

## TRIDIMENSIONAL ANALYSIS OF YOUTH DISCOURSE

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**Abstract:** The paper describes the way of analyzing discourse from three aspects, i.e. topic, pragmatic and sociolinguistic features. Combination of all the aspects provide the most objective and vivid outcomes of the research. We provide an example from our study of youngsters' communication peculiarities in contrast with adults' talk in virtual world. This experiment proves the differences in communicative distance and tones of different age groups which is a pragmatic and sociolinguistic approach. Besides, there was suggested a topical comparison of youth talk from different occupations.

**Keywords:** Discourse Analysis, tridimensional approach, youth discourse, topics, Sociolinguistics, Pragmatics

### Introduction

Language of youngsters is a separate communicative formation and distinctive linguistic phenomenon. The fact can be proved by a number of investigations in the previous and current centuries (Rampton, Bucholtz, Cheshire, Kopilenko and etc). The popularity of the subject can be explained by its importance in learning modern tendencies

of language, as youth is certainly a salient part of society who defines the development of the language and involves linguistic "inventions" into the standard use (Tsibizov 2009, Chabanenko 2007). Though the language of youth has been studied intensively from the linguistic viewpoint (Anischenko, 2010), modern discourse

science lacks explorations in the framework of its functional and pragmatic aspects. In order to define the peculiarities and nature of youth communication practice we argue that age is a crucial criterion in discourse formation since generations differ in their lifestyle, world perception and moral values. Along with the other categories of social identity (gender, social strata, ethnicity), age plays an important role in discourse formation and specific features of communication (Bekzhanova 2017). This can be affirmed by the fact that age and ageing are physical and emotional states of a person, his organism, and speech activity is inseparable from his physical activity (Georgakopoulou and Charalambidou, 2006). Chronological age reflects a social status of a person, his occupation, range of social roles which also influences the use of language (Anischenko, 2010: 34). Generally, age factor is a psychophysical shape and social place of a participant of communication and society as a whole. Thus, youth as a separate age group forms a special kind of discourse, i.e. youth discourse. Though this fact is not newness in discourse studies, in this article we make attempts to confirm its existence from different approaches and define peculiar characteristics.

### **Theoretical background**

In the research we mostly refer to the tridimensional model of discourse description as a theoretical basis (Karasik, 2015). According to the model, any kind of

discourse can be substantiated from three positions, i.e. topical, sociolinguistic and pragmalinguistic aspects. Topical approach implies consideration of all possible topics of communication (economy, medicine, ecology, politics, arts) (Karasik, 2002). Actually, the more topics we have in everyday interaction, the more discourses we may be involved in. The unit of discourse analysis is a text as an inseparable part of discourse (Makarov, 2003). Priority of sociolinguistic approach is situation of discourse, including participants, goals, chronotop, communication strategies and tactics. Here genres and discursive formulae are analysed as the basic discourse units. And finally, in the work we refer to the third pragmalinguistic approach which means focusing on tonality of communication, its emotional and stylistic mode. In this case discourse can be classified as serious and humorous, common and ritual, informative and fascinating types of discourse. In the current paper we present the research which was the first step in defining youth discourse from three angles and specifying its formative characteristics. Generally, youth speech is described as creative, humorous, unserious, informal (Larionova 2010, Chabanenko 2007, Androutopoulou and Georgakopoulou 2008, Cheshire 1982), so we typify it as personally-oriented discourse, which is directly opposed to status-oriented discourse (Karasik 2002). Furthermore, youth discourse is subdivided into everyday and existential discourse. If

everyday discourse implies common real-life talks, the term “existential discourse” stands for discussion of philosophical and social topics. Both variants are quite possible in youth interaction. According to this clarification, research data of the study is based on everyday speech materials.

### **1. Purposes and objectives of the research**

In the work we intend to prove our hypothesis that youth communication practice may strongly differ depending on various sociocultural factors and varies in topics selection. In this particular case, we focus on differences in youngsters’ occupations and roles in society. Moreover, the work is aimed at defining such pragmatic aspect of interaction as distance in communication. Here we make comparison between distances of youth and adult communications.

In order to achieve the purposes of the work, we set the following objectives:

- Clarify the topical framework of youngsters, according to their occupation;
- Contrast between the topical frameworks of students and working youngsters;
- Analyze and compare the data of youth and adults talk in WhatsApp messenger;
- Identify distance in communication in youth and adults talks.

### **2. Methodology**

Methods of investigation were selected according to the purposes and objectives. The

hypothesis of topical differences in communication of studying and working youth was proved by social survey. Social survey is a wide-spread method in linguistics borrowed from sociology. It is relevant for our aim as it helps to collect primary empirical data by direct influence on respondents. Surveys may be divided into direct (interview) and indirect (questionnaire) types. The latter turned out to be preferable for the investigation as we had to work with the list of topics where an average man cannot answer quickly, scan the information immediately and take an adequate decision. Another method applied in the process is discourse analysis of the authentic online chats in WhatsApp messenger. We used elements of interpretative analysis and introspection. In order to show concrete vivid differences, the role of comparison was significant as well.

### **3. Procedure of the study**

#### *3.1 Survey of students as respondents*

At the first stage of exploration we set a task to clarify typical topics for youth discourse among students. The task was implemented in students’ dormitory #2 of Volgograd state social and pedagogical university (Volgograd, Russia) by the method of social survey. There were prepared 50 sheets of paper which contained the following positions to complete:

1. Age
2. Sex
3. Occupation

4. Answer the following questions: “What do you think are typical topics for average youth to discuss?” (Tick the graphs)

For graph 4 we wrote the topics we hypothetically assumed to be typical, and we mixed them with those which were selected at random. Totally there were given 17 topics including love and family, career, health, movies, politics, science, meaning of life, relationships and sex, social problems, education, fashion and appearance, entertainment, sports, arts, ecology, show business, money and financial welfare. Such topics as politics, meaning of life, arts, health were initially supposed to be atypical for youth discussion and to be unlikely to get any tick from respondents. This can be referred to topical approach in the tridimensional model of discourse study. Defining topical framework can be representative in setting differences between different groups of youth. As a whole, 50 respondents participated in the questionnaire including 30 girls and 19 boys (presumable number, as one of the respondents preferred to hide his/her sex). The age ranged from 17 up to 24 years. Although we intended to cover only students, in fact the questionnaires had the following information about occupation of the informants: 2 recent graduates of the university, 3 applicants and 45 students of the internal (day time) students of different faculties.

Papers were placed at the entrance of the dormitory, and people passing by the

papers were asked to complete one of the questionnaire. Totally, the survey took 3,5 hours.

### *3.2 Working youngsters' survey*

After the survey in the dormitory we arranged the same work in different places of Volgograd including 5 beauty parlors, 8 shops, 5 car service stations, 8 filling stations. This time the task became more complicated due to different age groups in the places, and we had to predict the necessary age of respondents. Additional difficulties took place since we had to explain the reasons of the questions, allowance for admission and took working time from employees. Here the age range shifted in comparison with the student respondents, varying from 19 till 29. Overall, 46 young workers participated in the survey, exactly 19 girls and 27 boys. The questionnaire was designed in the same way as at the previous stage. The whole procedure took 3 days and 2 more days for processing and analyzing data. The interest in working youngsters survey can be explained by importance of comparison their topical field with the studying youngsters and affirm our presumption that occupation really affects their topical variations in communication and influences shift of interests.

### *3.3 Analysis of WhatsApp talks*

The third stage of our investigation was arranged in Kazakh Ablai Khan university of international relations and world languages

(Almaty, Kazakhstan). The place was chosen owing to the peculiarities of the study as in this case it is adequate to work with more or less familiar people. The point is that we searched for volunteers who were ready to demonstrate 1 or several (according to his/her own wish) chats with the representatives of his/her own age group. The resource of talks was WhatsApp messenger, a cross-platform for mobile phones which makes it easy and comfortable to communicate online. The peculiarity of the platform is its opportunities to share real-time pictures and videos, audio recordings immediately. This point is particularly crucial for our experiment as messages of this kind can definitely represent real-life interactions. The study involved 10 participants, including 5 students (17-20) and 5 people from university staff (1 librarian, 4 teachers and 1 office manager aged between 35-50). During two days they shared about 2-6 conversations with their colleagues, peers, group-mates, friends and relatives.

This step of the investigation conforms to the pragmatic approach in the tridimensional model of discourse study, which emphasizes tonality and mode of communication and distance variations according to age factor. 34 talks were recorded and analyzed. Here there given 2 chats from the corpus which illustrates distances. These two were chosen because of closeness of topics. They are both related to description of the picture. The first dialogue

shows the communication between a girl and her cousin from another city:

*(A sends a new photo from the last party)*

*В. Мда...Весело в Алматы. Слушай, а ты круто похудела! Че за диета?*

*(Yeah...It's a fun to be in Almaty. Look, you've starkly lost your weight. What diet is it?*

*А. Морковь, картошка, свекла, лучку можно*

*(Carrots, potatoes, beetroot, may be some onion)*

*В. И че делать? Варить или тушить лучше?*

*(So, what to do with that? Boil or stew?*

*А. Ну, вообще копать)) в идеале (Dig)) ideal variant.*

*В. Lol. Ауылда өскен қиын зой))*

*(Acronym from "laugh out loud". It's hard to grow up in the village (Kazakh)*

*Я серьезно. Че делала?*

*(I'm serious. What did you do?)*

*А.*

*Ящаспоновойсистемежруиспортом занялась.*

*(I'm eating according to the new system and I've started sports.*

*В. Агааа. Скажи еще, что гольф)*

*(Yeah..I swear it's golf)*

*А. Зачем? Шахматы)).*

*(Why? It's chess)*

*В. ))) И че, поиграла и взвешиваться можно сразу?*

*So what? You play and weigh in?)*

*А. Тебе сразу нельзя).*

*Сломаешь веса.*

(You shouldn't do it at once. You'll break the scales).

Here we can observe humorous, unserious tonality of the conversation. Teasing and a kind of offending is also obvious in the situation ("You'll break the scale", "It's hard to grow up in the village", "I swear it's golf"). Distance is minimal, as interlocutors do not offend to each other's insults. Graphic forms of emotions in the messages (lol, brackets meaning smile) confirms the fact of intimacy and closeness of conversation between two girls. The distance can be further in communication between less close youngsters, but our analysis shows that even in these cases distance is much closer than in adults' talks.

The following dialogue is recorded from the cell phone of the adult participant. The dialogue takes place between a woman and her friend.

