

The article reveals the concept of discourse, style and text. It also analyses the concept of interview as one of the basic forms of using discourse in modern mass media, reveals the relationship between text and discourse.

The concept of discourse is one of the key concepts of modern pragmatic linguistics and text linguistics. Modern concepts of discourse reflect the whole course of linguistic science. In the first half of the twentieth century linguistics for a long period focused on the study of one of the two dialectically related party speech – language system, but since the second half of the 60s, the focus of linguistics is transferred to the other side of the dialectical unity – speech activity and its product – discourse, formal characteristics of which were described in 1952 Z.Harrisom.

The notion of «discourse» is quite broad, and experts see a different meaning in this term. Article discourse is seen as central integrative unit of speech activity, characterized by appropriate communicative and functional parameters.

In studies on the issue of discourse, stands one of the ways of studying the functional characteristics of speech caused by two trends – the tendency to sharpness and clarity to the removal of redundant information and the tendency to expressiveness, one of the ways which favor oral spoken language.

One of the main forms of embodiment in contemporary media discourse is the interview, which is different from other genres of newspaper primarily dialogic. This genre attracts journalists disclose their inexhaustible possibilities of spiritual wealth man – his thoughts, knowledge, expectations, showing its political beliefs, philosophy, attitude towards current events, issues, events and more. The process of communication between a journalist and an expert in a newspaper interview appears in the form of discourse, given the conditionality interview extralinguistic factors, the effect of the events in question, commitment of social action. The basic unit of discourse, genre designed as an interview, the so-called discursive turn.

Thus, in the discourse reflected the process of cognition and verbalization of knowledge about the world, seen the connection between consciousness and language. The discourse reveals social subjects at the time of broadcast communication. Living Word of discourse that occurs in the situation between the interlocutors, highly informative. Sociolinguistic analysis of spontaneous speech creates a special knowledge of sociology linhvomentalni orientation and language tastes of society.

Keywords: *discourse, style, text, interview, illocutionary act.*

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MEANS OF RENDERING PRAGMATIC POTENTIAL OF ESP TEXTS

У статті розглядаються перекладацькі трансформації, які є засобом реалізації прагматичного потенціалу іншомовних текстів за професійним спрямуванням у їх перекладах. Перекладацькі трансформації трактуються нами як лексико-семантичні, структурні і функціональні засоби адекватної передачі асоціативно-інформаційних зв'язків у текстах оригіналу та перекладу, що відтворює особливості процесу вербалізації певних концептуальних ознак у когнітивному процесі на лінгвальному і паралінгвальному рівнях, враховуючи аломорфні та ізоморфні особливості мов оригіналу і перекладу. Найбільш поширеними з них при дослідженні ESP текстів з генетики та їх перекладів є пермутація, субституція, додавання, вилучення та комплексні трансформації.

Ключові слова: *тексти за професійним спрямуванням, перекладацькі трансформації, пермутація, субституція, додавання, вилучення, комплексні трансформації.*

The aim of this paper is to present some ideas on interdisciplinary application of English for Specific Purposes (ESP) research which adds much to the studies of methodology for ESP learning and translation. The highlighting of the basic tasks of ESP teaching and learning (i.e. developing skills of adequate response on different professional situations, improving specific frameworks in different ESP spheres, enhancing current communicative models and techniques for ESP learning and translation), and study of some means of rendering pragmatic potential of ESP texts constitute primary research objectives.

Over the last years the importance of training ESP specialists and need to explore and evaluate second language acquisition theories have been put forward by many foreign and Ukrainian scholars. The Ukraine's choice to integrate into the European education and economic space, the global

development of the world market require effective foreign language teaching methodologies giving the opportunities to our students to succeed in various professional environments. There appeared a great many types of English for Specific Purposes (cf.: ESP English for Specific Purpose; EOP English for Occupational Purpose; EAP English for Academic Purpose; EPP English for Professional Purpose; EVP English for Vocational Purpose; EGAP English for General Academic Purpose; ESAP English for Specific Academic Purpose). Their basic characteristics embrace authentic material (study material must be authentic); purpose-related orientation (orientation lessons must be according to the needs of the learners); self-direction (learners must have a degree of freedom to decide what, when and how they will study).

To perceive and understand the basic message of ESP texts, to choose specific means of rendering their pragmatic potential we should consider many complex problems dealing with interference and transposition processes, transformation devices, structural and semantic correlation of elements which specifies plurilingual conceptual basis, lexico-semantic autonomy, etc. [5; 7-8; 10; 12].

