

THE ROLE OF METAPHOR IN THE NORMALIZATION OF FIGURATIVE LANGUAGE ELEMENTS

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Summary

Imagery is characterized by the presentation of concepts, ideas, and thoughts about an event, story, situation, and person within the framework of ordinary, nominative ideas, and by dressing them in a somewhat allegorical dress arising from the impressions formed in artistic thought. In other words, figurative meaning is not directly related to things, events and impressions, but is a form of expression of their metaphorical concepts. Figurative meaning also plays a key role in the normalization of imagery.

Descriptive language tools are formed on the basis of people's artistic and poetic imagination, which stems from abstract thinking. Therefore, figurative language means are mental in nature due to their semantic potential. Visual aids affect the attractiveness, expressiveness, and memory of oral speech. At the same time, in the literary text, he polishes the concepts of events, stories and personalities with luxurious, eloquent, rhythmic, harmonious and colorful shades. The metaphor creates its own vivid imagery in lexical units, proverbs and parables, as well as in aphoristic expressions. Imaging means are regulated by grammatical rules and metaphors are regulated by logical norms. The Azerbaijani language is rich in emotion and colorful, as well as figurative language.

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APPLICATION OF CROSS-CULTURAL COMMUNICATIVE THEORY TO BUSINESS TRANSLATION

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Annotation: Before signing a contract or any other important document, business partners begin communication which can be written or oral. If we are talking about forms of written communication first of all we mean business letters which can be considered as the initial part of business relationships. Oral communication includes telephone calls and of course negotiations. Nowadays almost all negotiations with foreign business partners are performed in English and the signing or non-signing of contract depend on it. That is why business correspondence and negotiations should be carried out in appropriate and correct language. We have already described the most important peculiarities of business English, but we also would like to raise very important and interesting problem of business doing – the cultural aspect.

Those involved in business translation, testify that their linguistic challenges are: special terminology, cliched lexics and its formal register. Still certain linguistic dexterity may not prove efficient under field conditions when besides language problems the translator in business faces quite newly appreciated challenge cultural or psychological one.

Key words: communication, business translation, culture, language, relationships, countries

Açar sözlər: ünsiyyət, işgüzar tərcümə, mədəniyyət, dil, münasibətlər, ölkələr

Ключевые слова: общение, деловой перевод, культура, язык, отношения, страны

The necessity to keep certain 'appearances' and observe conventionalities in international business communication has been acknowledged since the times when success of a company's extension started to be judged by the number of its foreign affiliations or partners.

Intensification of international contacts yielded, besides obviously positive results, multiple failures at negotiations, absence of foreign trainees' motivation, and even open conflicts among partners, especially between those belonging to different cultures (Asian and Western, Western and Slavic). Minute feedback analysis of the situations suggests that whereas business matters were handled perfectly, national, ethnic, psychological or cultural factors were completely neglected.

This was an impetus for methodologists and linguists to start developing a separate branch of the communication theory – Cross-Cultural Communication Studies. That encompasses ethnic culture and psychology, sociology, and a lot of other adjacent spheres. According to W. Gudykunst, W.G. Stephan, B. Blake and many other researchers of cultural diversity in business context, communication cannot be successful unless ethno-psychological identity of its participants is recognized.

In individualistic cultures people are supposed to look after themselves and their immediate family only, while in collectivistic cultures, people belong to in-groups of collectivities which are supposed to look after them on exchange for loyalty. The example of the first culture is presented by United States, whereas Japan is an illustration of the second. This factor is to be taken into consideration in negotiations planning, since the Japanese will never be able to take a decision which may lie beyond the interests of his corporation, and will never speak on his own behalf, whereas the individual achievements of an American may stipulate his risky decisions and possibility to take it independently. At linguistic level it stipulates the use of particular grammar structures – Active versus Passive, I / we pronouns, etc.

Communication that predominates in the cultures makes the second important criterion of cultural diversity. A high-context communication, inherent in most Asian cultures, is one in which the most information is implemented either in extra-linguistic situation of communication or is shared by the communicants, while very little is coded. A low-context communication takes place in terms of explicit code, like in Germany or the United States. This may cause the necessity to make certain aspects in business communication, e.g. price negotiations, more explicit for the Americans and less direct for the Japanese or the Chinese through the use / avoidance of certain direct grammar constructions and vocabulary.

Cultures with high uncertainty avoidance have a lower tolerance for uncertainty and ambiguity, which expresses itself in higher levels of anxiety and energy release, greater need for formal rules and absolute truth, and less tolerance for people in groups with deviant ideas or behavior. It was empirically confirmed that in organizations, workers in high uncertainty avoidance cultures prefer a specialist career and clear instructions, avoid conflict, and disapprove of competition between employees more than workers in low uncertainty avoidance cultures, e.g. Denmark versus Japan. It does not only stipulate the pattern of behavior with businessmen representing these cultures but also the linguistic strategy in translation, e.g. presence or absence of mitigation markers.

Power distance is defined as the extent to which the less powerful members of institutions and organizations accept that power as distributed unequally. Individuals from high power distance cultures accept power as part of the society. Superiors there consider their subordinates to be different from themselves (Arab cultures). Low power distance cultures believe that power should be used only when it is legitimate and prefer expert or legitimate power (Western cultures). This stands for observation of subordination in the groups of businessmen, which is, for example, strict in Philippines and optional in the

Netherlands. This directly influences the use of the certain vocabulary register depending on the level of communication (horizontal, with peers, or vertical, with subordinates or superiors) and the tone (type of modality, from orders to mild advice or suggestion).

