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ее пределами и привлечь языковедов для сосредоточения общих возможностей, что может стать своеобразной площадкой демонстрации новейших технологий и направлений обучения языку.

Ключевые слова: казахский язык, государственный язык, виртуальная школа, дистанционное обучение, безграничные возможности.

Cognitive aspects of the Translation Process in the Japanese and Russian Discourse

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This research was undertaken for the purpose of studying the influence of sociocultural, historical, political and ideological systems on the choice of translation strategies. Our research is compliant to some extent with the polysystem theory presented by Itamar Even-Zohar. An attempt is made to study an extent to which the parameters of a translation process in the Russian-speaking culture are dictated by the working models of the literary polysystem of the Japanese language.

It is understood that there is a keen interest in creolized texts in the modern information space. Such texts are notable for the fact that their graphic and verbal elements closely interact and convey excessive meanings. In this research, the manga genre served as a Japanese and Russian discourse.

As Japanese comics and a special type of creolized texts manga has gained increasing popularity in the mass culture from year to year. It is being observed not only in Japan from where this genre comes, but also all over the world. Manga works are printed in hundreds of thousands of copies and are available for every age group. It should be also noted that most of people who start learning the Japanese language and culture in Kazakhstan are generally motivated by manga and anime, so popular among Kazakhstani young people.

Thus, the importance of translation of manga works is directly connected with the knowledge of depth and versatility of the Japanese national phenomenon as a process of the Russian-speaking audience's familiarization with other nations' cultures' phenomena. The translation of manga is a process notable for its own characteristic qualities and special features. The subject of this analysis is an internationally known manga series «Barefoot Gen» by Keiji Nakazawa. The available information was analyzed by comparing the two versions of the translation «Barefoot Gen».

Key words: Japanese language, manga, translation, theory of polysystems