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There are 4 equally important skills in language learning which include writing, speaking, reading, and listening skills. It is particularly difficult to teach these skills in the educational setting where instruction is usually limited to two or three foreign language lessons per week. Therefore, language teachers need to plan lessons carefully and choose interesting tasks to motivate students not only during classes but also outside the classroom. Thus, it seems to be warranted to make use of modern technology and the Internet, since they facilitate autonomy and offer innumerable Websites with interesting materials.

The development of technology has brought additional improvement in the quality of education by using e-learning technology. Learning with integrated internet resources is becoming an even more powerful interactive source that increases learners' knowledge and that guarantees quantity and quality of language input and output. Added to this, the changing role of the teacher is more responsive to students' self-directed learning. It has also been found that the implementation of different web activities develops student's skills in the use of language. Web activities may increase learner motivation so the resulting effects could be beneficial to both teaching-learning processes; additionally, they offer opportunities for teachers to explore content resources on the net in order to integrate them in classroom instruction at a low cost. The World Wide Web has impacted the educational model in a fundamental way and forced educators to think of ways that this technology can be used to improve language teaching effectiveness. According to a study conducted by Jackson et al. (2006), it has been found that students, who used the internet more, got higher scores and grades. Further, oral activities for improving communication skills can be simulations, role-plays, and discussion. Computer simulations provide a stimulus for such a work, by offering both, a focus for oral activity and a continually changing scenario for learners to talk about.

Some more advantages of using websites in a foreign language classroom:

- Multimodal practice with feedback
- Individualization in a large class
- Learning new theme by interactive way
- Opportunity to repeat previous lesson's material
- Exploratory learning with large amounts of language data
- Real-life skill-building in computer use
- Conduct international surveys for class work

I conducted a research work to identify the benefits of using websites among teachers of my college. It included some questions that directly connected with using of websites in educational purposes by teachers' view. According to my research all the teachers with one voice stressed the importance of websites during English lessons especially during distance learning. To the question how often do they use websites the majority of teachers answered that they use it practically at each lesson. From their point of view websites are essential tools in organizing English lessons as they are a kind source of useful material. It is helpful to integrate websites because it is a good way to explain new material with interesting and coloring tasks with user-friendly design. Moreover websites should have a good content with different categories as well as tasks should be divided into levels and topics, available for downloading. Also research participants shared with their own opinion about the advantages and disadvantages of using websites in a foreign language classroom. From their point of view it gives motivation for studying, conducted many helpful techniques which are interesting and useful. It is also convenient for finding ready materials. There are no disadvantages.

List of websites which are used by the teachers:

- British Council
- BBC
- Americanenglish.state.gov



- Americanenglishpodcast.com
- Learningapp.org
- Liveworksheets.com
- Wordwall.com

Also websites which used by teachers in order to get learners' feedback:

- Survio
- Surveymonkey
- Liveworksheets.com
- Kahoot

In conclusion, teaching a language is an arduous task that requires a great deal of time, involvement, and effort. Through the use of websites, it helps to spend lessons interesting and informative. Therefore websites have lots of advantages by using them in an educational environment and one of the most significant peculiarities of them to integrate it into the English lessons that they are form students' desire to learn language through well-formed design and multitasking.

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#### CONTRASTIVE ANALYSIS OF LANGUAGE AND CULTURE IN TRANSLATION OF SOCIO-POLITICAL SPEECHES FROM ENGLISH INTO KAZAKH

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**Annotation:** One of the most precious treasures left by man's life in society was the emergence of language. It, with its creator, has played a very important role in all human activities, in the formation of man and his thought.

Language and culture are intimately linked; one depends on the other to exist, without words man cannot think rationally. It could be said that to the extent that language is developed,



the greater the capacity of the individual to construct concepts, acquire knowledge, elaborate meanings, but at the same time, it serves him to transmit them, to express them.

Kazakhstan at the moment is in the period of rapid development of political and commercial relations not only with representatives of the Union of Independent States, but also with representatives of business circles of foreign countries. Therefore, there is an increasing need to learn English with a focus on its practical use in the political sphere, and this is the urgency of the topic.

The political sphere, which plays an important role in the life of society, has long attracted the interest of representatives of various social sciences: economics and law, sociology, psychology and linguistics. In fact, it is of interest to linguists and translators. Questions of comparative typological study of social and political vocabulary of the English and Kazakh languages remain a little studied. Permission of the matters are become especially important also because the language system is in continuous process of transformation being the public work of the person connected with all spheres and especially it can be observed in lexical space. Moreover, the intensity of changes in public life is directly proportional to the intensity of transformation of vocabulary at each stage of its development. Social and political processes "give rise" just every day to new terms, definitions and names. Therefore it is so important to study features of the translation of social and political vocabulary in close connection with the historical period and the political tendencies reigning at that time in society.

