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## ТҮРК-ОРУС КОТОРМОДОГУ СЕМАНТИКАЛЫК ЫНАНЫМДУУЛУК

## PERSUASIVE SEMANTICS IN TURKISH-RUSSIAN TRANSLATION

## СЕМАНТИКА УБЕЖДЕНИЯ В ТУРЕЦКО-РУССКОМ ПЕРЕВОДЕ

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**Аннотациясы:** Котормо жасоодо ынанымдуулук семантикасы котормонун негизги маселелердин бири катары кароого болот. Иштин максаты бир турк адабий текстти орусчага которууда ынанымдуулук жана аксиология семантикасынын озгочолукторун анализдоо болуп саналат.

**Негизги сөздөр:** ынанымдуулук семантикасы, аныктыгы/туура эместиги, туркчо-орусча котормо, аксиологиялык семантика, көркөм текст.

**Аннотация:** Воссоздание персуазивной (достоверностной) семантики в переводе может рассматриваться как одна из важных переводческих проблем. В цели работы входит анализ особенностей воссоздания персуазивной и аксиологической семантики в переводе художественного текста с турецкого языка на русский язык.

**Ключевые слова:** персуазивная семантика, достоверность/недостоверность, турецко-русский перевод, аксиологическая семантика, художественный текст.

**Abstract:** Rendering persuasive semantics in translation is one of the problematic aspects. The article is aimed at the analysis of persuasive elements used in source and target texts (Turkish – Russian) of the novel “My Name is Red” by O. Pamuk with the accent on their distinctive characteristics.

**Key words:** persuasive semantics, certainty/uncertainty, Turkish-Russian translation, axiological semantics, literary text.

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### Introduction

There are various interpretations of persuasive semantics. In many researches the term “persuasive” is used as related to suggestive potential of a text, especially advertising or political. For instance, A. Podkienė (Podkienė 2013 p. 39) analyzing corresponding English (source) and Lithuanian (target) texts from the point of view of persuasive potential rendering considered persuasiveness as an impact of the text on the audience. Similar viewpoint was represented in Leech’s (Leech 1966) and Myers G. (Myers 1994) researches in which he “investigated the effectiveness and persuasiveness of the advertising language in terms of its grammatical structure and vocabulary” A. Goddard (Goddard 1998) “has taken a

semiotic approach to finding out persuasive signs in advertisements by analyzing attention-seeking devices created by the colloquial, spoken language and intertextuality” (Podkienė 2013 p. 39). The same approach was represented in various researches done by such Russian scholars as A. V. Golodnov (Golodvon 2011), S.S. Martemyanova (Martemyanova 2013) and A.A. Kobelev (Kobelev 2006).

At the same time, the term “persuasive” denotes different semantic phenomenon related to modality of the text, particularly to the notion of certainty/uncertainty combined with emotive (positive or negative) meaning. In our opinion, rendering persuasive semantics in translation is one of the most problematic aspects of translation

studies. This component of literary text is strongly correlated with the authors' intentions which are really important both for the original and translated text perception. Persuasive words can have rational or reflective type of evaluation. The complicated interrelation of persuasive meaning, on the one hand, and positive/negative evaluation on the other presupposes translation difficulties, the result of which is difference in persuasive and evaluative "colors" of source and target texts. So translation of persuasive words is one of the problems related to methodology of translation.

### Materials and methods

The object of the research is persuasive elements with possibility (certainty/uncertainty) and perceptual meaning in the source Turkish text of the novel "My Name is Red" by O. Pamuk and the target text, Russian version of the novel.

The problem and question that arises are whether the aforementioned elements in the source text have been translated to retain their persuasive meaning as well as their emotive color or if those persuasive elements have been changed while translating, and whether the same persuasive language has the same connotations and similar impact on source and target language audiences.

The main purpose of the article is to study the correspondence between source and target texts in the frame of persuasive meanings as well as emotive potential and stylistic peculiarities of lexical units rendering these meanings. It is worth mentioning that persuasive language in the sphere of Turkish-Russian literary translation has not been in the focus of any research.

