Modeling of translation of TV news texts

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Abstract. Within translation theory, various models have been developed which claim to adequately comprehend and reflect the process of translation. Some of these models will be outlined and critically observed. The result of this critical review is that none of the suggested models is able to offer a psychologically valid reconstruction of the process of translation. The models offer idealized schematic arrangements showing the interrelations among those components which are, in all likelihood, involved in the process. At the moment, the media have a huge impact on society, the consciousness and people's perceptions. Modeling of the process is an imitation of a particular system by creating models, which are reproduced in the principles of organization and operation of this system. TV News texts consist of the text, image and sound and are equal to the amount of information.
[Tutebayeva A.M., Islam A., Gasparyan G. **Modeling of translation of TV news texts**. *Life Sci J* 2014;11(4s):197-199] (ISSN:1097-8135). http://www.lifesciencesite.com. 30

Introduction.

The present volume is not primarily concerned with any of these special problems, but rather with the analysis of what translation is. It proposes general categories to which we can assign our observations of particular instances of translation, and it shows how these categories relate to one another. In short, it sets up, though somewhat tentatively and incompletely, a theory of translation which may be drawn upon in any discussion of particular translation-problems. [1]

A translation theory or model is not workable if it is confined to the treatment of separate sentences. A translation model should consider the overall textual components, how sentences are interlinked and how they depend on one another in a stretch of text to convey the intended meaning. The meaning of a sentence is determined by the different ways the sentence is semantically related to other sentences in the text. Consequently, for two sentences of different languages to be exact translations of each other they must be semantically related to other sentences of their respective languages in text in exactly the same way [2].

Modern development of communication technology provides different television news programs in different languages to the population of Kazakhstan. Moreover, according to the cultural project of the trinity of languages of Kazakhstan, providing information to the media in three languages Kazakh, Russian and English. The President of Kazakhstan Nursultan Nazarbayev defining the role of Trinity of languages, said " Kazakhstan should develop the Trinity of languages policy. Knowledge of Russian language is a historic advantage of the Kazakh nation, assuring her entry into the world culture and to the world of science. Knowledge of English can open for every citizen of Kazakhstan a new possibilities of life "
 [3].

Modern society try to orient within the socio-political life of the republic and the world in common. For this reason, television news are, exactly, the source of public information, which addresses the audience of the country. The demand for information - one of the main function to cognize the world for any person at all times. It is caused by a subconscious desire of people to know what's going on - the desire, which manifest themselves in the self-preservation instinct and the orienting reflex, reversing human development. At the moment, the media have such a huge impact on society, the consciousness and people's perceptions. Faced with these problems of medialinguistics, in particular mediatranslation studies, determines the relevance of the study.

Medialinguistics united a wide range of studies related to this dynamic, growing field, as the language of the media.

In scientific usage, the term originated «medialinguistics», which can be found in the works of researchers media language, in particular, the article by J. Korner "The Scope of Media Linguistics", which can be considered the program as it was the first to define the substance and objectives of medialinguistics. Distinguishing the medialinguistics in independent scientific discipline, the subject of which is the study of language of media, J. Corner recognize its interdisciplinary nature : Medialinguistics united a wide range of studies

related to this dynamic, growing field, as the language of the media. [4]

As follows from the term, combining two basic components - a "media" (mass media) and "linguistics", the subject of this new discipline is the study of language functioning in the field of mass communication, so medialinguistics investigates the definite sphere of speech of mass media. [5].

Recently there has been a necessity in researching the modeling of the translation of television informational news texts. The professional competence of the translator is largely determined by how freely he decodes the style of television news and determines stylistic dominant. In other words, the aggregate amount of the researching of speech of mass media needs in comparing, which made it possible to define a new direction – mediatranslation or translation of mediatexts.

In our researchment we review a modeling of translation of television informational news texts. Modeling of the process is an imitation of a particular system by creating models, which are reproduced in the principles of organization and operation of this system. TV News texts consist of the text, image and sound and are equal to the amount of information. [6]

V.N. Komissarov said, that the modeling of translation is the creation of translation models, which are formed the translation result. Translation model can be defined as "a schematic view of the process of translation procedure" or the construction, showing the main steps of the translation process and the actions taken as a translator at each stage. [7]

Translation model is intended to describe the sequence of actions that can help to solve this problem. As pointed out by theorists of translation, this line of research "gives you the opportunity to reveal the dynamic aspects of translation work" to identify certain aspects of the functioning of linguistic translation mechanism.

