word that comes out of the mouths of politicians is of great importance when appropriate. For example, with a single word, peace between countries can be achieved or war can be started. Sometimes, it can be understood that politicians do not express directly, but actually want to express something different by using certain words, emphasizing some words and even with the overturned sentences they set.

Introduction: In the field of politics, it is mostly seen in "election propaganda", that is, when parties or candidates use certain discourses in order to make their vote-gathering activities more effective in order to win the elections. Political discourse is seen not only in election propaganda, but also in statements addressed to citizens of the country, opposition parties and foreign citizens and leaders.

The current president of the United States in 2020 before the presidential election made a rather convincing speech, alluding to his predecessor, Donald Trump. "We can choose the path of more anger, pessimism and division, the path of darkness and suspicion. But we can support another path and use this opportunity together to heal wounds, bring about reform and unite. Support the path of hope and light. This is a watershed election. They will determine what America will look like for a very long time to come. We know for sure that if the current president gets four more years in office, he will be exactly the same as he was for the previous four years. He will be a president who refuses responsibility, does not take taking on the role of leader of the country, always blaming others, making friends with dictators and fanning the flames of hatred and discord. Every morning he will wake up convinced that the meaning of this work is only in himself, and not in you. Is this America you want for yourself, for your family and for your children? Our current president has failed in his first duty to the nation: he has not protected us"- Biden said.

And at the end of his speech, Biden paraphrased the words of the Irish poet Seamus Heaney: "It's our time to rhyme the words" hope "and" history ".

While political discourse is a situation that is difficult to understand on its own and some methods have been put forward for its analysis and still continue to be thrown, it can be understood that the task becomes even more complicated when the translation of "implicit" discourses is considered. Many factors, such as the implicitness or complexity of expressions in political language in some cases, can be reflected in the translations of the translator in this field. There are many factors affecting both the translator and the translation process, especially in the translation of political texts in the field of media. When the translator is considered in the context of the media, apart from the general definition of "the person who acts as a bridge between two languages and cultures", it can be thought of as someone who should also have a journalistic qualification. The aim of this study is to reveal the strategies and methods used by translators to translate political texts in the field of media and to reveal the place of translators in this field.

Although the studies on the definition of the language continue uninterruptedly, the language is not only restricted as a spoken language or the grammar used in a certain language, but also studies are carried out on how the things expressed in that language are used in which way of thought, for whom and for what. In fact, there are many definitions of this situation, which we can call discourse. When we look at the Google dictionary, we see the definitions of discourse in these ways.

1. An individual's language, verbal or written, use that exceeds the limit of sentences, words.
2. Linguistic term oral or written realization of language.
3. A statement consisting of one or more sentences, with a beginning and an end.
4. A chain of words that goes beyond the limits of sentences and is considered in terms of

connecting sentences to each other.

5. Utterance (as a common misuse).

If we look at the definitions of Van Dijk and Foucault, who are among the scientists that should come to mind when “discourse” is mentioned, Van Dijk’s field dealing with determining the principles of planning and arranging politically motivated speeches with high persuasiveness by basing discourse on rhetoric [13, p. 215]. It is seen that Foucault defines the device constituting the social structure as ‘an entirely heterogeneous sum consisting of discourses, institutions, architectural forms, regulatory decisions, laws, administrative measures, scientific statements, philosophical and moral propositions, in short, what is said as well as what is not said’. According to Foucault, discourse is language systems superimposed with practice, it is a very complex reality and we need to approach it with different methods and at different levels [4, p. 141]

The fact that discourse has different definitions is due to the fact that it appears in different fields. Sociology, linguistics, socio-linguistic discourses are some of the fields in which we come across and deal with. Since this study will take place on the axis of political discourse, media and translation, it would be more appropriate to restrict political discourse. For this reason, in the next section, what political discourse is and what effects it can have will be discussed.

Political Discourse

While understanding a political speech in the mother tongue of the reader or listener is difficult in itself, translating a political text further complicates the task. The task of the translator, who provides intercultural communication and acts as a bridge, when translating a political text is not as easy as in technical translations. In the translation of a political text, the translator has to analyze the discourse in SL (Source Language) and transfer it to TL (Target Language) in the form of discourse in that language. Although this situation does not seem to be suitable for the current target-oriented translation understanding of translation studies, if the expectation of the target culture is to be able to understand a political discourse in SL, the translator has to stick to the discourse in SL. In other words, it can be said that it is necessary to remain faithful to the source text in the context of “discourse”, albeit partially.