*А. Привет. Где это вы там такие на Фэйсбуке? Важные такие птицы?*

(Hello. Where are you in Facebook? Big shots?)

*В. Сулька, привет. В «Царице». Помнишь, просила у тебя красную бижутерию поносить?*

(Sulka, hi! In "Tsaritsa". Remember, I asked for your red jewelry?)

*А. Ну да. Айманку не узнать. Похудела.*

(Ah, yeah. I could hardly recognize Aiman. She's lost weight).

*В. Да. В какой-то клуб ходит.*  
(Yeah. She is attending a club).

*А. Давно?*

(How long?)

*В. Полгода вроде бы.*

(Half a year, I suppose)

*А. Слушай, а дорого это? У тебя домашний свободен?*

(Look, is it expensive? Is your landline phone free?)

*В. Да, давай звони.*

(Yes, call me)

The conversation is also informal, very confidential and sincere. This feature reminds us the tonality of the first conversation, though lacking some humor. However, the design of thoughts vividly lacks "life", as here we cannot see any demonstration of emotions and reactions on this or that expression.

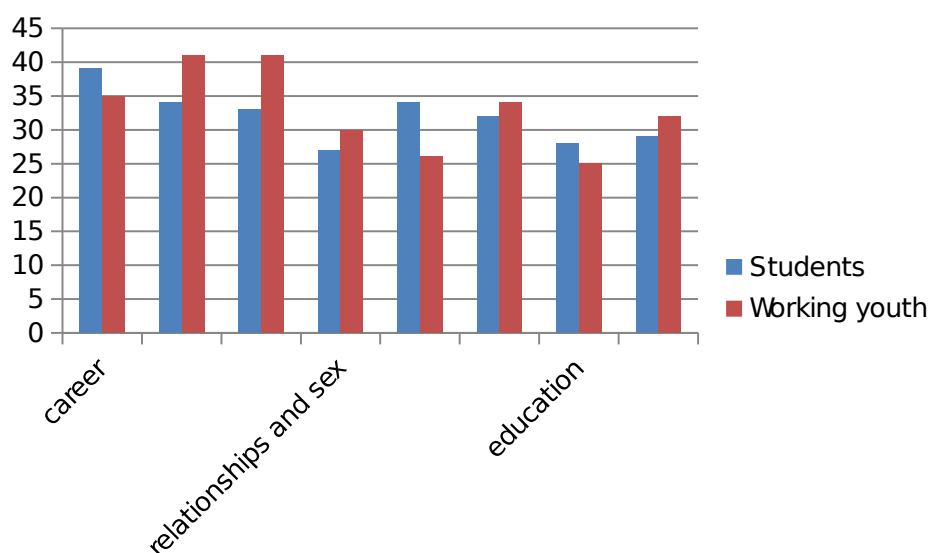
#### **4. Finding and results**

##### *1.1 Influence of occupation on youth topics*

As a result of questionnaire among students, majority of ticks was received by topic "Career" (39), the second place went to "Fashion and appearance" (34) and "Sports" (34). Entertainment (33) became the third popular topic for discussion. Fashion was chosen mostly by girls, while sports were the object of interest of male respondents. Certainly, interest towards career can be substantiated by their occupation and

direction to knowledge. They are motivated by future career, and that is the reason why they study. The hypothesis of topics shifts was approved by the results of survey among working youth. The first place was given to entertainment (37) and fashion (37), career

(35) still took the second position, and the third position went to money (34). Topic of sports was not the leader of the chart. The following diagram illustrates the proportion of the most popular topics preference between two subgroups of youth.



Graph 1 - Comparison of the most popular topics between student respondents and working youth

Significant difference is observed in point “sports” (students – 34, working students – 26). Probably, more serious approach to finance distribution, the second subgroup of respondents tends to ignore this part of youth life, substituting it with just general entertainment. The point career is also considered by working youngsters as priority (35 ticks), but not at the same level as students. Attitude towards love and family issues and money is more serious than students’ attitudes. It may be connected with the fact that working youngsters are

generally a bit more independent and ready to create a family and run their own budget.

Analyzing differences in topical field puts forward sociolinguistic issue in the model of approaches to discourse study. In this case the main role in analysis belongs to participants, their behavior and status.

### *1.2 Category of distance in youth and adult talks*

Analysis of youth and adult communication shows that in comparison with youth, adults lack the culture of online communication. It is still a kind of information share. When there appears a real

interesting point for discussion, so-called climax of the conversation they prefer real voice conversation (by landline phone). Informal communication is still associated with real voice dialogues. Objectivity of this statement is approved by other dialogues of adults, majority of which prefer to send voice messages in WhatsApp rather than typing words. Even if they type, they cannot follow the rule of lexical economy, use acronyms and graphic ways of expressing emotions. In intimate talks their sentences are much longer than youngsters' sentences. Anyway, we see a kind of more distance in adults' communication even between close people partially owing to some barriers in online communication.

### **Conclusion**

Two steps of youth discourse research described above lead us to the conclusion that youth discourse is a phenomenon which exists and function in its own way and possess its own consistent patterns. Considering youth discourse from tridimensional approach structure, we identified two peculiar features of youth

discourse on topical, sociolinguistic and pragmatic levels. First of all, topical framework of youth communication depends on occupation of participants of communication. Though the subjects of interest are practically similar in youth group, degree of interest may be different according to their functional role in society. Secondly, representation of WhatsApp messages showed that such pragmatic part of discourse as distance can vary, and one of the factors that influence this variation is definitely age. As a result of the analysis of youth and adult groups we compared tonality and language use of both groups, and made a conclusion that youth discourse is special with its free, humorous, informal and entertaining mode and minimal distance in communication, while adult discourse is characterized by more distance and less degree of informality even among close-knit friends. These peculiarities of youth communication can be a strong ground for constructing further typology of youth discourse and contribute to development of the theoretical aspect of the issue as the nearest perspectives.

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**FASCINATION AS COMMUNICATION CATEGORY ON THE INTERNET  
(BY REFERENCE TO RUSSIAN PORTAL RAMBLER.RU)**

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**Abstract:** The subject of this article is fascination as a type of communicative influence on the addressees, the purpose of which is to attract or retain attention to the message and/or its source. In public communication, fascination serves to activate the processing of semantic information, to create a positive image of the source of information and its preferences in the face of increasing market competition, and to prolong communicative contact as an opportunity to distribute advertising copy. Fascination is one of certain characteristics of modern media culture. Fascination as a stylistic phenomenon is based on different means, which fall into four categories: the language code, the cognitive system (mental thesaurus, world view), the system of social relations, and the physical environment. Semantic information is subordinated on the Internet to the principle of attractiveness. This concerns such characteristics as preference for events in the sphere of politics, occasionality, sensationalism, dangerous traits, and intracultural attitude.

**Keywords:** mass-media, journalistic style, mass communication, attractiveness, selection of semantic information

**Introduction**

The Internet has inherited the basic principles of journalistic rhetoric, radicalizing certain aspects of impact on recipients using the latest electronic tools. In this connection, the “five sad truths about public communication” may be noted, mainly in relation to the press:

- Nobody notices us, and of the few recipients who have noticed us,
- Nobody listens to us and does not read us, and of the few who have heard or read us,
- No one understands us, and of the few who have understood us,

- Nobody wants to agree with us, and of the few, which have agreed with us,
- Nobody remembers us (Pisarek 2002: 9).

These “sad truths” can be converted in such way that — after removing the negation — they become postulates or public communication directives, applicable not only in journalism, but also in the field of marketing communication and public relations:

- (Let them) notice us.
- (Let them) listen to us, read us — they use our services and our products.
- (Let them) understand us.
- (Let them) agree with us, they accept our actions.
- (Let them) remember us.

Interestingly, when T. Gackowski and M. Łączyński (2009: 80) write about the psychological dimension of image (of an institution, organization, person, brand, etc.), they quote five processes and information processing mechanisms that closely resemble Pisarek’s “truths”:

- perception — whether the content will be noticed;
- identification/categorization — whether the information has an impact on the image of a particular subject, and within which cognitive category will be processed;

- assessment — whether the information contributes to a significant, positive or negative (in the case of ‘black’ PR) valuation of the subject;
- interaction/reinterpretation — how the attitudes previously fixed in the mind affect the image;
- memory — whether the given image will stay in the consciousness of the recipients.

The order of these processes reflects the modular and partly successive nature of the human cognitive system, but there is also their pragmatic and cultural dimension. The pragmatic dimension is that the sender’s communication intention can have more or less global perspectives. For example, in the case when the content is known, the communication procedure consists of activating an appropriate nerve stimulation center and activating an already existing network of semantic connections. A reminder advertisement in the field of marketing communication has such character. In the case of such well-known brands as Mercedes-Benz or Coca-Cola, the promotion basically boils down to achieving two goals (in the terminology of Pisarek): “They notice us” and “They remember us”.

The cultural dimension of managing the information processes is that, depending on the cultural paradigm, certain aspects of impact on the addressees are increased or reduced. Contemporary postmodern culture, based on computer technologies, affects this

dimension: there is the ennoblement of perception and, conversely, the marginalization of memory<sup>1</sup> — largely due to mobile devices as multifunctional “extensions of man”, in M. McLuhan’s (1964) terminology. The semantic aspect of information processing (identification, categorization, classification) increasingly gives way to other aspects: axiological (assessment) and pragmatic (interaction). This is clearly indicated by the characteristics of postmodernism as described in the literature (Jameson 1993; Hochbruck 1995): visuality, i.e. the priority of image information against language narrative; “hysterical sublime” as an aesthetic experience manifested in communication; “declarative exhilaration”, i.e. an intentional focus on a schematic, external, dilettante approach to phenomena and problems; disappearance of the opposition of high and low culture; “the waning of affect” — an ironic interpretation of reality; intentional intertextuality; blurring the border between facts and fiction.

Referring to G. Bateson’s theory (Ruesch/Bateson 1968: 179ff.; see also: Olson 1972; Koopmans 2010/1998), it can be concluded that the “reports aspect” of messages is definitely dominated by the “command aspect”. With reference to the linguistic communication, this phenomenon has been described as “pragmatics without semantics” (Kiklewicz 2012: 63ff.).