The research is a double-sided process, which has required the determination of the elements of persuasiveness and translation transpositions. The main method used for the study is comparative method as it helps to find similarities and differences of persuasive meanings in Turkish and

Russian texts. Component analysis and dictionary data (semantic and stylistic) has been used for the research as well.

### Results and Discussion

In our opinion, evaluation of possibility degree of a statement is a part of axiological system of a speaker. Such evaluation is syncretic as it includes two layers of meaning. On the one hand evaluation of this kind includes possibility degree of a statement, for example, *it seems to be*, *may be* implying rather low degree of possibility or *certainly*, *definitely* pointing at high degree of possibility. On the other hand, such evaluation also has axiological meaning, either pejorative or ameliorative, for example Russian *чего доброго* (*after all*), *того и гляди* (*at any moment*) have the meaning combining pejorative evaluation and high possibility/truth of the utterance *огаюсь* (*perhaps*) having positive evaluation and high possibility of an event. Peculiarity of such evaluations is also determined by reflective thoughts of the author of utterance over its content (in the same way as *лучше сказать* and *кстати сказать* include reflexive thoughts of the author about the way of their expression). Such comprehension is determined by quite a high level of the speaker's linguistic competence, since the speaker needs not only to correlate the meaning of the utterance with the facts, but also evaluate the utterance itself. Evaluation of possibility and its use require the recipient to understand «the limit of freedom» in apprehension of the utterance (micro text) (Leontyev 1999 p. 144). It is also important to notice that dual (syncretic) character of possibility language can also be seen through its relation to lexical and syntactic levels of evaluative means of the language.

We analyzed excerpts from the novel "My Name is Red" by O. Pamuk containing such lexical and grammatical markers of certainty/uncertainty as *tabii ki* (58), *elbette* (29), *-miştir* (27), and their Russian translations:

*Elbette hemen buraya, baba evine dönebilirdim, ama kadiya göre kocam hukuken yaşadığına göre, onları öfkelerirsem beni çocuklarla birlikte zorla kayınpederimin yanına, yani kocamın evine geri götürmekle kalmaz, bunu yaparken beni ve beni alıkoyan babamı cezalandırıp aşağılaya bilirlerdi.*

*Конечно, я могла сразу вернуться сюда, к отцу, но ведь в глазах закона мой муж был жив, а значит, если бы я разозлила Хасана и его отца, они могли бы, обратившись к кадию, не только вернуть меня в дом мужа, но и унизить нас с отцом, подвергнув наказанию (его – за укрывательство).*

Çünkü, **tabii ki**, iyi ve kötü vardır, bu ikisi arasında bir sınır çizmek hepimizin işidir, ben - hâşa- Allah değilim ve bu saçmalıkları da bu akılsızların kafasına ben sokmadım, onlar kendileri düşündüler.

**Разумеется**, добро и зло существуют, и каждый из нас должен знать, где лежит граница между ними, и я вовсе не ипостась Аллаха. Кстати говоря, я не вкладывал этой чепухи в головы сумасбродов, они сами всё придумали.

The analysis of the material has shown that first of all range of lexical markers of certainty/uncertainty in Russian text is wider than in the original Turkish text. Несомненно, конечно, безусловно, разумеется, кажется in Russian translation comparing to tabii and elbette in Turkish. Furthermore, the target text uses lexical markers of certainty/uncertainty more frequently than the source text. However, the source text has special grammatical means for portraying the persuasive meaning of certainty/uncertainty. There are 27 cases when special grammatical forms having no correspondence in Russian are used for this purpose in Turkish. This can probably be explained by the fact, that Russian language has older tradition of using such lexical markers and more developed system of these markers with pejorative and ameliorative meanings as well. Modern Turkish, on the contrary, frequently uses more typical for its agglutinative system grammatical explication of certainty/uncertainty meaning through the affixes *-miştir* or just *-tir* (and their forms). The latter has ambivalent nature and can express the meaning of certainty and translated into Russian as *точно, наверняка* or uncertainty and translated as *может быть, кажется* depending on the context. Some stylistic transformations also took place depending on the choice of certainty/uncertainty word by the translator.

