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## SEMANTICS AND PRAGMATICS IN TRANSLATION

### СЕМАНТИКА И ПРАГМАТИКА В ПЕРЕВОДЕ

#### КОТОРУУДАГЫ СЕМАНТИКА ЖАНА ПРАГМАТИКА

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**Аннотациясы:** Бул статьяда которуудагы семантиканын жана прагматиканын колдонулушу каралган. Бул изилдоонун негизи лингвистиканын жана экстралингвистиканын которуудагы байланыштары жана которуудагы лингвистиканы жана семиотиканын маанилерин туура которуу каралган.

**Негизги сөздөр:** семантика, прагматиканын келип чыгышы, маданият, тил илими.

**Аннотация:** В этой статье рассматривается роль Семантики и Прагматики в переводе. Цель этого исследования - влияние лингвистической и экстралингвистической связи в процессе перевода и перевода лингвистической и семиотической части на смысловом уровне.

**Ключевые слова:** семантика, прагматическое происхождение, культура, лингвистика

**Abstract:** The aim of this paper is to consider the role of Cultural Semantics and Pragmatics in translation. The purpose of the research is the influence of linguistic and extralinguistic relevancies to the process of translation and the translation of linguistic and semiotic units on the connotative level.

**Key words:** semantics, pragmatical background, culture, linguistic.

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The term “semantics” is used to cover several meaning of words and phrases. In the case of semantics, there are other meanings, not sufficiently divorced from linguistics and apt to create confusion. It aims at the building of an abstract theory of relationships between signs and referents. A thousand years before our era Chinese scholars were interested in semantic change. For a very long period of time the study of meaning formed part of philosophy, logic, psychology, literary criticism and history of language, in which fields important contributions to semantic research were made.

From that time on indications of semantic change were found by comparing the context of words in older written records and in contemporary usage, and also by studying different meaning of cognate words in related languages.

The pragmatics of translation is one of the

important branches of linguistics. The term “Pragmatics” was first used by Ch. Morry in the 1940s to denote one of the functions in semiotics. As pragmatics deal with the attitude or response to sign and the people who use them in their speech, the main orientation is the sign and their association by the people and their functional predestination. A sign may be understood and translated differently by translator depending on his experience and his knowledge of other sciences such as history, psychology, sociolinguistics and stylistics. While dealing with Pragmatics, we touch stylistic problems too.

The aim of translation is to spread actual ideas, develop and enrich cultural advances, and to spread the cultural value of every nation. In the process of translating pragmatically units we have to gauge the connotative meaning of the

pragmatically units depending on their context. It's very difficult to translate pragmatically units without a pragmatical background. A pragmatical background is a special knowledge of a people's history, culture, art, customs and traditions, the psychology of the people and their social peculiarities, and even how they associate or accept the realities of life. The main problem is to find the correspondent of linguistic units according to their function.

“Whistling” is a sign of agreement in some cultures. At the same time it expresses a negative emotions for Russians. As for Kyrgyz, it is used when you want to call somebody, who is far from you, but within sight. In such cases, translation depends on the sphere it is used in and on whom the information is addressed to. On the other hand, it is necessary to retain the cultural flavor and aesthetic qualities of the source language. The author of the source language may have used figures of speech unique to his culture or he might have used devices like onomatopoeia and alliteration to enhance his meaning. Thus national coloring, may be considered the main consideration in translation. For instance, in America, one may whistle to call an animal but not a person. the translator should know the cultural peculiarities of people using a language.

Pragmatical background includes knowledge of the system of social life. In English the image of the pussy cat may refer to a shrewish woman. But in Kyrgyz it suggests a lazy woman. In Kyrgyz we know there are such expressions as “мышыктай-болуп жылуу жерде жата берүү”, - this expresses the low spirit of a woman.

In British English people say “They eat mutton four times a week”, which means a very poor life for the person in question, but Kyrgyz may think that such persons are very rich because “mutton” is their most expensive and favorite meat. It must be given to respected guests. The translator needs to know these cultural differences when he goes about his work.

Without knowledge of the correct background of the audience or the readers, the translator may write a very foolish thing and as a result of it, the situation may become unusual, comical and even embarrassing for the audience or the readers.

Pragmatical units are divided into several

groups.

**The first group** has the same universal meaning and function. This category includes such pragmatical units as the national anthem and flag, which have the same function in different languages. Besides there may be linguistic expression on the pragmatical level which have the same meaning in different system languages as English, Russian and Kyrgyz. As white as snow-белый как снег-кардай аппак; as black as coal-черный как уголь-комурдойкара; as hot as fire- горячийкакогонь- оттойыссык; to be white like pearls- белая как жемчужина-седептей аппак; eye to eye-с глазу на глаз-козмокоз. Sometimes while expressing endearment we can find the same semantic structure on the connotative level. These endearments may be understood without difficulty as associations of these words may be received on the same level in different languages. Pragmatical units of the first group may be divided into two parts: linguistic and non-linguistic pragmatical units.

The symbol of spring may be the same in Kyrgyz, in British English and Russian: spring flowers like snow drops and birds like hoopoe, wagtail or cherry tree.