## 2

Characteristic for postmodernism, irrationalism of attitudes and behavior is manifested itself in the “ethos of infantilism” (Barber 2008; Rarot 2016: 57). The semiotic dimension of this phenomenon means superficial, schematic, unspecified processing of semantic information, and an emphasis on the emotional states, the moods, feelings, and affects (Clark 2010; Sirois 2006; Thys 2006; 2016). Fascination has become the most important form of persuasive influence on the addressees, and its aim is to stimulate or support their perceptive activity, to direct attention to the communicative contact. On the one hand, fascination as an intensified focus on a particular message contributes to the loss of semantically relevant information and entails dynamization of the reception process (Petrovskiy/Yaroshevskiy 1985: 374). On the other hand, fascination also evokes an opposite effect, namely makes recipient’s mental activity conditional on the sender — his will, desires, and mental world view (Atkinson 2010: 3).

Fascination has two aspects: one transmitting and one receiving. In the first sense, fascination is a suggestive influence on the addressee, i.e. his enslavement, enchantment, and in the second sense, it means the pathological state of the subject’s psyche, which perceives a symbolic stimulus (e.g. language expression) in a non-critical, schematic manner depending on the prevailing emotions. In this sense the word

*fascination* is widely used in various discourses, for example *fascination with death, fire, the West, Japanese culture, women, a book, a car, Jesus, technological development*, etc. Therefore fascination not only entails the intentional actions of the sender, but also a certain predisposition of the recipient, his special semiotic sensitivity which, as noted by L.V. Kozyarevich (2013: 139), is sometimes expressed as “empathetic identification with the text”.

Fascination understood in this way is related to another psychological phenomenon, which is *sensation-seeking* (see, in relation to the psychology of the media: Winterhoff-Spurk 1999). According to this German researcher, “people reach for the media when they want to regulate their own inclination to seek impressions”. The theory of optimal stimulation postulates that the recipient of the media service has a need to maintain a specific (individually diversified) level of internal activity. In the situation where the activity falls below this level, the subject feels bored and begins to look for new incentives to return to the expected level of inner activity. The use of symbolic means for this purpose, e.g. available on the Internet, is qualified as sublimation, considered by some researchers (Rarot 2016) as one of the features of postmodernism.

There is also another explanation for the phenomenon of fascination, i.e. a complex of *neophilia*. Each new piece of

information requires the use of unconventional methods of interpretation, and thus to a greater or lesser extent is associated with the intensity of mental processes, especially as regards their sensory and emotional components. A. Maslow (1970) was among the first to describe this phenomenon, and new publications have shown that it is a fundamental factor in the development of culture (Miller 2004: 456ff.), as well as a feature of the personality and of consumer behavior (Perianova 2010: 23ff.).

Due to the existence of a set of emotional needs of subjects (such as pleasure, entertainment, anxiety, etc.) in the culture system an area of institutionalized activity has been created, intended to satisfy such needs. This phenomenon can be explained by referring to the B. Malinowski’s functional theory of culture (2000: 31ff.). Just as the economic system satisfies the demand for production and reproduction of material values, the political system satisfies the demand the need to organize social relations, etc., so mass culture and the media are used to ensure the need to constantly maintain a certain level of emotional stimulation of individuals.

The cultural (institutionalized) sources of fascination are diverse, in this respect, and the contemporary offer of mass culture is very rich: it includes instruments of aesthetic or pseudoaesthetic impact, such as adventure, fantasy, criminal and sensational literature; many types of film (action, western, horror,

comedy, etc.); entertainment TV programs (cabaret, talk shows, reality shows, etc.), as well as a developed sector of services related to entertainment and partly associated with risk, e.g. exclusive tourism (extreme trips etc.), exotic sports (such as mountain climbing, skiing, bathing in icy water, parachute jumps, free jump), attractions, etc.

The relationship of journalism to this sphere of public culture is ambivalent: on the one hand, the task of journalists is to inform society about the most important events, and thus to ensure the optimal level of collective consciousness as a condition of effective communication at different levels of the social system. Fascination in this cultural program has an auxiliary character; it serves to enhance perception, processing and consolidation of messages. For example, S. I. Bernshteyn (1977: 26ff.) has written about the need to create favorable conditions for the concentration of the listeners' attention in the case of radio programs.

On the other hand, some features of journalism are similar to the discourses of entertainment and fascination. First of all, the requirement for profiling reality in terms of actuality, novelty and, most recently and sensationalism contributes to this. Journalists (especially in the case of the popular, 'boulevard' media), pay attention to various types of anomalies and pathologies, which are both the object of the recipients' expectations and the stimulus to their fascination states. G. G. Pocheptsov (2001:

211) writes that, if a journalist has a choice between two situations: *Dog bites man* and *Man bites dog*, he will certainly give priority to the second situation.

Journalism as an area of public communication has recently undergone significant changes, and one of these is dependence on the sphere of public relations and on the marketing activities of commercial companies. Such factors as market segmentation and stiffer competition are forcing the editorial offices to look for new sources of investment, especially through cooperation with the marketing sector of production and service enterprises (Chyliński/Russ-Mohl 2007: 281; Chyliński 2011: 32ff.). According to the World Press Trends Database (<http://www.wptdatabase.org/world-press-trends-2017-facts-and-figures>), in 2016 advertising revenues in the press and news media in the global dimension amounted to 68 trillion USD, i.e. 44.4% of all advertising profits. Advertising revenues are growing particularly in the field of Internet media: in 2016, an increase of 5.4% was recorded, and in the last five years an increase of 32%. R. Ostrowski rightly writes: "The disadvantage of the Internet is that most servers, and hence websites and [...] search engines, are owned by large media corporations. Thus, the network's egalitarianism is under question (2007: 302).

The need to transmit advertisements imposes on media broadcasters some

obligations and at the same time restrictions: advertising as a small-format text does not require a longer processing procedure, and in this case, the contact is the most important, so the sender is interested in making such contact happen. For this purpose, the creators of web pages reach for the means of fascination, so as to attract and hold the recipient's attention, and the most desired effect is the prolongation of contact by redirecting the user to another browser window in which another portion of advertisements will be offered.

Fascination is also one of these image communication tools, as it contributes to the market promotion of the source of information. With an emphasis on the publication of sensational, spontaneous or provocative texts, editorial boards of tabloids, such as German *Bild*, Polish *Super Express* or Russian *Your Day*, are creating their own brand, thanks to which they are in constant contact with the selected social group. The principle of expressiveness, which G. Leech (1983: 24) describes as a commitment to give the most personal and emotional tone of expression, so that the recipient knows what the sender's attitude is to the transmitted text, is also magnified in youth magazines. W. Kajtoch (1999: 97ff.) writes about the "unbelievable intensity of experienced feelings" as the characteristic feature of such magazines. As an example, he cites an excerpt from the magazine *Popcorn*:

Szalony wygląd, dźwięki, wybryki na scenie  
— wszystko to jest do stopnia zwariowane, że  
można to albo pokochać, albo znieawidzić.  
Ci, którzy zrozumieli ich muzykę i przesłanie,  
są wniebowzięci, zaś ci, którzy tego nie pojęli  
— drżą z przerażenia.

In the world of youth magazines, everyone is crazy:

szaleńcy z Progidy  
szalona Spajseta  
największe świry muzyki  
LO 27. Co nowego w szalonej szkole?  
Keith wariował na scenie, a Liam poza nią.  
Rozkręca się właśnie szalona impreza.  
Tłum ogarnia totalne szaleństwo.  
Wyślijcie im najbardziej zwariowane  
informacje pod słońcem!  
Dziewczyna wolałaby zostać dziennikarką i  
prowadzić szalone życie.

Irrationalism becomes the dominant principle of behavior in the whole area of popular culture. There is a kind of infection syndrome: crazy idols > crazy journalists > crazy readers.

In a similar way, their own style of fascination is created by Internet portals.

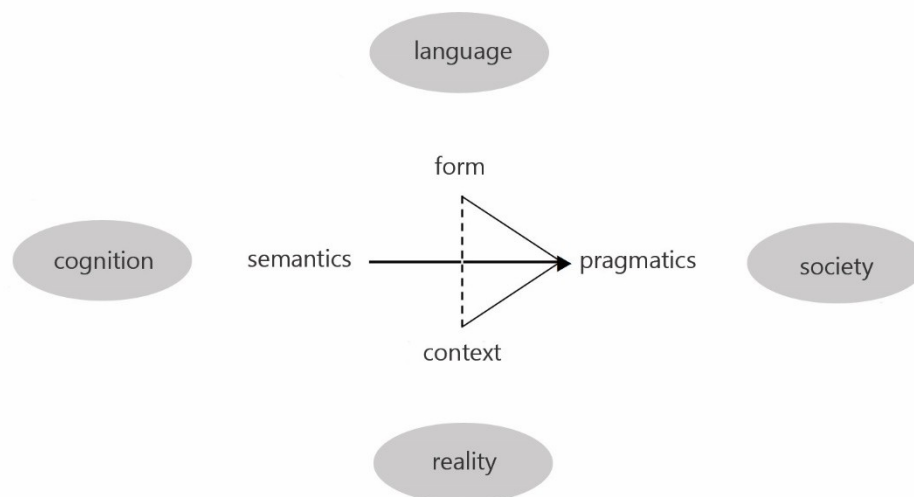
### 3

Linguists exchange many methods used to obtain the effect of fascination: symbols (so-called flag words); metaphors, allusions, reminiscences, semantic phantoms; imprecise, enigmatic messages; words and constructions with expressive character; imitating direct dialogue; disruption of semantic consistency (paradox, alogism, antithesis); rhythmisation of the message, etc. (Omel'chenko 2013, Povarnitsyna 2016). Fascination is also served by intentional

violation of the requirements of the literary norm and wide dissemination in public communication not only of colloquial elements, but also jargon, environmental, and dialectal elements, contrasting with the standard language (Klushina 2010: 62).

Different forms and means of fascination can be presented taking into

account four parameters of communication activity: 1) language code; 2) cognitive system; 3) social system; 4) physical reality (Kiklewicz 2017a: 85). Each of these parameters is realized in the more specified categories, which constitute a functional unity:



This scheme indicates that through semantic information (meaning), encoded in the form of linguistic (or other) signs, adapted to the context, i.e. the conditions and the scene of language activity, the subject pursues a specific goal, in particular an impact on another person or social group.