The languages of source and target texts differ in linguistic possibilities of two languages, ways of reflecting and reorganizing the objective reality, contextual interrelation of elements of different language levels and complex of extralingual factors typical of every language. In spite of the success attained in the 70-80s by semantic, sociolinguistic and psycholinguistic investigations, problems of adequacy of translation, translation strategies, translation transformations are still topical and vital.

In modern translation theories the prioritized ideas concern some tendencies in ESP text translation when ESP texts are viewed not as intertextual phenomena but as interlingual ones. Therefore, many attempts have been made to refer to intertextual relationships in ESP text translations.

While considering peculiarities of translating ESP texts we encounter different types of translation correlative equivalents with identical meaning, partial meaning, hypo-hyperonymic translation equivalents, socio-pragmatic and cross-cultural equivalents, elliptic means and substitution. In the process of translation scientists envisage different subclasses of correlation means: equivalents which are invariable as a result of identical denotational information or set up in traditions of language contacts, variable and contextual correlations, all types of translation transformations, etc. [1; 9].

A translator tries to perceive the communicative message of a source text but in any case it is important either to make some changes in translation or to adopt it to the needs of a recipient, his culture and language [6]. Therefore, the pragmatic potential of a source text is fully realized with a help of a number of translation transformations. While translating ESP texts fragments we concentrated on some grammatical transformations: permutation, changing word order, addition, omission [2, 190].

The objective for a translator is to make an ample use of translation transformations which consider complicated logical and grammatical sequences favouring the integrity of form, semantics, and grammar. They also imply the interlocutors' intention, peculiarities of the code they use, channel of communication [1; 3-4].

We envisaged ESP texts in the field of genetics. The most typical kind of grammatical transformations in ESP target text translation is permutation. It is the core means of realizing the pragmatic potential of a source text. Permutation, as a rule, is often used to translate some text clippings in order to make them more "comprehensible" for a recipient to perceive and understand. For example:

There are many causes of hearing loss. In addition to the best known ones like meningitis and rubella, there are many more ranging from genetic syndromes to injuries. However a lot of people are deaf, they can speak [11].

Існує багато причин втрати слуху. На додаток до найбільш відомих з них, як менінгіт і краснуха, є ще безліч синдромів і травм. Однак багато глухих людей можуть говорити.

The underlined Ukrainian translation is represented by a simple sentence, while in its English counterpart the author uses two subordinate clauses. The given grammatical distribution and the use of two-fold connotation messages in the English sentence is neutralized in its Ukrainian translation both by the context and permutation at the syntactic level.

Omission and addition are two directly contrasted methods in translation. Omission, as a rule, is related to a less degree detailed translation. Very often the use of this method is determined by the system divergence of languages. For example:

Will the child be happier in an all-deaf environment or will the child do better being mainstreamed into hearing classes? Colleges for Deaf students. Actually, the problem of deaf children is difficult to tackle [11].

Чи буде дитина щасливіша в повністю глухому середовищі, чи буде краще для неї інтегруватися у спеціальні класи? Проблема глухих дітей є дуже важкою.

In the above mentioned example a typical English construction “is difficult to tackle” is rendered with a help of a simple sentence in the Ukrainian translation which is explained by the difference of the grammar systems of English and Ukrainian. In some cases we find complete loss of words, phrases, sentences to avoid two-fold interpreting of the text. For example, the phrase “Colleges for Deaf students” is left out in the translation. But in the English variant addition as a translation method is required when it is urgent to use some new information in the target text fragment which is directed at the adequate interpreting of the text by a foreign reader. It can be some facts, data, events which a native speaker is aware of, but not a foreigner; or some interesting information for a foreign reader. For example:

*Educating Deaf and Hard of Hearing Children. There are many different aspects of deaf [11].
Навчання глухих дітей. Глухота вивчається у багатьох різних аспектах.*

Addition can serve a means of content-based development. For example:

Clearly, the disorder had a genetic component and was specific enough in its effects to offer the hope that it was directly connected to that elusive speech gene [11].

Без сумніву, розлад мав генетичне походження та був досить незвичайним для того, щоб сподіватись на те, що хвороба була безпосередньо пов'язана з цим невловимим геном мови.

In this case addition methods are used to make the comprehension of the text easier and to render the meaning of typical English grammar structures more closely.