The target reader will assume that what he/she has heard/read is correct, thinking that a translation action has taken place in order for the discourse in the SL to be understood by the target audience. The main reason for this is that the readers/listeners do not consider the texts in their own language as “translated texts”. This situation, which is not taken into account by those who do not work in the field of translation or who are not interested in translation, attracts the attention of those who are active in the field and raises some questions such as what kind of translation method the translator will adopt. Hans Vermeer states that the purpose of the target text and the translation strategies determined for this purpose are specified by the employer to the translator in Skopos theory, in which the translator’s goal, the function of the translation and the purpose of the text come to the fore. According to this theory, the source and target text are handled in their own realities and the target text serves a purpose independent of the source text [14, p. 36]. In line with this theory, if it is thought that the source and the target text serve independent purposes from each other, the effect of a PI with political discourse on the audience it is created will be different from the effect of the PI on the audience it is created, and this effect will be affected by the translator or the translator who decides for what purpose and by considering what the translation will be translated or translated. It will be understood that it will be shaped by the decision of the employer. If we think about it in the context of political discourse, an example can be given as a president/minister requesting a translator to translate the Target Culture aiming at a certain effect, or a media medium’s translation of news in line with the effect it aims on the reader.

It is a generally accepted fact that if the translator transfers his or her employer’s thoughts to TT (Target Text) in the act of translation, in which many factors such as being independent from the source text, realizing target-oriented translation, and the decision of the employer-translator affect each other and are intertwined, an objective translation will not take place. However, on the other hand, there may be some situations in the source language and culture that restrict the translation, and that some expressions may have meanings other than their meanings in the ST (Source Text), in such cases there

are decisions that the translator should take, but these decisions should not cause the translation to be evaluated as incomplete [10, p. 40]. In such cases, the translator can express his own or the institution's opinion, so to speak, with the decisions he takes. It is quite natural that what is expressed in the source language includes the discourse of the ST author, since he is the person who created it.

Discourse is formed based on a model formed in the mind of a person due to a certain situation, also states that this "mental model" also shapes the subjective beliefs of the person about a certain situation and subject [13, p. 225]. In other words, a person has subjective views on certain situations and issues due to some factors, and the "mechanism" that shapes these views also affects the person's discourse on that subject. The effect of discourse on people can be seen mostly in the political arena. This thought that the power of discourse is related to the fact that the powerful participants (in this case, the participant and the person whose subjective opinion is reflected in the discourse) limit and control the weak participants, reveals the idea that an ideology can be imposed on others through discourse and affect them [3, p. 21].

In such cases what is said is considered "correct" when agreed with the speaker. If a contrary thought occurs, the person activates his own knowledge or considers the mentality of a community to which he feels himself, and sees whether what is said contradicts. If similar rhetoric is used by other politicians or the media, listeners/readers may have to accept the information they have obtained as correct, since they cannot find any other alternatives to compare. As a result, this can lead to ideologies that are generally accepted by the society [11, p. 230].

Media organs, which are aware that politicians use the power of discourse to gain acceptance of a certain ideology from the other side, use the same situation in their news. Considering that ideology is not a part of politics but a roof, it can be said that politics is also under it. In other words, ideology can be encountered in all areas of life. This ensures that the media, which has the authority to report on every subject, can put their ideology into action in all the news they make. The speech of a politician in the news about the field of politics may vary due to the political view of the press company. For example, if a politician's speech on any subject is in line with the opinion of the press publishing company, the news to be made will support the politician's opinion. Or it can be vice versa. What seems positive to you on one news channel may appear negative on another channel. This is frequently encountered in the media, which is carried out both by the state monopoly and by the private sector.

As stated above, the influence power of discourse takes place in all areas of life. Politicians, who have a great influence on the mentality and decisions of the society, benefit from the power of discourse. Likewise, it is an undeniable fact that journalists, who shape the news they report according to their own mentality under the name of freedom of press, have an impact on society. In the globalizing world, we feel the need to obtain information not only about our own country, but also about the world in general. What is happening in the world, the latest developments, other countries' thoughts about our country, etc. It causes the foreign press to come into contact with the media of our country [15, p. 271].