Generally the pragmatical units of the first group may have permanent features and functions and as a result of that may be easily understand though we mean their connotative meanings. To understand them in a correct way the translator must know about the background of the pragmatical units. Most of the American states have their nicknames. There is only one star on the Texas flag and it's called “The lone star state”, The Bee Hive State is nickname for Iowa; Bread and Butter state is name of Minnesota as there is much wheat in this state. The nickname of New York is “Big apple”

Such regular associations may be given by nonlinguistic signs. In this case we see them in our social and everyday life: a) all kinds of traffic signs, b) signs of maps, depending on weather the map is political, geographical, c) dreams; depending on the peoples culture every sign in one's dream may be interpreted in a different way, d)weather forecast by TV or in the newspapers. They show definite signs and it is clear to receiver, if it will rain or snow, e) the signs on visiting cards.

For example: Teddy Bear- nickname of Roosevelt it is because he was fond of hunting bears.

Here we can also include such expressions as denote pure national colors in songs and traditions. E.g. Songs of Beshik. In English these expressions have the same function but different forms.

**The second group** of pragmatical components includes units where every nation uses its own images and signs. There are so many examples for that. The pragmatical units of this group may have different images and signs to express the same functions. The image of beauty may be expressed by means of these expressions in different languages; Africans compare a beautiful girl with “a palm tree”, Kyrgyz with stars, the moon and planets. As a result of that, the girls’ names are Cholpon, Julduz, Aisuluu, etc. The image of the star in English may be associated with a “talented actor or actress”.

Depending on the situation and the peculiarities of a culture, the image of similiarity or likeness may be expressed by means of different images.

Kyrgyz say “to be alike as two lambs” or “as two rabbits or twins”; Russians say “as like as two drops of water”, English and Americans use the image of peas, “like two peas in a pod”, Germans say “as like as two eggs”. In such cases we should find the necessary image of the target language which has same function in the source language. In some cases depending on the combination of words, a definite image may have two or more different meanings. In English they have expressions like “to see elephants” which means to see the places of interest in some town. The expression “to have many white elephants” means “to present unimportant things”. Some people also say “He is keeping a white elephant” meaning something very costly to maintain or keep. In translation of the image “elephant” we should be very careful. The main problem is to keep the inner connotative meaning while changing the images.

Pragmatical units expresses the definite meaning associated with the culture, geographical position, history, customs and traditions of a people. There is a close connection between the sign and the people who use the signs. White color is the sign of happiness and friendship and respect for the first time, in the bride’s mother puts a white kerchief on her head, wishing her to be happy and

friendly in the new family. When a person dies, people wrap the dead body in a white cloth. There is an interesting case which is connected with the word combination “акча чыпчыгаруу”- which means to offer some milk or flour to the snake. As we know, the Kyrgyz were nomadic people and we lived with domestic and wild animals. People did not kill them without any reason. When we saw the “Yurtas” (boz-yi) they showed the snake something white as a sign of friendship, and as if it understood, the snake left the place without doing any harm.

There are so many examples for the second group of pragmatical units: as bare as a bone-жылан сыйпап кеткендей, to cut one’s coat according to one’s cloth- жылкына карап ышкыр, мурдуна карап бышкыр, тошогоуна карап бутунусун, to change like a weather сок- кун тийген жердин кукугу, кун карама. Even in English they have such an expression as “Indian summer” which means a time in the early fall when it is still as warm as summer. We have got a corresponding expression in Kyrgyz like “ак тоонун карды жарылган мезгил-куз”. In this case the function is the same but linguistical images are quite different, depending on the people’s psychology and culture.

In translation of pragmatical units we should transform them not only from one language into another but also from one culture into different one. Such methods as transformation, substitution and sometimes description may be used.

The third group of pragmatical units have no correspondents in the target language and the translator has to describe or explain such expressions or find an imaginative tour de force for translation.

In English have such an expression as “hot dog”. If we do not consider its pragmatical meaning a person can understand it literally as “the dog which is hot” not a food. But it is clear to an Englishman that it is tinned sausage with beefsteak. If we say that he is eating “a hot dog” then the Kyrgyz will not only be afraid of it but may also show disgust and run away from that place.

There is a word combination “cap and gown” which means special clothes for professors and students in England. And in the US these are worn only after graduation. As in some other countries professors and students do not wear these clothes we

must explain what it is. The word combination “a cap and gown affairs” has the same pragmatic color, and might be translated as “заседание в Университете”. If the translator does not know the peculiarities of these word combinations and their pragmatic color one gets a nonsensical expression.

According to the customs of European countries people write cards for funerals/ It depends on family’s decision. Sometimes they may say “No cards”- which means “Особых приглашений не будет”. Without the background of the people’s life, we mustn’t translate it word for word.

There is a book entitled “Blue book” which may be translated into Russian as “Голубая книга”, “кок китеп”. The reader may understand it as a simple book which means blue color. In America “The Blue Book” means a handbook with all the names and titles of people who work in the Government. For an Englishman it means the official records of an English parliamentary commission or Secret council.

As a conclusion, we can say that culture both defines and informs language. The knowledge of pragmatical background - culture, customs and traditions of target language helps to be more competent translator. An attempt has been made to show what the demands of translating cultural elements in persuasive advertisements, and how to approach and deal with these elements from a semiotic point of view in order to include linguistic and non-linguistic signs and their underlying relationships.

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