The configuration of the separate categories depends on the area of language activity and the appropriate functional style. In qualitative journalism there is a certain balance of all four factors; however, the pragmatic effect (the recipients' knowledge about current events) depends in the first place on the semantic information encoded in the message. The journalist's message, as mentioned earlier, is sometimes subordinated

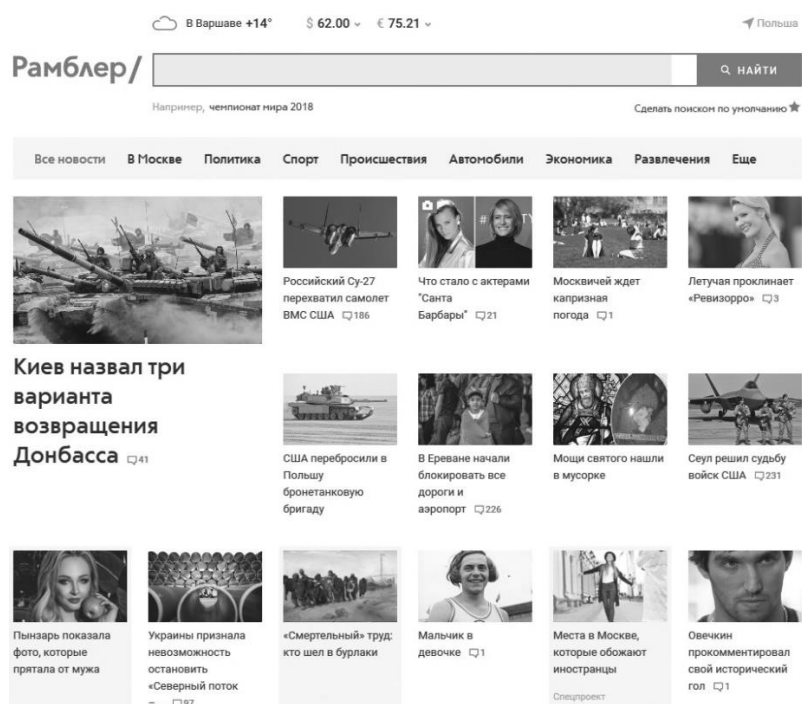
to other types of consideration, especially attracting and holding the recipients' attention in order to enable the transmission of advertisements. The representative (semantic) function remains here in the background, and the semantic aspect often boils down to axiological information and appeals to the recipients of archetypes recorded in the minds of the addressees.

The source material on this subject consists of Russian Internet portals. I will demonstrate the mechanisms of fascination using one of the most popular portals, Rambler.ru (created in 1996), as an example. The portal homepage has a collage appearance, consisting of symmetrically arranged announcements/lids (usually over



30 lids). Expanding information and moving to the next window is possible after clicking on the appropriate row. An example of this is

the view of the browser's home page from October 2, 2018.



Presenting many advertisements on one page is an intentional communication strategy. First of all, in this way the creator/provider gives the reader to understand that the information offer has a wide scope, it concerns many areas of life. This is an example of the “Everything at Once” principle characteristic of postmodernism. From the semantic point of view, this means that in one field of perception there are diametrically diverse contents, which is connected with lack of coherence, which in turn favors the interest of the viewer, mobilizes attention (each new thread requires the use of a different categorization module), and to some extent also causes a state of fascination, especially in view of the fact that the semantic diversity of individual window elements exceeds the

possibilities of their efficient, consistent, comprehensive interpretation. The selection of the information on the site, as well as its processing in such conditions, at least is beyond the recipient's control, and shows certain traits of randomness and irrationality.

The genre form of the advertisement is connected with the need for of compression of semantic information, which gives the sender the possibility of its subjective presentation, consistent with the sender's ideological attitude (Kiklewicz 2017b). Advertisement style is used by the creators of the Rambler.ru portal to control the interpretation of semantic information contained in the texts. For example, an article published in December 2015 is indicating that the Central Intelligence Agency of the

United States (CIA) had provided Turkish authorities with information from special services, according to which terrorist acts against tourists from Russia could be prepared in the Turkey, was presented on the website in the form of the lid: *Terrorist acts against Russians*.

In public communication, especially on the Internet, non-verbal methods of fascination are also used (Danesi 2006; 2019, Kozyarevich-Zozulya 2015: 10). The creators of the website took good care of the ‘visual environment’: each lid is provided with an illustration, usually in the form of a photo. Photos, on the one hand, contribute to the revival and diversification of the message; on the other hand, as shown in: Kiklewicz (2015a; 2015b), it happens that the images reproduce other facts than those described in the language text; in other words, they serve misinformation.

#### 4

Attractiveness of the message in the media is achieved with the use of semantic, formal and contextual tools. When it comes to semantic tools, the goal of fascination is, in particular, to prefer information about special, unusual, exceptional and catastrophic events. As an example, the following texts could be seen on the Rambler.ru homepage on April 2014:

В Японии раскрыли планы Терезы Мэй против РФ.  
Следователь утонул в сауне «Зимняя вишня».  
Таджикская авиакомпания остановила полеты в Россию.  
Як-3 протаранил машину при посадке.  
Байкалу грозит превращение в «Северное море китайцев».  
Врачей насторожили обстоятельства смерти Мавроди.  
В Домодедово девушка избил пограничника.  
Любимая песня сына Плющенко шокировала сеть.  
Аман Тулеев подал в отставку.  
Паводок в Алтайском крае.  
В Японии прошёл турнир по боям на подушках.

The sensational nature of these headlines clearly reflects to the typical style of tabloids.

For analysis of the semantic tools of fascination on the Internet, four aspects of the information contained in the lids were distinguished: 1) thematic domain (as the topic of the message); 2) event evaluation; 3) novelty of the event; 4) intra- or extracultural reference (i.e. concerning Russia or other countries).

In this respect, three randomly chosen editions of the Rambler.ru main page were analyzed: from 1, 21 and 30 April 2018. Semantic field analysis of all lids produced the results, shown in the following table.

Subject	1.4.2018	21.4.2018	30.4.2018	In total	
administration	0	1	1	2	
finances	2	0	0	2	
gender	0	1	0	1	
history	0	2	1	3	
language	0	1	0	1	
natural disaster, catastrophe	0	2	2	4	
mass culture	0	1	1	2	
media/Internet	4	2	1	7	
media/journalism	0	1	2	3	
medicine	1	1	1	2	
fashion	1	0	0	1	
politics	12	8	5	25	15.9%
work	0	0	2	2	
privacy	3	6	9	18	11.5%
industry	0	2	2	4	
crime, breaking the law	0	1	1	2	
nature	3	0	2	5	
relaxation, entertainment	4	0	0	4	
religion	1	0	0	1	
sex, erotic	1	2	2	5	
sport	0	0	1	1	
interpersonal relations in private sphere	2	1	0	3	
interpersonal relations in public sphere	3	2	0	5	
art/film	1	8	4	13	8.3%
worldview, knowledge	0	1	0	1	
technology	0	4	0	4	
transport	3	3	2	8	5.1%
army, weapons, armed conflict	0	8	7	15	9.6%
health, life/death	4	1	4	9	5.7%
animals	0	1	3	4	
total				157	

The source material has 30 different thematic domains, which indicates a large variety of information. On the one hand, this means a wide range of information offer, but on the other hand, as already pointed out, semantic incoherence contributes to fascination. Despite the large thematic diversity, it should be noted that there are no references to some important areas, such as

science, education, fiction, social movements, law and the judiciary, agriculture, and civil rights. The creator of the website prefers a certain value system, of course also taking into account the expectations of the public.

Of the topics which were mentioned in the announcements, there is also no balance in terms of the frequency of their occurrence.

There are several thematic domains with the most visible profile: politics — 15.9% of references; private life — 11.5%; army, weapons, armed conflict — 9.6%; film art — 8.3%; health, life/death — 5.7%; transport — 5.1%. As can be seen, social problems usually concern two aspects: political and military. The fact that in the analyzed material a quarter of all thematic references coincides with these aspects, indicates that according to the creators of the site, these aspects of social life are the most fascinating for contemporary Russians. The creators of the portal, as can be judged on the basis of analysis and quantitative data, assume that the recipients are also interested in private life, mainly mass culture celebrities, health problems, and the theme of travel, while in the entertainment sphere the film attracts the most attention.

In terms of axiological significance, the information offer of the portal is also clearly profiled. Neutral texts cover only 23.3% of the total. The largest percentage, 57.3%, is attributed to negative texts in which various types of threats are described (military, economic, environment, etc.), disasters, accidents, conflicts, crises, disputes and others. In this way, a disastrous image of the world is created in the minds of the Internet users, although — on the other hand — it can also be explained by the expectations of the addressees, in particular the search for impressions mentioned in point 2. As we know (for example, through research on the

theory of cultivation) the experience of anxiety and threat favors an interest in media information and increases its value.

The requirement of novelty in journalistic discourses was already mentioned in the previous point. In the case of news journalism on the Internet, which, as noted, draws two-thirds of advertising profits, this aspect of public communication has definitely increased (and novelty almost always goes hand in hand with fascination). The results of the analysis confirmed this postulate; 78.9% of the texts refer to current events, usually those that took place in the recent past, usually in the last 24 hours, or are expected in the near future. A decidedly smaller number falls on texts about general (timeless) events or about the distant past.

There is a phenomenon known as “fascination with otherness” (see Sozańska 2014); however, in journalism, priority is given to the principle of intraculturability, that is, preference for themes concerning own environment. At the same time, one can assume that the recipients are primarily interested in events in their immediate environment, those that more or less directly affect their experiences and conditions of existence. Therefore, national information usually takes up more space than information from abroad, and in conservative media, such as in Polish Radio Maryja, covers the entire news offer.

The analyzed material confirms this rule. 73% of all texts concern Russia,

including 19.2% of international relations (with the participation of Russia). About 20% of the texts are covered by other countries and regions, while it should be noted that almost 90% of these texts are negatively marked: almost everything that happens abroad is interpreted as undesirable, unfavorable, disloyal to Russia. It can therefore be concluded that the online portal is cultivating the propaganda slogan “Everyone is against us”, which is particularly popular today.

\* \* \*

The ‘fascination style’ is widespread in public communication, especially in information services on the Internet, which derive profit mainly from advertising and face up to growing competition in the media services market, so they are interested in attracting the attention of an increasing number of users. Fascination is connected with the reconstruction of the mental processes of message processing, and as a result the perceptive and valuing factor is at the forefront. Attracting the attention of recipients contributes to the prolongation of contact with the source of information (thanks to which it is possible to broadcast advertisements), as well as to creating a positive image of the internet portal. In order to fascinate, various means are used: formal-language, semantic and contextual (especially the visual environment).