Thus, the translator had to consider a wider range of lexical markers with the meaning of certainty and uncertainty in Russian, perceptions of Russian reader and difference in style.

Sometimes the translator had to change the accent and use persuasive language in different place in the same passage or omits it at all to make the text sound more natural for Russian reader.

Bazen benim gibi bir kadının ancak kendisinden aşağı göreceği bir kocaya varabileceği, Kara'nın sakatlığının onun mutsuzluğunun nedeni olduğu kadar, bizlerin mutluluğunun gizli nedeni olduğunu söyleyenlerin dedikoduları da **gelmiştir** kulağıma.

Иногда до моих ушей доходили рассуждения о том, что такой женщине, как я, нужен только муж, на которого она могла бы смотреть свысока, так что увечье Кара, с одной стороны, **конечно**, несчастье, а с другой – тайная причина нашего семейного счастья.

Aslında ikisini de nakkaşhanede her şey eskisi gibi sürsün diye öldürdüğümü sizler de anladınız, Allah da **anlamıştır** elbet.

Вы, **конечно**, поняли, что на самом деле я убил тех двоих, желая, чтобы все в мастерской шло по-прежнему, – и Аллах тоже это понял.

Üstat Leylek, benim gibi bu altınlardan son üç ayda tam kırk yedi tane **kazanmıştır**.

За последние три месяца мастер Лейлек заработал ровно сорок семь золотых монет, таких как я.

While rendering the meaning portrayed by the affix *-tir* the translator had to consider the context as well as perceptions of the target reader.

Bütün bunları durumumla ilişkili olduğu için anlattığımı anlıyorsunuz**dur**.

Вы, конечно, **понимаете**, что я рассказываю обо всем этом, чтобы вы поняли, в каком положении я нахожусь.

Ben bu mühürlü mektupları nasıl açıp ediyorsunuz**dur**.

Вам, **наверное**, любопытно, как я вскрываю письма, а потом снова их запечатываю?

There are also cases when a single-word marker expresses persuasive meaning in Turkish, whereas in Russian translation the same meaning is expressed by a sentence.

*Üstat Osman hiç **kuşkusuz**, hünerimi bilir ve bütün usta nakkaşlardan en çok beni sever.*

*А мастер Осман знает, чего я стою, и любит меня больше, чем любого другого художника, **в этом не может быть никаких сомнений**.*

The meaning of certainty may also be lost in translation and transformed into syntactically neutral construction:

*Bunda, Heratlı Kemalettin Rıza'nın Kör'ün Atları adlı kitabında, bu üç kitabı şiddetleleştiren yakılması gerektiğini savunurken ileri sürdüğü haklı mantığın gücü vardır **kuşkusuz**: Kazvinli Cemalettin'in üç kitabında anlattığı atların hiçbirisi Allah'ın atı olamaz; çünkü onlar saf değildir; çünkü ihtiyar üstat onları bir kere bile ve kısacık bir süre de olsa, gerçek bir savaş meclisine tanık olduktan sonra anlatmıştır.*

*В его нападках была **определенная** логика: ни один из коней, описанных Джамалом ад-Дином, утверждал он, не может быть конем Аллаха, ибо старый мастер хоть и один раз, хоть и недолго, а все же видел настоящее конное сражение*

However, adding persuasive markers in translation when the original text has no markers of the kind is a rather typical case.