Translation and Media

We have mentioned above that the media is an undeniable fact that has an important place in communication and its impact on society. In the media, which can be divided into two as visual and audio-visual, books, newspapers, magazines and bulletins can be counted for the visual media group, while radio and sound recordings can be counted for the audio media group. On the other hand, there is also audio-visual media consisting of a mixture of these two groups, and this group includes television, video, cinema, internet and SMS (1, p. 63).

In the past, the information obtained through newspapers and then through radio and television began to diversify over time with the development of technology. Today, technological tools such as computers, internet and smart phones are available to us to follow the agenda faster. Undoubtedly, the biggest factor in the development of technology in this field has been the curiosity of human beings and their hunger for knowledge.

Not only having information, but also the desire to express oneself and communicate with others is of great importance in the position of the media. As a matter of fact, the need for "communication",

which caused the media to reach its current position, was necessary for people to protect themselves in the society they lived in. The realization of this over time has revealed how important communication is, and this has shown that societies and countries can count as superiority to each other thanks to communication.

During the 2nd World War, it was aimed to break the resistance of the people with fake news through radio, a media tool that greatly affected the course of the war. Considering that the radio, which can be considered as the pioneer of wireless communication in aircraft and ships, has been added as a communication tool to this situation, which can be called psychological warfare, it can be seen that radio has a very important place not only in psychological warfare but also in physical warfare [5, p 124-128].

In parallel with the development of technology, communication tools have also developed and diversified, but it cannot be said that there has been a change in the use of media in the context of war and conflict between countries. Communication, which is as old as the history of humanity, continues to take place through the media. The increase in the population day by day increases the number of people that the media needs to reach. Various reasons, such as financial concerns, ideological reasons, and contribution to science, have led to an increase in both technological and scientific studies in the field of media.

While some scientific studies are focused on the language used by the newspaper or a comparative study, some studies have examined the textual structure and the reflection of ideology in the media [7, p. 3].

Although ideology brings politics and political thoughts to mind when it is first heard, it should be considered as a top heading that is above politics. Antoine Destutt de Tracy, who was the first to coin this term, made such an attempt after the French Revolution with the desire to create a separate study area that deals with ideas. Through this field, his aim was to examine people's thoughts, the situations that affect these thoughts, and the actions that these thoughts affect, and then the thoughts and actions of others affected by these actions. For this reason, it would be wrong to restrict ideology to politics. Van Dijk and Fairclough suggested that the dominant ideology in the media can be understood from the use of language in the texts, because the thoughts and ideologies of newspapers are generally not personal but social, institutional or political [12, p. 22].

Political texts are usually on the first pages of media, and if the media is well-known and described by people as "trustworthy", it can have a huge impact on people because people generally assume news as true and unbiased, and accept it without questioning it in any way. Whether through newspapers, radio, internet or television, the impact of these media on the public and thus shaping the policy is something that should not be ignored.

The fact that the media covers a large part of our free time and people spend an average of 30 hours a week watching television proves how much its impact can be on people. When the time spent for radio, cinema, newspapers and magazines is considered in addition to watching an average of 30 hours of television per week, it can be seen that this time and effect will increase even more [6, p. 57].

According to the "cultivation theory" put forward in the field of sociology in 1967, the listener/reader unwittingly absorbs the symbols, pictures and messages shown by the media like a sponge, so to speak. Defining this situation as "the cultivation of the dominant image format", the common way of thinking can be planted in the viewers if they are exposed to television for a long time.

The effect of the media on the listener/reader is also seen in the texts brought to the media through translation. News translations, which are one of the areas where media translations are made most frequently, are carried out with the aim of keeping us informed about the developments around the world. Some goals pursued by some media companies shape the translation action. Sometimes the opinion of ST is supported in the news made through translation, while in others it may be the opposite. During the formation of TT, which can serve a function independent of ST, some changes take place in ST. The fact that newspapers have adopted this news-making strategy, which is defined as "rewriting", is realized by rewriting and presenting the ST to the target reader, rather than its translation, as the name suggests. While rewriting is being carried out, editors may take the parts they deem necessary

and ignore what they find unnecessary, which is a situation that reveals that changes have been made in the act of rewriting. The journalist decides what to use and how to use it, especially in interviews that are recorded and published as news. The interesting thing is that journalists usually do not state that they are translations, whether they start from the audio recording or translate the texts they receive from the foreign press. On the other hand, they adopt the method of direct narration in order to legitimize the news. As soon as the reader sees the direct narration, he naturally thinks that what is written is conveyed as it comes out of the speaker's mouth [7, p. 6].