An analysis of the Russian Internet portal Rambler.ru has shown that semantic

information is subordinated to the requirements of fascination. Despite the extensive thematic offer, selected topics are preferred: politics, army, private life of celebrities, health. There are topics – such as education, science, human rights, environmental protection and others – which are almost never mentioned on the home page of the portal. The vast majority of texts are axiologically marked, and more than half contain a negative evaluation of the events described. Negative information is common in news about foreign countries (Western Europe and North America). The creators of advertising are focused on the transmission of intracultural information as more relevant. Due to the requirement of relevance, most texts apply to current events.

In conclusion, I wish to state that the Internet portal largely displays tabloid features, such as prevailing extremity, focus on sensationalism, segmentation/fragmentation, collage as a construction principle, a large share of information about entertainment and relaxation, lack of journalism, visuality pressure and others. As we can see, new technologies are not equivalent to the new quality of social relations. The stylistics of the penny press was created in the 19th century, but it is still in demand, and thanks to the new media it is experiencing a kind of renaissance.

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## LEXIKALISCHE UND GRAMMATISCHE SUBSTITUTIONEN BEI ÜBERSETZUNGEN AUS DEM DEUTSCHEN INS GEORGISCHE

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**Abstraktion:** Der Übersetzungsprozess ist eine schwierige und mühevoll Arbeit. In Bezug auf die Übersetzung hat der bekannte englische Philosoph I.A. Richards einmal geschrieben: „Es ist durchaus möglich, dass wir es hier mit dem Kompliziertesten aller Prozesse zu tun haben, der im Zuge der Evolution je im Weltall entstanden ist.“[6, S. 253].Man könnte denken, dass Richards mit der Einschätzung des Übersetzungsprozesses übertrieben hat, aber er weicht nicht allzu sehr von der Wahrheit ab.

Zum Thema Theorie und Praxis der Übersetzung gibt es zahlreiche Arbeiten von georgischen WissenschaftlerInnen, etwa Dali Panjikidse *Targmanis Teoriisa da praqtikissaki Txebi* (*Theorie und Praxis der Übersetzung*), oder Neli Sakvarelidze *Targmanis Teoriissaki Txebi* (*Fragen zu Theorien der Übersetzung*), oder Otar Mateschwili *Targmani. Targmanis Teoria da praqtika* (*Übersetzung. Fragen der Theorie und Praxis der Übersetzung*).

Dagegen gibt es wenig linguistische Untersuchungen, die die lexikalische und grammatische Ebene bei der Übersetzung zwischen den Sprachen Georgisch und Deutsch behandeln.

Bei der Übersetzung einer

Fremdsprache macht man oft sprachliche Fehler. Der Grund dafür liegt meistens darin, dass die einzelnen Komponenten der Fremdsprache durch die Muttersprache beeinflusst werden. Dali Panjikidze bezeichnet dieses Phänomen als Interferenz.



Sie unterscheidet Interferenz in zwei Richtungen: von der Fremdsprache auf die Muttersprache sowie von der Muttersprache auf die Fremdsprache.[5, S. 178]. Die Muttersprache ist immer im Bewusstsein des Menschen und beeinflusst deshalb die sprachliche Produktion der Fremdsprache. Die Muttersprache stört in gewissem Maße den Übersetzungsprozess. Wenn man in eine Fremdsprache übersetzt, nimmt man die Muttersprache zu Hilfe. Das Übersetzen einer Fremdsprache ist erst mit der Überwindung der muttersprachlichen Fertigkeiten möglich. Jeder ist bestrebt, die Gedanken in muttersprachlichen Formen auszudrücken. Der Grad der Interferenz ist von Sprache zu Sprache und sogar von Menschen zu Menschen unterschiedlich.[4, S.10].

Um Interferenzfehler zu bewältigen, ist es hilfreich, grammatische und lexikalische Transformationsarten zu kennen. Der Begriff *Transformation* wird hier als Umwandlung von Sprach- oder Redeeinheiten aus der Ausgangssprache in die Zielsprache verstanden.

In diesem Beitrag werden die semantischen Transformationsarten auf lexikalischer und grammatischer Ebene bei der Übersetzung aus dem Deutschen ins Georgische beschrieben. Zuerst werden auf grammatische Substitutionen eingegangen. Im Folgenden beschäftige ich mich mit der Substitution der Wortarten, syntaktische Substitutionen im zusammengesetzten Satz,

Substitution eines einfachen Satzes durch einen zusammengesetzten und umgekehrt, Substitution eines zusammengesetzten Satzes durch einen einfachen, Substitution des Hauptsatzes durch Nebensatz und umgekehrt, Substitution der Subordination durch Koordination, Substitution eines zusammengesetzten Satzes durch einen asyndetischen.

Besonders weit verbreitet ist die Substitution der Wortarten. Oft werden Pronomen in der georgischen Übersetzung durch Substantive substituiert.

1. „**Sie** löschte die Ständerlampe. Bisher war die ganze Wohnung erleuchtet gewesen und alle Türen standen offen seit Stunden, seit **sie** die Karte von Peru gesucht hatte.“(3,S.186)

„**qalmator**SeriCaaqro, aqamdemTelbinaSisinaTleCaxCaxebda da yvelakaric Ria iyo, sanam**qaliperusrukasda**Zebda.“

„**kalma**toršeričaakro, akamdemtelbinašisinatlečaxčaxebda da **q**qelakaricgiai**q**o, sanam**kali**perusrukasda**q**ebda.“

Die Substitution eines Partizips durch ein Substantiv haben wir im folgenden Beispiel:

2. „Sie ist eine **geborene** Schmidt.“  
 „misi**qaliSvilobisgvaria**Smidti.“  
 „misi**kališvilobisgvaria**šmidti.“

Eine recht häufige Substitution geschieht bei der Übersetzung der Adjektive

und Partizipien, denen im Georgischen Verben entsprechen:

3. „Ich bin **stolz** auf meinen Sohn.“

„**vamayob**CemivaJiSviliT.“

„**vamaq̄job** .čemivažišvilit“

Eine weitere Transformationsart, die auch in der georgischen Übersetzung auftritt, ist die syntaktische Substitution im zusammengesetzten Satz. Im Folgenden werden syntaktische Transformationen vorgestellt. Substitution eines einfachen Satzes durch einen zusammengesetzten hat grammatische Ursachen. Eine Substitution dieser Art ist durch strukturelle Differenzen zwischen der deutschen und georgischen Sprache bedingt. Bei der Übersetzung aus dem Deutschen ins Georgische muss diese Substitution meist verwendet werden, wenn es um die Wiedergabe von Infinitivkonstruktionen geht, für die es im Georgischen stilistisch kein strukturell gleichartiges Äquivalent gibt:

4. „Ich sehe dich den ganzen Tag hin und her gehen.“ (S. 156)

„mevxedav, rommTeldResaqeT-  
iqeTdadixar.“

„mevxedav, rom mteldgesaqet-  
iqetdadixar.“

Wenn man versucht, die Ausgangskonstruktion unverändert zu erhalten, würde man zwar einen grammatisch möglichen, aber einen umgangssprachlich eher unüblichen Satz erhalten. Der letzte Satz könnte auch ohne syntaktische Umstrukturierung übersetzt werden, wäre

dann aber in gehobenem, literarischem Stil: vgrZnobCemiguliscemas. Es bleibt hier dem Übersetzer überlassen, unter Berücksichtigung aller stilistischen Momente die jeweils geeignete Variante zu verwenden. „Es gibt in diesem Bereich Fälle, wo die Transformation nicht aus zwingenden grammatischen Gründen, sondern fakultativ, auf Grund stilistischer Überlegungen vorgenommen wird.“

Beim Übersetzen aus dem Deutschen ins Georgische werden oft zwei einfache Sätze zu einem zusammengesetzten vereinigt. Der Fall der Satzvereinigung haben wir in folgenden Beispielen:

5. „Melde dich bei der Firma für drei Tage krank.“

„acnobefirmas, rom avad my of  
obisgamosamd ResargaxvalsamuSaod.“

„acnobepirmas, rom  
avadmq̄opobisgamosamdgesargaxvalsamuša  
od.“

Ein Gegenstück zu der vorgegangenen Transformation ist die Substitution eines zusammengesetzten Satzes durch einen einfachen. Diese Transformationsart wird auch Satzzerlegung genannt. In diesem Fall wird ein zusammengesetzter Satz in zwei oder mehrere einfache Sätze aufgegliedert.[2, S. 226].

6. „Es bleibt uns nichts anderes übrig, als nach Hause zu gehen.“

„araferidagvrCenia Sin wasvligarda.“

„araperidagvrčeniašinq̄ asvligarda.“

In einigen Fällen wird ein Hauptsatz in der Übersetzung von Satzgefügen durch einen Nebensatz substituiert. Der Nebensatz im Deutschen wird zum Hauptsatz in der georgischen Übersetzung. Solche Konstruktionen sind typisch für Übersetzungen kurzer Pressenachrichten vom Deutschen ins Georgische.

7. „Wie in den Zeitungen mitgeteilt wird, fand das Treffen der Außenminister statt.“

„gazeTebiityobinebian, rom SedgasagareosaqmeTaministrTaSexvedra.“

„gazetebiitqobinebian, rom šedgasagareosakmetaministrtašexvedra.“

Im Deutschen und Georgischen können die Sätze miteinander sowohl durch koordinative als auch subordinative Verbindung verknüpft werden. Der Anteil dieser Verbindungsarten ist in beiden Sprachen je nach Stil unterschiedlich. Für die georgische Umgangssprache ist die Koordination typisch, während im entsprechenden Bereich des Deutschen die Subordination oft vorkommt. Daher wird bei der Übersetzung aus dem Deutschen ins Georgische das Satzgefüge durch die Satzreihe substituiert:

8. „Meine Mutter schreibt schon jahrelang an ihrer Doktorarbeit, ohne dass sie damit fertig würde.“

„dedaCemiwlobiTwersdisertacias, magramveramTavrebs.“

„dedačemić lobitć ersdisertācijas, magramveramtavrebs.“

Im Deutschen und Georgischen kann die koordinative Verbindung sowohl syndetisch als auch asyndetisch bezeichnet werden. Für das Georgische ist die asyndetische Verbindung charakteristischer als für das Deutsche. In den meisten Fällen wird bei der Übersetzung aus dem Deutschen ins Georgische die konjunktionale Verbindung oft durch eine asyndetische substituiert.