*Hüsrev ile Şirin'in sonunu bilirsiniz; Firdevsi'nin değil de Nizami'nin anlattığını diyorum...*

*Прекрасный этот рисунок, весьма соответствующий моему нынешнему состоянию, ибо изображено на нем убийство, иллюстрирует историю Хосрова и Ширин. Вы, **конечно**, помните, чем кончается этот дестан – я имею в виду сочинение Низами, а не Фирдоуси.*

*Bir nakkaş ve şair ruhlu dostu yazıp resimlemiyorsa eğer, Hasanla aynı çatı altında yaşarken farkedemediğim zengin hayal âlemini gösteren bu mektupları son zamanlarda yeniden okumaya başladığımı sizden saklamayacağım.*

*Может быть, **конечно**, эти письма писал и украшал рисунками какой-нибудь его друг с поэтическими склонностями, но если нет – внутренний мир Хасана был куда богаче, чем казалось мне, когда я жила с ним под одной крышей.*

The translator often uses persuasive language with complex semantics including the meaning of certainty/uncertainty and axiological meaning of good/bad (for example, *того и гляди* describing something unpleasant and likely to happen) expressed by different means or missing in the original text.

*Ara sokaklardan, çamuru donup yürünmez hale gelmiş uğursuz geçitlerden geçtim. Evin kapısını vururken şakacılığım tuttu da bağırdım.*

*Пробираться по переулкам непросто: грязь замерзла, **того и гляди** ноги переломаешь. Когда я добралась до нужного дома, мне захотелось пошутить.*

*Karla kaplı boş sokaklarda, her tarafı çürümüş, çarpılmış, ayakta zor duran yoksul evleri arasından, yangın yerlerinden geçtim. Kenar mahallelerden, bostanlar, tarlalar*

*Я шел к городской стене по пустым заснеженным улицам, мимо пепелищ и гнилых, покосившихся, грозящих **того и гляди** рухнуть домов, в которых живут бедняки;*

*arasından araba takımları, tekerlekler satan, demir işleri yapan dükkânların, saraçların, eğercilerin, koşumcuların, nalbantların önünden surlara doğru dikkatli ihtiyar adımlarımla buzda kayıp düşmemeye çalışarak uzun uzun yürüdüm.*

The phenomenon of the switch in the stylistic register closely related to the expression of certainty/uncertainty meaning is worth mentioning here, in particular in the case when the translator uses such persuasive marker as *разумеется*. In the Turkish text the speech of the narrator (meddah) who speaks on the part of the dog is colloquial (which is emphasized by colloquial *ya* having no persuasive meaning, or stylistically neutral *tabii ki*), but in Russian translation this passage becomes bookish due to the use of *разумеется*.

*Eh, o da köpek değil ya, çiğ süt emmiş insanoğluymuş; bu hayran kalabalığı karşısında kendinden iyice geçmiş ve bakmış ki cemaati ağlatmak kadar korkutmanın da bir tadı var...*

*Tabii ki, herkes Kuran-ı Kerim'de kendi adının geçmesiyle gururlanabilir. Bir köpek olarak bu sureyle övünüyor ve düşmanlarına it kopuk, diyen Erzurumilerin akıllarını inşallah başlarına getirir diyorum.*

## Conclusion

In conclusion we should say that the process of translation is for the most part the process of trans-coding the text, transferring the meanings of source language to the target, which comprehensively characterizes the multifaceted issue of rendering persuasive meanings from Turkish into Russian. The following methods of rendering semantics of certainty/uncertainty were identified in the course of the research: a) persuasive value realized at the grammatical level in Turkish, whereas in Russian it is expressed at lexical level, through peculiar words; b) translator uses persuasive words in target text, which leads to switches in stylistic register; c) syncretism of persuasive words combining meanings of assessment, axiological information and certainty and uncertainty becomes evident in the process of translation.

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*шел по окраинным кварталам, минуя огорды, поля и встречающиеся между ними лавки шорников, седельщиков, кузнецов, торговцев скобяными изделиями и конской упряжью*

*А тот, не будучи, **разумеется**, собакой, был истинным сыном человеческим: восхищение толпы сильно вскружило ему голову, а потом он обнаружил, что стращать людей не менее приятно, чем заставлять их плакать, да и заработать на этом можно больше.*

***Разумеется**, каждый будет гордиться, если он упомянут в Коране. Вот и я, будучи собакой, горжусь и надеюсь, что эта сура, дай бог, вразумит эрзурумцев, называющих своих врагов бесхвостыми псами.*

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