Akbar divides oral political texts into three functional groups:

- The first group is the internal policy communication group, and this group is addressed to the community with the same political or ideological mindset. An example of this is the conversations within the party.

- The second group includes speeches made to non-political audiences..

- The third group is the meetings of a senior politician with other politicians or bureaucrats. For example, trips abroad can be shown. Dividing his oral political texts into three groups, Akbar Akbar also divides the translations and translators of the texts within the groups he specified into subgroups. In-team translators, translators who prefer or are preferred due to their own ideology, and the ideological consequences resulting from the act of translation are three groups created in the context of verbal translation [1, p. 55-56].

When a political speech made in a certain language is transmitted to the public in the same language through a medium, it undergoes changes due to rewriting and thus affects the opinion of the public. While rewriting can occur and affect the listener/reader even in intralingual translation, it can easily be concluded that a text that has already undergone changes will undergo changes when it comes to translating a political text. The translation is a rewrite of the original text and that the ST is manipulated because it reflects a certain ideology, regardless of the intent it was translated, and thus, that the TT created through rewriting serves a certain function in society and this happens with the intervention of a certain power [2, p. 61].

In political translations, especially in the field of interpreting, there are many examples where the translation is incomplete, incorrect, or bespoke. Political texts also undergo some changes while being transferred in written form through translation. In some news portals translations, modifications were made to the ST to suit the new reader, and the most common ones are changing the titles, changing the paragraphs, adding background information for the new readership, removing information that is (now) considered unnecessary or already known, and states that this causes the resulting product to be seen as a new text in many respects produced for the target audience [8, p. 158].

The new texts created and received in this way have an important place in the making of diplomas and international politics. As a matter of fact, the news created, whether it is the language of that country or a translation will also shape the politics of the country, as it will affect the mentality of the people, as stated above [7, p. 92].

We can see how translation, politics and media are intertwined and influence each other, when it is thought that translation, both as a product and as a process, cannot be separated from socio-cultural and political practices, social value judgments and limitations.

In the media, we come across translators who are usually next to the speaker and translate consecutively, or who do simultaneous translations that we cannot see but are in the cabin and only hear their voices. Although a politician needs a professional translator, it can be thought that in some cases he may want to work with politicians who know his own ideology and have foreign language knowledge. Accordingly, ideological reasons can be considered in the selection of translators. Because the politician, who is a producer of ST, may want his ideological views to be conveyed to TT in the same way, and he may think that the person who can best understand and convey them is possible with a translator who shares the same thoughts as him. This set of ideas is called ideology in the political context. Accordingly, the fact that the translator has the same ideology as the PF producer politician can be seen as a commitment to transfer the TT to the target audience in an ideological sense at the

same value as the ST producer.

In addition to the translator preferred by the employer due to his ideology, there are also translations that the translator can perform in line with a certain ideology. Every translation is a rewrite regardless of its intention, and every rewrite reflects a certain ideology. This shows that no matter how professionally the translator translates, he can make his own ideological choices [9, p.57].

Conclusion

The influence of the media on us greatly affects both our perspective on events and our actions. Technological developments also show themselves in the field of media, which has led to a further diversification of the means by which we access the information we have acquired. With the increase in this diversity, what media tools offer us has increased in parallel, and human beings, who have kept themselves alive with communication since their existence, have felt the need and desire to obtain information not only about their environment and country, but also about the continent and even the world in general.

Just at this point, the need arises to translate news from other countries as well as news bulletins (TV, newspaper, magazine, etc.). This translation action can be in the form of acquiring a source from a foreign country and turning it into a target audience or it can also take place due to the existence of different language communities in a country. Studies in the field of news translations have shown that, unlike other translation fields, multiple sources can be used in news translations. In a translation in the fields of law, health or literature, it is not possible to include different sources other than the source text. As a matter of fact, serious consequences may arise if the translator makes an addition or subtraction in a court decision or a health committee report at his own or the employer's request. In the field of news translations, the ST is seen as an unprocessed text and the translation is carried out taking into account some factors such as the ideology of the institution and the expectation of the target audience. In the meantime, the translator is asked to make a news story using different sources (written and visual) and at the same time using old sources.