9. „Die deutschen Maler hielten Land und Leute in Zeichnungen und Gemälden fest und lieferten ihren Beitrag zur Unterhaltung des kulturellen Erbes Georgiens.“

„germanelimxatvrebiqunidnenraCanax atebš, grafikulsa da ferwerutiloebš, asaxavdnenmaTzesaqarTvelosa da misixalxiscxovrebas.“

„germanelimxatvrebikmidnenračanax aṭebš, grapiḡulsa da perḡ erulṭiloebš, asaxavdnenmatzesakartvelosa da misixalxiscxovrebas.“

Im Folgenden werden auf einige der wesentlichen lexikalischen Substitutionen eingegangen: Konkretisierung, Generalisierung, antonymische Übersetzung.

Da bei jeder Übersetzung Inhalte übermittelt werden, die auf Wortbedeutungen zurückgehen und Wortbedeutungen in verschiedenen Sprachen sich selten eins zu eins entsprechen, ist die Beachtung der lexikalischen Semantik beim Übersetzen von großer Bedeutung. Ein lexikalisches Problem des Übersetzens liegt zum Beispiel in der

Wiedergabe von Realienbezeichnungen, also Bezeichnungen von Spezifika der Ausgangskultur, die es in der Zielkultur nicht in identischer Form gibt. Das kann die Übersetzung von Speisen und Getränken, von Sitten und Gebräuchen, von historischen Ereignissen oder politischen Institutionen betreffen, um nur einige Beispiele zu nennen. Ein weiteres Problem ist das Übersetzen von Metaphern, Phraseologismen oder Redewendungen. Im Allgemeinen bestehen zwischen Metaphern in unterschiedlichen Sprachen deutliche kulturspezifische Unterschiede. Die Redewendung: *Auf Nadeln sitzen* heißt auf Georgisch *eklebzejdoma* (*Auf Dornen sitzen*). Der Phraseologismus: *Mit einem goldenen/silbernen Löffel im Mund geboren worden sein* heißt auf Georgisch *bedniervarskvlavzegaCena* (*Auf dem glücklichen Stern geboren worden sein*).

Als *Konkretisierung* bezeichnet man die Substitution eines Wortes oder einer Wortbedeutung der Ausgangssprache mit einer allgemeineren Bedeutung durch ein Wort oder eine Wortverbindung in der Zielsprache mit engerer Bedeutung. Nach Barchudarow werden zwei Arten von Konkretisierung unterschieden: die sprachliche und die kontextuelle Konkretisierung. Die sprachliche Konkretisierung wird durch die System- und Strukturunterschiede der Partnersprachen bedingt. [2, S.232]. Strukturelle Unterschiede von Wortfeldern in verschiedenen

Sprachen führen zu lexikalischen Transformationen: Beispielsweise weist das Wortfeld *Verwandtschaft* im Deutschen und Georgischen Unterschiede auf. Der deutschen *Tante* entsprechen im Georgischen drei unterschiedliche Verwandtschaftsbezeichnungen - *deida* (*Schwester der Mutter*), *mamida* (*Schwester des Vaters*), *bicola* (*Frau des Onkels*). Der deutsche Cousin hat im Georgischen drei Entsprechungen: *deidaSvili* (*Kind der Tante mütterlicherseits*), *mamidaSvili* (*Kind des Vaters väterlicherseits*) und *biZaSvili* (*Kind des Onkels sowohl mütterlicherseits als auch väterlicherseits*). Der Schwager bedeutet im Georgischen *mazli* (*Bruder des Ehemanns*), *qvishi* (*Schwager der Ehefrau*) und *colisZma* (*Bruder der Ehefrau*). In diesem Fall haben wir es mit einer hyperonymischen Transformation zu tun. [7, S.116].

Ein anderes Beispiel von Konkretisierung bei der Übersetzung ins Georgische kann anhand eines Bewegungsverbs veranschaulicht werden: das Bewegungsverb *-kommen*, enthält keine semantische Komponente, die auf die Bewegungsart hinweist, wohingegen diese Präzisierung im Georgischen notwendig ist. Bei der Übersetzung konkretisiert man daher *kommen* durch die Äquivalente *mosvla*, *mobrZaneba*, *Camosvla*, *Semovla*, *gavla da a.S.*

10. „Giwi, vor ein paar Tagen **kam** ein deutscher Gast zu meinem Cousin.“

„givi, ramdenimedRis win  
CemsbiZaSvilTangermanelistumari**Camovid**  
a.“

„givi,  
ramdenimedġisç inçemsbi□aviltangermanelis  
tumari**čamovida**.“

11. „Von dort werden wir auch zum  
Ethnographischen Museum **kommen**.“ (S.  
109)

„iqidaneTnografiulmuzeumSic**gavivliT**  
.“

„ikidanetnograpiulmuzeumšic**gavivlit**.“

12. „Ich werde jetzt die Unsrigen  
anrufen und ihnen sagen, daß ich später nach  
Hause kommen werde.“ (S. 109)

„meaxlaCvenebdavurekav da vetyvi,  
rom Sin gvian**davbrundebi**.“

„meaxlačvenebdavurekav da vetqvi,  
romšingvian**davbrundebi**.“

Oft kann das deutsche Prädikat *sein* im  
Georgischen konkretisiert werden:

13. „Sehr gut, dann **sind wir uns**  
**einig**.“ (S. 111)

Y„Zaliankargi, maS**SevTanxmdiT!**“

Y„Zaliankargi, maššev**tanxmdit!**“

14. „Natürlich **werde ich nicht zu**  
**spät sein**.“ (S. 152)

„raTqmaunda**ardavigviane**b.“

„ratqmaunda**ardavigviane**b.“

Es ist auch möglich, dass das  
georgische Verb yofna(sein) im Deutschen  
durch konkrete Bedeutung auftritt:

15. „**arisdResTviTmfrinavi?**“ (S. 52)

„**arisdġestvitmprinavi?**“

„**Fliegt** die Maschine heute?“

Ein häufiger Fall der Konkretisierung  
ist mit der Wiedergabe des Deutschen *gehen*  
im Georgischen verbunden:

16. „Sie **geht** zur Schule.“

„isskolaSiswav**lobs**.“

„isskolašišçav**lobs**.“

17. „Er **geht** ins Bett.“

„isloginSiw**vebadaZineblad**.“

„isloginšič**vebadasaZineblad**.“

Was die kontextuelle Konkretisierung  
betrifft, so ist sie nicht durch System-und  
Strukturdifferenzen der beiden  
Partnersprachen bedingt, sondern durch  
Faktoren, die im jeweiligen Kontext wirksam  
sind. Es handelt sich dabei z.B. um  
Vermeidung von Wiederholungen.

18. „davwerdi,  
Cemikalamirom**werdes**, magramar**wers**.“  
(S. 210)

„davçerdi, čemikalamirom**çerdes**,  
magramar**çers**.“

„Ich wollte sie wohl **machen**, wenn  
mein Stift **schriebe**, aber er **schreibt** nicht.“

Als nächstes möchte ich auf die  
Generalisierung eingehen. Sie ist die der  
Konkretisierung entgegengesetzte  
Transformation. Als Generalisierung  
bezeichnet man die Substituierung eine  
Wortes oder einer Worteinheit mit engerer  
Bedeutung in der Ausgangssprache durch ein  
Wort oder eine Worteinheit in der Zielsprache  
mit allgemeinerer Bedeutung.[2, S.234].

19. „Der Gast **fliegt** morgen nach  
London.“

„xvalstumarilondonSiga**emgzavreba**.“

In diesem Beispiel wird das deutsche Verb - *fliegen* durch das georgische Verb – *gamgzavreba*(fahren) ersetzt.

Häufig werden in der Übersetzung aus pragmatischen Gründen bildhafte, übertragene und metaphorische Ausdrücke durch direkte nicht bildhafte ersetzt.

20. „Er benahm sich wie **ein Elefant im Porzellanladen**.“

„ismouqneladiqceoda.“

„ismouqneladiqceoda.“

In diesem Beispiel wurde der deutsche bildhafte Ausdruck- *sich wie ein Elefant im Porzellanladen benehmen* durch georgischen direkten - *mouqneladiqceoda* (sich ungeschickt benehmen) substituiert, weil die direkte Übersetzung dieses Ausdrucks für georgische Leser unverständlich wäre.

Eine weitere Transformationsart ist die antonymische Übersetzung. Darunter versteht man in der Übersetzungswissenschaft die lexikalisch-grammatische Substitution, die in der Umwandlung einer affirmativen Konstruktion in eine negative oder umgekehrte besteht, wobei mindestens ein Wort des Originals durch ein antonymisches Wort repräsentiert wird:

21. „Sie haben einen Krieg **verhindert**.“

„maTomiardauSves.“

„matomiardaušves.“

Einen anderen Fall antonymer Übersetzung veranschaulicht folgendes Beispiel:

22. „Er hatte die Prüfung **nicht bestanden**.“

„isgamocdazeCaiWra.“

„isgamocdazečaiçra.“

Die Negation ist hier im Ausgangstext bereits enthalten, verschwindet aber bei der georgischen Übersetzung infolge der Verwendung eines antonymischen Wortes der Zielsprache. (Wer keine Prüfung bestanden hat, ist durchgefallen.)

Eine andere Form der Negationsübertragung zeigt das folgende Beispiel:

23. „Es ist **stickige Luft** in diesem Zimmer.“ (S.78)

„haeriararis am oTaxSi.“

„haeriararis am otaxši.“

Hier wird die deutsche affirmative Konstruktion durch eine georgische negative wiedergegeben.

Die Wortart, im untenstehenden Beispiel das Verb, des affirmativen Satzes in der Ausgangssprache kann in der Zielsprache durch andere Wortart, hier durch ein Adjektiv, substituiert werden.

24. „Das Eis **schmeckt nicht** gut.“

„nayiniugemuria.“

„naqiniugemuria.“

Im folgenden Beispiel wird eine Veränderung des Adjektivs der Ausgangssprache zum Substantiv der Zielsprache vollzogen – die Negation wird abgegeben und im Georgischen affirmativ ausgedrückt.