Very often omission and addition are used at a time. For example:

When the gene responsible for the impediment was pinpointed just a few years later, it finally provided evidence that the ability to speak is indeed written in our DNA [11].

Коли ген, відповідальний за заїкання, був остаточно визначений, його існування врешті решт довело, що здатність говорити закладена в наших ДНК.

In the above mentioned example the author used two methods of translation: addition and omission. Omission is used three times. Some words were missed, but others are understood from the context.

We encountered some samples of complex grammatical transformations:

As children, they often learn to speak much later than other children do, and they may have difficulty learning to read and write [11].

Вони часто вчаться говорити набагато пізніше інших дітей, і вони можуть мати труднощі у вивченні письма та читання.

In this case two methods of translation are used: substitution and permutation. Substitution in this fragment is explicated by a change of parts of speech: the verb is changed into the noun.

To conclude, translation is an indicator, a guide of the most valuable things for the mankind, which considers cultural-cognitive nature of a source text and involves a great variety of translation transformations in the target text.

The prospects for future research will cover the investigation of outer and inner interference and transposition factors, highlighting isomorphic or allomorphic peculiarities of different language structures which are either heterogeneous or cognate.

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The article envisages some translation transformations which serve means of rendering pragmatic potential of ESP texts. The appearance of grammatical transformations while translating ESP texts into Ukrainian embraces isomorphic and allomorphic features of original and target languages. Different trends of transformation theory involve many problems related to different means of transmitting information built on the phenomena of grammar reorganization of phrase structures, segmenting or separating some elements, actualization of potential grammatical meaning typical of different language types, verbalization of various conceptual matters as a result of cognitive modeling mechanisms at the lingual or paralingual levels. Non-motivated substitution of any morphological form or a syntactic structure by a functionally inconsistent linguistic form involves the recipient in the inadequate environment, and therefore causes considerable discrepancy in communication. Thus, actualization of some potential grammatical meanings typical of different language types helps to emphasize typological diversity of compared models in various aspects: structural sentence schemes, passive meaning, and morphological properties. For adequate translation it is too important to consider allomorphic and isomorphic features of grammar structure of a source and target language, peculiarities of their actualization in speech, their norms of use, which make up a part of a translator's communicative competence. We concentrated on the role of permutation, substitution, addition, omission and complex transformations while analyzing ESP texts in the field of genetics and their target text clippings. To reach the high level of qualitative characteristics of translating ESP texts it is too vital to consider inner textual paradigmatics, correlation between text-oriented intertextual interpretation and reader-oriented intertextual interpretation or author-oriented intertextual interpretation.

Key words: ESP texts, translation transformations, permutation, addition, omission, complex transformations.

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ВТОРИННА НОМІНАЦІЯ ЯК ЗАСІБ ПОПОВНЕННЯ УКРАЇНСЬКОЇ ХОРЕОГРАФІЧНОЇ ЛЕКСИКИ

У статті, на основі хореографічних термінів, проаналізовано метафоризацію та метонімізацію як джерело збагачення та поповнення термінологічної лексики.

Ключові слова: семантичний спосіб, вторинна номінація, метафора, метонімія, термін, термінологія, хореографічна лексика.

Вторинна номінація як засіб поповнення термінологічної лексики була предметом наукових досліджень Р. Г. Дудка, О. О. Тараненка, Т. І. Панько, І. М. Кочан, Г. П. Мацюк, О. І. Павлової та ін.. Автори аналізують термінологічну лексику різних сфер, проте хореографічна термінологія залишилась поза увагою лінгвістів. Актуальність статті зумовлена відсутністю у вітчизняному мовознавстві досліджень семантичного способу в творенні хореографічних термінів української мови.

Семантичний спосіб – один із перших словотворчих засобів створення термінологічних найменувань [5, 98]. У разі семантичного способу словотворення відбувається процес вторинної лексичної номінації – «використання вже наявних у мові номінативних засобів у новій для них функції – функції найменування» [11, 161]. Головна особливість таких термінів – їхня мотивованість (або ж умотивованість), тобто осмислення термінологічного значення через нетермінологічне, «умотивованість терміна полегшує його розуміння та запам'ятовування, оскільки репрезентує його зв'язок з іншими термінами» [6, 198]. Основна причина використання вторинної номінації полягає в тому, що поняття у науці значно більше, ніж слів для їх номінації. Завдяки способу вторинної номінації термінологія поповнюється кількісно (функції термінів по-