The application of Cross-Cultural Communicative Theory to the business translation looks rather significant since it crucially changes the very concept of the translator's role in business communication. Supplied by the cultural knowledge, translator does not simply find equivalents of the ideas in different languages. His strategy is to maintain rapport between cultures by finding the forms of mutually accepted manner of communication, which raises his role to the global level.

The development of business correspondence in Azerbaijan, need of official documents translation from English into Azerbaijani and vice versa after proclaiming Azerbaijani language to be state on the territory of Azerbaijan, give special significance to the language of business communication and especially to English as it is language of international communication. Business correspondence obeys certain rules of exposition and arranging of the information. Business letters have common and national specific characteristics. In all language cultures formation of official style was presupposed by the development of State system, government apparatus and by the need to confirm legal relationships of juridical and private persons by documents. The world practice shows that despite all the peculiarities of national systems of business correspondence the main requirements to the structure, fullness of content and arrangement are stable because they had been forming historically and were determined by the peculiarities of business communication.

National specific character in business letters is performed at communicative level because peculiarities of historical development in this sphere in every nation caused the formation of specific communicational phrases and stylistic constructions. That is why while comparing standards of official style of Azerbaijani and of business correspondence in particular with the existing standards of English business correspondence one can distinguish ethno-linguistic characteristics of Azerbaijani and English business correspondence which should be taken into account in translation. Azerbaijani business correspondence is characterized by the functionality (the so-called 'telegraph style'), restraint and rationality, absence of emotional coloring, estrangement of exposition that expressed through rationality and strictness of linguistic forms and patterns. In comparison with Azerbaijani style, style of English business letters is characterized by more independent choice of words and syntactic constructions, by the intention of author to show his personal interest and willingness for close partnership with addressee, by hierarchy of polite addresses depending on the level of formal relationships between communicants.

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MƏDƏNİYYƏTLƏRARASI ÜNSİYYƏT NƏZƏRİYYƏNİN İŞGÜZAR TƏRCÜMƏDƏ TƏTBİQİ

***Qasımova Samirə Firuddin qızı
Xülasə***

Mədəniyyətlərarası ünsiyyət ümumi ünsiyyət nəzəriyyəsinin xüsusi bir hissəsidir, nəzəri və praktik baxımdan – müxtəlif mədəniyyətlərin nümayəndələrinin kommunikativ qarşılıqlı əlaqəsini araşdırır. Bu tədris vasitəsi, tələbələri elmi biliklərin xüsusi sahəsi kimi mədəniyyətlərarası ünsiyyət nəzəriyyəsinin əsasları və bu nəzəriyyəni real ünsiyyət təcrübəsində tətbiq etmə imkanları ilə tanış etmək məqsədi daşıyır. Mədəniyyətlərarası

ünsiyyət nəzəriyyəsinin əsaslarını bilmək bir dilçi, tərcüməçi, xarici dillər müəllimi, habelə bu və ya digər şəkildə əcnəbilərlə ünsiyyət qurmalı, beynəlxalq danışıqlarda, söhbətlərdə, xarici dildə (və bu səbəbdən xarici mədəniyyət) auditoriyada mühazirələrdə iştirak etməli olan bir mütəxəssisin hazırlanmasının ayrılmaz hissəsidir.

ПРИМЕНЕНИЕ ТЕОРИИ МЕЖКУЛЬТУРНОЙ КОММУНИКАЦИИ В ДЕЛОВОМ ПЕРЕВОДЕ

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Резюме

Межкультурная коммуникация – это особая часть общей теории коммуникации, теоретически и практически – исследует коммуникативное взаимодействие представителей разных культур. Данное учебное пособие призвано познакомить студентов с основами теории межкультурной коммуникации как особой области научных знаний и возможностями применения этой теории в реальной коммуникативной практике. Знание основ теории межкультурной коммуникации является неотъемлемой частью подготовки лингвиста, переводчика, учителя иностранного языка, а также специалиста, который должен так или иначе общаться с иностранцами, участвовать в международных разговорах, беседах, лекциях на иностранном языке (а значит, и иностранной культуре).

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CONCEPTUAL METAPHOR AND METONYMY

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Abstract: The paper deals with Conceptual Metaphor Theory (CMT). It should be noted that CMT met with severe criticism from psycholinguists. But the success of CMT has been overwhelming, both in CL and outside it. In CMT metaphor and metonymy are regarded as processes of thought, and not just a question of language. In other words, metaphors and metonymies are seen as basically conceptual processes, which subsequently find expression in a number of concrete forms, both verbal and non-verbal. Metaphor can be expressed, not only in language, but also in visual, audio or sensory-motor media such as drawing, painting, architecture, music, dance and gesture. It is ultimately grounded in the human perceptual system and experiential world. The perceptual system is based on a number of pre-conceptual, most of all spatial configurations which allow humans to react to, and manipulate the world around them.

Key words: Conceptual Metaphor Theory (CMT), verbal and non-verbal, perceptual system, experiential world, spatial configurations.

Ключевые слова: Теория Концептуальной Метафоры (ТКМ), вербальное и невербальное, перцептивная система, эмпирический мир, пространственные конфигурации.

Açar sözlər: Konseptual Metafora Nəzəriyyəsi (KMN), verbal və qeyri-verbal, qavrayış sistemi, təcrübə dünyası, məkan konfigürasiyaları

How conceptual and how linguistic? To a large extent, CL owes its breakthrough to the innovative work by Lakoff and Johnson (9), which launched Conceptual Metaphor Theory