25. „In Kutaisi gewesen zu sein und nicht nach Gelati zu fahren, das ist **unverzeihlich.**“ (S. 161)

„quTaisSiiyo da gelaTiarnaxo - es **danaSaulia.**“

„qutaisšiiqo da gelatiarnaxo - es **današaulia.**“

Zusammenfassend lässt sich feststellen, dass es wichtig ist, die grammatischen und lexikalischen Substitutionen zu kennen, um den Übersetzungsprozess zu erleichtern. Besonders weit verbreitet ist die Substitution der Wortarten. Pronomen und Adverbien werden in der georgischen Übersetzung durch Substantive substituiert. Eine recht häufige Substitution geschieht auch bei der Übersetzung der Adjektive und Partizipien, denen im Georgischen eher Verben entsprechen. Syntaktische Transformation tritt auch auf. Die Substitution eines einfachen Satzes durch einen zusammengesetzten ist durch strukturelle Differenzen zwischen der deutschen und georgischen Sprache bedingt. Diese Substitution wird verwendet, wenn es um die Wiedergabe von Infinitivkonstruktionen geht, für die es im Georgischen keine adäquate Struktur gibt. Selten wird bei der Übersetzung aus dem Deutschen ins

Georgische die Satzvereinigung und Satzzerlegung verwendet. In einigen Fällen wird auch ein Hauptsatz in der Übersetzung von Satzgefügen durch einen Nebensatz substituiert. Was die koordinative Verbindung betrifft, so ist für das Georgische die asyndetische Verbindung charakteristischer als für das Deutsche.

Die strukturellen Unterschiede der Wortfelder im Deutschen und Georgischen machen häufig lexikalische Transformationen notwendig. Bewegungsverben und das Verb *sein* sind die häufigsten Fälle für transformatorische Übersetzungen ins Georgische. Konkretisierungen wiederum werden verwendet, um Wiederholungen zu vermeiden. Der Gebrauch der Konkretisierung und Generalisierung hat auch pragmatische Gründe. Häufig wird bei der Übersetzung ins Deutsche der bildhafte Ausdruck durch konkrete Ausdrücke substituiert, um den Text für deutsche LeserInnen verständlicher zu machen. Bei der antonymischen Übersetzung werden affirmative Konstruktionen in eine negative und umgekehrte Konstruktion verwandelt. Der Negationsaustausch erfolgt zwischen Verb und Adjektiv.

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**40. SPECIFICITY OF COMBINED USE OF ANTICIPATION AND COMPRESSION STRATEGIES WHILE SIMULTANEOUS INTERPRETING OF ECONOMIC DISCOURSE ON THE MATERIALS OF PUTIN'S CONCLUDING NEWS-CONFERENCE OF THE G-8 SUMMIT OF 2013**

41.

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46.

47. **Abstract:** The article is concerned with the specificity of the combined use of anticipation and compression strategies, as well as impact of the first strategy use on the implementation of the other one. The essence of probabilistic projections mechanism and its role in in the context of anticipation strategy in the course of simultaneous interpreting are considered. The article elucidates the notion of communicative situation and the necessity for a simultaneous interpreter to take into account all the linguistic and extralinguistic factors, while preparing to the forthcoming interpreting, as they are the effective means of smooth implementation of the strategies considered. The real communicative situation of simultaneous interpreting is analyzed using an example of the G-8 international economic summit of 2013. Moreover, a short comparative analysis of the source message segments and their simultaneous interpreting of Putin's concluding news-conference from Russian into English is conducted.

48. **Keywords:** simultaneous interpreting, anticipation strategy, compression, speech redundancy, linguistic and extralinguistic factors, communicative situation.

49. **Research methods:** translation analysis, continuous sampling approach, discursive analysis, comparative analysis, component and contextual analyzes.

50.

**51. Introduction**

52. Today simultaneous translation enjoys ever-increasing popularity, especially

within the official international events. It is connected with striving of the modern society for maximum openness and

transparency, active interaction in the fields of human activity, such as policy-making, economy, culture, science, educations, etc. Therefore, the value of international seminars, conferences, symposiums, forums, and summits steadily increases. In particular, the Group of Eight (G8) is an important international forum dealing with the most topical issues in the field of financial and economic relations. Taking into account obvious advantages of simultaneous interpreting, which involves tremendous saving of time (approximately twice as little as consecutive interpreting), increase in dynamism of communication process and possibility to interpret the speaker at the same time into several languages. The use of simultaneous interpreting becomes an invariable attribute of the abovementioned events, imposing increased requirements to simultaneous interpreters. In order to meet these requirements, the interpreter needs not only a proficient command in two or more languages and solid expertise in interpreting, but also an ability to make use of different methods, techniques, and strategies in the process of simultaneous interpreting. The anticipation and compression strategies have been chosen as the most prominent and effective means of simultaneous interpreting in terms of this research. Before studying the essence of these strategies, it is expedient to examine the distinctive features of economic discourse, which are to be a good foundation in understanding the underlying principles of

the complex application of the strategies in question.

53. The concept of discourse represents the cognitive process connected with production of speech and text. Furthermore, the text is the end result of speech activity process, expressed in the finished and recorded form. The economic discourse is a of kind of professional discourse in its broad understanding, whereas by narrow consideration it reflects the main characteristics of business communication between participants of communication in the field of the financial, fiscal, commercial, and industrial relations. Knowledge of lexical and grammatical features of economic discourse is crucial for the simultaneous interpreter as lexical units and rules of their co-occurrence represent clichés, which promote increase in subjective redundancy of the speech on economic subject.

#### **54. Literature review**

55. As it has already been mentioned, for successful performance of simultaneous interpreting of economic discourse the simultaneous interpreter needs to use various translation strategies and methods, among which the strategies of compression and anticipation are considered to be effective ones. The anticipation strategy is inextricably intertwined with the mechanism of probabilistic projections. The probability theory became the tool for research of the various repeating phenomena. The character of probabilistic projections is directly

connected to the activity of an individual, his/her purposes, requirements, opportunities to influence the situation and the course of events. Forecasting of events and planning of actions for achievement of desirable results are the integral aspects in the activity of any person and enter many conceptual systems of science studying behavior, differently refracted in various theories (N. Bernstein, P. Anokhin, A. Leontyev, S. Rubenstein, D. Uznadze, E. Sokolov, etc.). According to Feygenberg, probabilistic projections can be of diverse nature, when dealing with various sides of the future.

56. The strategy of anticipation involves early determining by an interpreter of linguistic components of the text, which will appear further in the source language utterance. Applying this strategy, the simultaneous interpreter can foresee the verb that will be in the text of the original before its emergence in the discourse. The strategy of anticipation in translation theoretical works is described as the strategy that is mainly applicable to the language pairs, in which normal word order is not the same. Simultaneous interpreters may deal with grammatical structures and sentences having the verb in the last position as, for instance, in Turkic languages, or when the key predicate nominative is in the end of a sense-group. According to G. V. Chernov, Russian linguist, translator, and expert in the field of simultaneous interpreting and cross-cultural communication, the probabilistic projections

mechanism is the psycholinguistic mechanism that underlies the simultaneous interpreting process (Chernov G. V., 1978).

57. The probabilistic projections became a target of research for the scientists working in various directions: psychology, medicine, ecology, economy, etc. In methodical and psychological literature there is a number of definitions for the concept of probabilistic projections. The term probabilistic projections was introduced for the first time by Feygenberg I. M., who explains it as follows:

58. "Emergence of the situation A is a signal for preparation of the organism for the reaction adequate to the situation B, having maximum conditional probability of emergence after the situation A. The wider a range of the events following the situation A with equal regularity in the past is (i.e. the more uncertain the forecast is), the wider range of physiological systems will be mobilized in response to the signal A. Such preparation to actions in the forthcoming situation relying on probabilistic structure of the past experience can be called probabilistic projections" (Feygenberg I. M., 1977). Therefore, he defines the concept of probabilistic projections as "an ability to compare the new information on the present situation with the information on the past experience, which is stored in memory and on the basis of these data to form hypotheses of the forthcoming events, attributing a certain emergence probability to them" (Feigenberg I. M., 1986).

59. The term is also defined as:

60. - "an ability of an individual to use information, which is available in his/her past experience to forecast the probability of these or those events that are supposed to take place in the forthcoming situation" (Frumkina R. M., 1971),

61. - "generation of hypotheses, anticipation of the chain of events" (Solovova E. N., 2002),

62. - "intellectual actions or operations in simultaneous interpreting, which are expressed in prediction of the arriving units of source text" (Nelyubin L. L., 2003).

63. In scientific works of many psychologists and physiologists, devoted to the strategy of anticipation, it has been specified that the process of probabilistic projections underpins numerous sides of the person's mental activity, including speech activity. When the simultaneous interpreter perceives the speech of the original, his brain is capable of recreating various options of logical conclusion of an utterance or sentence depending on the author's communicative intentions.

64. The essence of all above-mentioned concepts comes down to the fact that the adequate projection of the future is possible only due to the past experience that, in turn, has probabilistic nature. The future modelled by the subject does not bear absolute definiteness. The degree of the future modeling reliability depends on the data describing the present situation, information obtained by sense organs and memory use (organized in a special manner

data on the past), hence the probabilistic nature of forecasting.

65. The probabilistic projections mechanism is a multi-level and hierarchically organized phenomenon. This mechanism connects the conditional probabilities as successive elements of the speech chain within one sentence, as well as the units of higher hierarchy levels in the model of the anticipation strategy in the context of simultaneous interpreting. For a clear representation of the field of application of the probabilistic projections mechanism in simultaneous interpreting, as a multi-level phenomenon, there is the following scheme: "syllable - word - syntagma - utterance - coherent message - communicative situation" (Chernov G. V., 1978). These speech levels are combined into tiers - a conditional name, which is used to designate areas where it is possible to apply specific probabilistic projection methods. There are four tiers:

66. 1) prosodic tier, including levels of the syllable - words - syntagmas - utterances;

67. 2) syntactic tier, including levels of syntagma - utterances;

68. 3) semantic-semantic tier, including levels of syntagma - utterances - messages;

69. 4) implicative-semantic tier, including levels of utterances - messages - communicative situation.

70. In the process of simultaneous interpreting, the interpreter's brain perceives the message and evaluates the probability of the appearance of subsequent units of speech simultaneously at several levels. According

to Chernov, "each higher level of probabilistic forecasting increases the reliability of the forecast at the central levels of the mechanism" (Chernov G. V., 1987).

71. The efficiency, as well as the need to apply the anticipation and compression strategies are connected with the continuity of simultaneous interpreting process, acute shortage of time for simultaneous processing of the arriving verbal information in the source language, synthesis, and the subsequent reproduction of the processed speech segment by means of the target language; and also redundancy and of speech of the original, especially given the increased rate of its delivery. Besides, the interpreters often have no possibility of preliminary reading of the speech scripts. Owing to the above-mentioned objective and subjective factors accompanying the process of simultaneous interpreting, absolute information transfer from one language into another is impossible. Inevitable losses in contents of the delivered speeches are proper to almost any event involving simultaneous interpreting. In this regard, the simultaneous interpreters face the task to minimize the loss of significant semantic groups of the speech at the expense of compression of superfluous ones. The combined application of the anticipation and compression strategies can serve as a substantial contribution to the fulfillment of this task. In the course of simultaneous interpreting, they form a kind of "tandem" as the successful application of

the first strategy leads directly to the proper functionality and efficiency of the second one that is ultimately conducive to the maintenance of high-quality interpreting, despite existence of some factors that can substantially complicate it.