It should be noted, the object of our study are the television informational news texts (hereinafter TINT), which have multi-layered.

Similarly, Nida distinguishes between the expressive, informative and imperative functions of text, adding that the reader will often be totally reliant on context to determine how to interpret a particular text. [8]

According to Catford (1965), meaning is the property of a language. A source language text has a source language meaning and a target language text has a target language meaning [9].

Expecting all material of informational television news texts, firstly the informational range is framing on parallel on several levels, the level of video, language level and the level of sound. Text,

image and sound are equal to the amount of information and the need to combine these series so as to achieve the same effect, which gives us a script. Combine these series translator helps synchronize video. When translating texts on television news has to ensure that the text matches the visuals, and if necessary, apply compression or additions.

Analyzing the literature, which uses the term "model" shows that this term is used in two definitions: 1) the theory, and 2) within the meaning of the process that this theory is reflected (in a specific model.) In our case, we consider a model, which includes translation features of TINT. We offer translation as a modeling process and a result. So the name of our model is modeling of translation of TINT. In our scheme we show the features.

Thus, the model represents a certain kind of ideal object, a detailed image of the studied phenomenon, which has a universal character incorporates all the major features of its real prototype. In our case, the scheme of modeling of translation of TINT incorporates the following factors by which the transfer is.

In the scheme of modeling of translation of TINT there is a close relationship between all the constituent parts, each of which has its own constituents.

Cognitive aspect includes TV and radio channels broadcasting policy, background knowledge and strategy of construction of TINT. In modeling one of the main components is the cognitive aspect.

Journalistic aspect covers the requirements for the news texts, considering the structure of a news item, allows the technique for the synchronization of the video, and also defines the meta-language.

Thus, before, to create a news text translator should operate basic rules for creation TINT. Also translator should ensure that the text coincide with video, and if necessary use translation techniques.

The next component of the scheme is the linguistic aspect. Known that this aspect includes genre and stylistic features of TINT and methods of study.

Translation aspect includes models of translation, translation strategies and translation techniques. It is known that the translation aspect is related to the linguistic features of the language. As said V.N.Komissarov : Translation - an object of linguistic research. The result of translation is directly observable reality, based on an analysis which can indirectly judge about how the translation process proceeded.

TINT as we mentioned in our analysis, there is always neutral and impersonal said in his book, Charles Coates «Professional's TV News Handbook»: Alphabetical requirements for preparing

the text on TV, express in three concepts - accuracy, clarity and brevity. [10]

Our constructed structure scheme of the modeling of translation of TINT reveals the close relationship between all components. We can say that the modeling of translation of TINT just needs to use all the components. Provided scheme describes the requirements for the translation of TINT. From our analysis, we can conclude that all connecting components underlie modeling translation TINT.
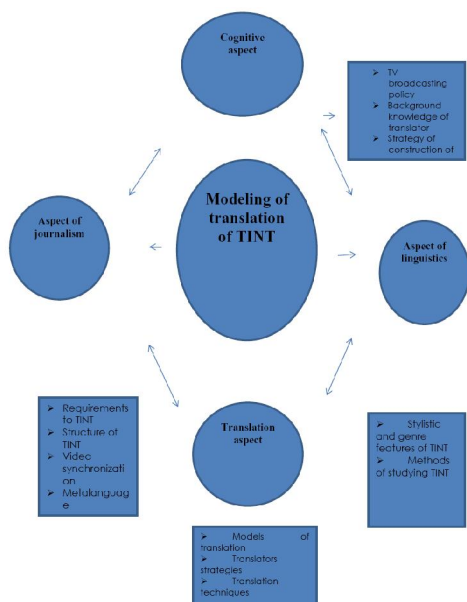
Scheme 1. The structure of modeling translation of TINT.

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2/23/2014

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