**Key words:** socio-political, translation, English, Kazakh, traditions, affect, society, contrastive analysis, text, speech

The political sphere has appeared with occurrence of a human society and will in this or that form always accompany its development. The study of political science provides the key to understanding political institutions and movements, as well as politics itself. The political sphere is very important for understanding the nature of politics and the state. Playing an important role in the life of society, the political sphere attracts the attention of representatives of various social sciences - economic theory, law, sociology, psychology, as well as linguists, in particular – translators [1].

In modern conditions, the translation of social and political texts becomes particularly important, acting as a means of propaganda and a tool for political struggle. The volume of public and political texts published annually, oriented to the English-speaking audience, is quite large and continues to increase as international relations grow [2]. These include speeches by state, party and public figures; publications of international, governmental and public organizations; articles devoted to the struggle for peace, defusing international conflicts, arms reduction, national liberation movement and economic relations.

The object of social and political translation are social, political and journalistic texts, for which is characterized by propaganda or agitation, and therefore, vivid emotional coloration along with a lot of different in terms of terminology.

Social and political materials are very diverse in stylistic and genre relations. In general, they can be divided into three groups:

1. Documentary and business materials (constitutions and legislative acts);
2. Information and descriptive materials (information notes, reference materials, historical descriptions and reviews, etc.);
3. Publicity materials in a narrow sense (speeches, articles, etc.) [3].

Each of these groups of materials has its own special vocabulary, so the documentary and business materials are characterized by a large number of clichés, special terminology, realities; information and writing materials are associated with messages about current events, respectively, they contain many terms, historical realities, their own names, etc., for journalism is



characterized by an abundance of emotionally colored elements, figurative expressions, syntactic figures, quotes, etc..

The official business documentation includes declarations, conventions, agreements, treaties, resolutions and summaries. It is necessary to remember that the international political and diplomatic terminology fixed in translation practice did not appear in one day, that behind this terminology sometimes there are years, and even tens of years of persistent struggle of diplomats who spent a lot of time and efforts on coordination of these or those disputable terms. Therefore, the corresponding social and political assessment of events is fixed in the terminology of official business documents. Hence the social significance of such terminology. Culture is what enables people to build a society, that is, to define the conditions of their willingness to live together, the codes to recognize and distinguish themselves from others, as well as the way to organize their relations with other people.

In the general sense, and in order to introduce elements of society and culture into linguistic systems, it is necessary to refer to the ethnography of communication and culture, disciplines which, based on cultural anthropology, interrelate with linguistics to highlight something which is commonplace in the development of language: the pragmatic dimension of language, which is its cultural dimension. Both the functional and the communicational rehabilitate the culture embedded in the notion of communication competence, means in fact having an empirical knowledge of linguistic, psychological and socio-cultural rules that command the production and interpretation of speech within a given communication. This concept applies to both written and spoken language, to production and interpretation.

How is the transfer from the semiotic space of one language to that of the other language into which it is translated? In reality, it is a profound semiosemanic process, an analysis of recognition and encoding that requires a reference system. For every translator, this reference system is a metalanguage in which the knowledge of the natural source language and the knowledge of the natural target language must be encoded, as well as the knowledge of the reality reflected by the two languages, which means the meeting, at the border, of different semiotic spaces and through a contact that generates meaning, of two texts that are two cultures, to produce a new text by means of this metalanguage that is a meta-text, an interlinguistic reading that takes into account the constraints of the target language. It is, at its translanguistic level, what the communication situation or enunciation is at the linguistic level, i.e. an operator of transference. In Kazakhstan's socio-cultural space there are two mentalities: western and eastern, which have their own peculiarities. The western type of mentality is considered as the carrier of the culture of dynamic, activist origin, oriented to the transformation of the external reality (extraverted form); the eastern type of mentality has more traditionalist type of culture, aimed at the contemplative, adaptive attitude to the world, nature, man (introverted form). Reproducing traditions, political culture is a form of positive heritage that man has learned from previous generations. It is a gradual and, most importantly, selective process, governed by the preferences of each person individually. Kazakhs have "*national identity*", "*national mentality*" and "*national character*" which are elements of political culture. It is difficult to overestimate the role of mentality in political culture. The mentality, both individual and collective, is a set of thoughts, beliefs, skills, ways to feel and perceive the world around in a certain way. As a rule, the political culture of a certain country is formed in the process of intertwining various value orientations and ways of political participation of citizens, national traditions, customs, ways of public recognition of a person, dominant forms of communication between elite and electorate, as well as other circumstances that express stable features of civilizational development of society and state [4]. The English political culture is distinguished by the same universality of basic political values, high level of legitimacy of the authorities and responsibility of the elites for their actions, special respect of citizens for the symbols of statehood, tendency to minimize conflicts and search for harmony between political forces. In



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