In addition to these reasons, the lack of a definition about who the people working in the field of news translation are and what they do may cause people working in this field to not see themselves as translators. The reasons why people who perform this job see themselves as journalists include the fact that the profession of journalism is recognized and accepted by the society, the job description of the journalism profession, the working environment and conditions, the features required by the profession, the materials and tools used, and the fact that everything is determined by the society because of the news they make. It can be shown that they are honored with definitions such as "master journalist". Such situations may cause the profession of journalism to seem more attractive and people who cannot fully define their work as a translator see themselves as journalists.

The lack of a definition in the media field, both as an employee and in terms of the job he does, may cause prejudice against him and the product he presents. Especially in media translations in the field of politics, the assignment of a foreign language speaker who knows the ideology and character of the PF producer rather than a professional translator may create a lack of self-confidence in the translator, as well as cause those who want to step into this profession to abstain. Defining media translators in terms of profession, product and working conditions will help those who do this job feel themselves to be in that profession and be more productive. From the point of translation studies, the creation of new categories of text types on the basis of ST and TT for media translations or the development of Katharina Reiss as a separate text category in this field based on text types will provide a textual overview in media (news) translation studies. On the other hand, revealing the methods and strategies used in news translations in addition to these determined texts will be able to answer the question of which text types and methods could be used, and thus facilitate the studies in the field to some extent.

In addition to all these, there should be studies on news interpreting course under media interpreting, such as courses given for certain fields such as community interpreting, health interpreting, court interpreting. It will lead the people who take this course to perform more professional news translations in the field of news translations with the knowledge they will gain in the theoretical

dimension, and these studies will be used more efficiently in the field of translation studies later on.

REFERENCES

1. Akbar, M. Media Translation. Cambridge Scholars Publishing, 2012. 180 p.
2. Bassnett, S., Lefevere, A. Translation, History and Culture. London, New York: Pinter Publishers, 1990. 133 p.
3. Fairclough, N. Language and Power (3rd edition). London: Routledge, 2015. 264 p.
4. Foucault M. Language, counter-memory, practice. Cornell University Press, 1980. 240 p.
5. Gul, Y. E. Radio as a Strategic Communication Tool in World War II. UHIVE International Refereed Journal of Communication and Literary Studies, 2014. 120-130 pp.
6. Mehraj, H. K., Bhat, A. N. Impacts OF Media on Society. A Sociological Perspective. International Journal of Humanities and Social Science, 2014. 56-64 pp.
7. Schäffner, C. Basnett, S. Political Discourse, Media and Translation. Cambridge Scholars Publishing, 2010. 260 p.
8. Schäffner, C. Translating the European House: Discourse, Ideology and Politics. Cambridge Scholars Publishing, 2016. 398 p.
9. Shuping, R. Translation as Rewriting. International Journal of Humanities and Social Science, 2013. 55-59 pp.
10. Tymoczko, M. Translation and political engagement: activism, social change and the role of translation in geopolitical shifts. The Translator Journal, 2000. 23-47 pp.
11. Van Dijk, T. A. News as Discourse. New Jersey: Lawrence Erlbaum Associates, Inc. Publisher, 1988. 208 p.
12. Van Dijk, T. A. Opinions and ideologies in the press. Approaches to media discourse Journal, 1998. 21-63 pp.
13. Van Dijk, T. A. Political Discourse And Political Cognition. Politics as Text and Talk Analytic Approaches To Political Discourse Journal, 2002. 203-237 pp.
14. Yucel, F. History of translation. Translation Studies. Istanbul, 2016. 336 p.
15. Zauberga, L. Discourse Interference in Translation. Across Languages and Cultures. A Multidisciplinary Journal for Translation and Interpreting Studies, 2001. 265-276 pp.

Аңдатпа. Бұл мақала бұқаралық ақпарат құралдарындағы саяси мәтіндерді аударудың рөлін зерттейді. Саяси мәтіндерді аударудың дәлдігі мен дұрыстығының маңыздылығына назар аударамыз, өйткені олар саяси оқиғалар мен процестер туралы қоғамдық пікірді қалыптастыруда басты рөл атқарады.

Мақала қазіргі БАҚ-тағы саяси мәтіндердің аударма орнын талдауға бағытталған. Зерттеу барысында әртүрлі ақпарат көздерінен алынған саяси мәтіндерді, соның ішінде БАҚ материалдарын аударуға арналған бірнеше еңбектер талданды.

Бұл мақаланың мақсаты БАҚ-тағы саяси мәтіндер саласындағы аударманың сипаттамалары мен тұжырымдамаларын зерттеу. Зерттеу нәтижелері саяси мәтіндерді аудару әлемдік саясаттағы өзекті оқиғалар мен тенденциялар туралы ақпаратты жеткізуде маңызды рөл атқаратынын көрсетті. Сонымен қатар, аударма сапасы оқырманның ақпаратты қабылдауына айтарлықтай әсер ететіні анықталды.

Зерттеу әдістері: салыстырмалы талдау. Зерттеу әдістемесі саяси мәтіндерді аударудың теориялық аспектілерін бағалау мақсатында аударма теориясы мен лингвистика бойынша әдебиеттерге, сондай-ақ басқа тілдерге аударылған әртүрлі саяси мәтіндерді зерттеуге негізделген. бұқаралық ақпарат құралдарында жарияланған.

Зерттеу нәтижелері аударманың БАҚ-та қалай жұмыс істейтінін, ақпаратты қабылдау оның берілу жолына байланысты қалай өзгертетінін және аудиториямен тиімдірек қарым-қатынас жасау үшін ақпаратты қалай жақсартуға болатынын жақсы түсінуге көмектеседі.

Жұмыстың ғылыми-тәжірибелік маңыздылығы мақалада жүргізілген бұқаралық ақпарат құралдарындағы саяси мәтіндердің аударылу орнын зерттеудің өзектілігімен түсіндіріледі, бұл оның жаңа деректер мен пайдалы болуы мүмкін ұсыныстар беруінде. әртүрлі салаларда ғылыми

және практикалық қолдану.

Тірек сөздер: саясат, дискурс, саясаткерлер, саяси мәтіндер, бұқаралық ақпарат құралдары, жаңалықтар, журналдар, теледидар жаңалықтары, ақпараттық бюллетеньдер.

Аннотация. В данной статье исследуется роль перевода политических текстов в СМИ. Обращаем внимание на важность точности и корректности перевода политических текстов, так как они играют ключевую роль в формировании общественного мнения о политических событиях и процессах.

Статья направлена на анализ места перевода политических текстов в современных СМИ. В ходе исследования были проанализированы несколько работ по переводу политических текстов из различных источников, в том числе из материалов СМИ.

Целью этой статьи является изучение характеристик и концепций перевода в области политических текстов в СМИ.

Результаты исследования показали, что перевод политических текстов играет важную роль в передаче информации о текущих событиях и тенденциях мировой политики. Кроме того, было установлено, что качество перевода может существенно влиять на восприятие информации читателем.

Методы исследования: сравнительно-сопоставительный анализ. Методология исследования основана на литературе по теории перевода и языкознанию с целью оценки теоретических аспектов перевода политических текстов, а также на изучении различных политических текстов, переведенных на другие языки и опубликованных в СМИ.

Полученные результаты исследования могут помочь лучше понять, как работает перевод в СМИ, как меняется восприятие информации в зависимости от способа ее передачи и как можно улучшить информацию для более эффективной коммуникации с аудиторией.

Научная и практическая значимость работы обусловлены актуальностью проведенного в статье исследованию места перевода политических текстов в средствах массовой информации заключается в том, что в нем приводятся новые данные и рекомендации, которые могут быть полезны для научного и практического применения в различных сферах.

Ключевые слова: политика, дискурс, политики, политические тексты, СМИ, новости, журналы, теленовости, информационные бюллетени.

UDC 81-114.2

O.T. Tasbolatov, PhD student
R.Zh. Saurbayev, Candidate of ph.sc
Toraighyrov University, Pavlodar

WAYS OF TRANSMITTING VERBAL AGGRESSION IN MULTI-SYSTEM LANGUAGES IN POLITICAL DISCOURSE (ON THE EXAMPLE OF PRE-ELECTION DEBATES)

Abstract: In this study, we examine verbal aggression during election debates conducted in English, Kazakh and Russian. Using a variety of analysis methods, we examine the strategies used by candidates, introducing a new term, “aggressogen,” to measure the level of aggression in different language systems. Our results reveal a variety of audience responses influenced by cultural norms. Verbal aggression used tactfully by candidates can lead to negative public perception. Cultural nuances play a key role in the interpretation of such statements, highlighting the importance of considering context when analyzing political discourse. The introduction of the term “aggressogen” not only facilitates the study of linguistic and political aspects of the debate, but also provides meaningful concepts for further research in the field of political communication and translation.