72. The redundancy of language is shown at different levels: phonetic, lexical, syntactic (harmonization of words in gender, case, tense, etc.), and semantic. R.G. Piotrovsky gives the following data for the official style of speech: Russian - 83,4-90,1%, English - 82,9-92,1%, French — 83,9-90,4%. (Piotrovsky, 1975).

73. Thanks to the necessary level of redundancy of the message, the simultaneous interpreter can conduct speech recognition by key points of reference in the source language that provide the possibility to implement the anticipation and compression strategies. Studying the issue, theorists distinguish between objective and subjective redundancy of language. An objectively redundant message (for example, a report on scientific symposium) can subjectively have very low degree of redundancy for the simultaneous interpreter that impedes the mechanism of probabilistic projections and, in turn, becomes a severe problem in terms of performing simultaneous interpreting of decent quality. Thus, the real redundancy of the message for the simultaneous interpreter depends on his/her knowledge in the field and experience in simultaneous interpreting.

74. "The simultaneous interpreter in practice deals with the redundancy of the

coherent message, which is determined by the unity of subject and communicative intention of the speaker" (Setton, R. A., 1997). Therefore, the higher the coherent message redundancy is, the stronger the connection between the speaker's communicative intention and discourse subject matter is, and the higher the probability of the use of lexical units and syntactic constructions is, which can be predetermined by the simultaneous interpreter in the course of the speech. Reversely: the lower the redundancy of the message is, the higher its information density is, and the less the probability of the correct prediction of further development of the communicative act is.

75. The presence of context increases the redundancy that gives a better chance to the simultaneous interpreter to carry out probabilistic projections with greater accuracy. The researchers have established the redundancy causes:

76. 1) repeatability of certain elements in the course of the speech;

77. 2) interdependence of linguistic components of the message.

78. Probabilistic projections help the simultaneous interpreter to anticipate the subsequent semantic groups during the speech of the orator and, based on the confirmed forecast, to carry out the compression of the given segment of speech, in case there is such a necessity.

79. As for the compression proper, it represents none other than decrease in the level of objective redundancy of the message.

Studying the compression in the context of simultaneous interpreting, it can be subdivided on several types from the point of view of the ways it is being implemented by the interpreter:

80. 1) syllabic (the choice of a shorter word from the number of suitable ones), for example, "talks" instead of "negotiations".

81. 2) lexical (expression of the same thought by a smaller number of words), "change of the affairs to the best – improvements; availability of information – knowledge".

82. 3) syntactic (the choice of a shorter construction), for example, "as for surveillances" instead of "as far as surveillance is concerned".

83. 4) semantic (reduction of repeatability of redundant words and semantic groups in the utterances and messages).

84. These four types of compression hierarchically correspond to the levels of probabilistic projections. At this point, it is possible to state that the successful functioning of anticipation strategy promotes more thought over and effective compression of the given segment of the message with heightened redundancy and speaking rate during its simultaneous interpreting. This statement proves the possibility of both strategies application in synergy or, in other words, to combine these strategies at interpreting.

85. For the combined application of the two strategies, it is required to take into account a number of factors accompanying

the process of simultaneous interpreting. In this regard, in the majority of scientific works on simultaneous interpreting these factors are divided into two groups - linguistic and extralinguistic.

86. Linguistic factors are attributable to the existence of standard set expressions and phrases, as well as functional words and conjunctions (still, also, consequently, moreover, yet), pointing out to this or that syntactic structure, which, in turn, can shed light on the general sense of the utterance. For example, in economic discourse it is also possible to find set expressions and word combinations, such as *suffer a downturn*, *tighten monetary policy*, *interest rate*. Besides, the following lexical and grammatical characteristics are proper to the English economic discourse:

87. - broad use of simple two-member sentences with compound predicate, which consists of a copulative verb and predicative: *The stock market is at a record high*. An adjective or prepositional phrase can act as a predicative.

88. - numerous attributive groups: *added tax value*, *long-term capital movement*;

89. - wide use of logical connectives and cause-and-effect conjunctions especially at the beginning of the phrase. These linking words and conjunctions give the message not only logicity and connectivity, but also emotional stress, thus highlighting the most significant information. The following adverbs and conjunctions are used most often

as such linking words: *also*, *still*, *likewise*, *consequently*, *nevertheless*, *firstly*, *secondly*, *however*, *yet*, *moreover*, *etc.*;

90. - use of elliptic constructions. *Objections to these measures, if any, should be reported to the administration at once.*

91. - considerable prevalence of passive forms and present simple tense: *debt crisis is being aggravated.*

92. Accounting of lexical and grammatical features of the translated discourse plays a crucial role for the linguistic forecasting perceived by the interpreter of the message and allows him to conduct necessary preparation for the identification, processing and compression of excess elements and performance of high-quality simultaneous interpreting.

93. Extralinguistic factors are reflected in background knowledge, set of extralinguistic data on the communicative situation, which the simultaneous interpreter has to deal with. Besides probabilistic projections on the basis of linguistic and textual factors, the anticipation strategy can be carried out at the level of communicative situation, when the experienced simultaneous interpreter gets and maintains a special spirit allowing him to perform adequate interpreting without taking into account the syntactic and lexical structures. In this regard, Lederer indicates the existence of three factors allowing to carry out the strategy of anticipation:

94. "1) early identification of a language structure by the interpreter;

95. 2) logical sequence of thoughts, which makes the perception of words almost unnecessary;

96. 3) logical chains or thoughts of the speaker that the interpreter has listened before, but only expressed in other words" (Lederer M., 1981).

97. The communicative situation directly influences the preset of anticipation strategy by the simultaneous interpreter. He sets the system of coordinates, which subsequently determines certain translation decisions. While implementing, the information on the given communicative situation substantially increases the comprehensibility of the message in the source language for the interpreter. It gives a chance to implement probabilistic projections of the message semantic structure and to choose the best translation option in the target language.

98. "In translation theory the issue of situations is considered as "appealing to reality", as the issue of denotative subject matter of the utterance and, secondly, as the problem of extralinguistic context or paralinguistic factor interacting with verbal communication and bearing a certain communicative task" (Kolshanskiy G. V., 1980).

99. There is a set of the communicative situation models, which in general do not contradict each other and even overlap in a number of parameters, but at the same time they model a communicative situation in terms of different aspects

(sociological, communicative, ethnographic, psychological, etc.). The essence of these models comes down to the fact that they contain 3 major factors: addresser, message, addressee.

100. The most prominent communicative situation model, which is characterized as «ethnographic approach», belongs to D. Hymes (D. Hymes, 1962).

101. There are various points of view on the set of factors constituting the structure of a communicative situation.

102. At the narrow approach, the communicative situation includes an addresser/speaker, addressee/audience, subject, purpose, time, venue, correlation of speech and event. Taking a wider view, the communicative situation includes the factors directly related to the interpreter – his/her psychological or physical state, knowledge, experience, functional competence.

103. Chernov in his works generalized all available data and formulated his own approach to studying the communicative situation in the process of simultaneous implementing performance. The communicative situation of simultaneous interpreting in his understanding represents a set of factors of the situational context or extralinguistic situation, in which communication is being developed by means of simultaneous interpreting. Therefore, it is such a communicative situation, in which the source of the message is an individual delivering a public speech or monologue, and the recipient of this message is an audience.



The analysis of simultaneous interpreting communicative situation allows to identify eight major factors, which come to light at answering the following questions: the characteristics of the speaker — S ("Who speaks?"), discourse theme — T ("What do they talk about?"), relation of the speech to the event — O ("What is the occasion of speech?"), characteristics of the recipient (audience, participants of a forum) — A ("Who is addressed? "), forum (venue) — F ("Where does the speech take place?"), time — t ("When does the speech take place?"), the message purpose — P ("What is the purpose of the speech?") and its motives ("Why is the speech delivered?").

#### **104.Data and methodology**

105.Here it is relevant to consider these factors in details.

106.F - forum. A forum is a regular or extraordinary session of an international organization or a one-time international meeting or conference (congress, symposium, etc.). The initial data on the forum, if it does not determine comprehensively the other factors of the communicative situation of simultaneous interpreting, give quite a clear understanding of the thematic scope, range of events, possible composition of the audience and speakers.

107.T - thematic scope. The thematic scope of the forthcoming message (speech, report, debates, etc.) does not mean the exact theme of the message, but it determines more or less clearly outlined range of themes for

the forthcoming event, excluding other themes that are beyond the given thematic scope. At the same time, the initial data on the subject matter allow simultaneous interpreters to predict both the range of possible forums (F) and the range of possible factors. It should be pointed out that the factor T is closely related to the content of the message itself and is fully revealed only in the course of the message itself.

108.It is considered to be expedient to introduce an additional factor, which specifies the content of the message within the scope of a specific event. This factor is the agenda - Ag. Usually the exact agenda of the discussed issues becomes available not long before the beginning of any official event. For this reason, the interpreter can make a plan for the content of messages in the source language in advance.

109.The next factor according to Chernov is the occasion of the message (O). The factor O is understood as those events that led to the convening of the present forum, and those that occur in connection with the work of the forum or in the course of its work. The factor O is primarily applicable to the international situation and, consequently, to a wide range of international meetings and sessions of international organizations devoted to international socio-political and socio-economic activities.

110.Thus, the initial data on the factor O can specify a possible range of themes and forums, and, consequently, the range of possible audiences and speakers. The factors

O and T are especially closely related to the causality principle, with O determining T.

111. The factor t - time frame: time of the forum convening and terms of its work. This factor is combined with the factor O, according to the principle of persistent correlation. It refers primarily, though not exclusively, to the working regime of the international organizations. For example, the annual G-20 summit.

112. As to the factor A – audience – the following definition of the audience is fully relevant to the communicative situation of simultaneous interpreting: "Audience is a short-term community united by 1) the presence of the motives to come to the lecture, and the correlation of this motives with the very object of the action, which is the lecture; 2) the impact of the same information (visual-auditory); 3) involvement in the same type of activity; 4) the presence of direct interindividual visual and auditory contacts and 5) simultaneous presence in the same place" (Zimnyaya I. A., Chernov G. V., 1970).

113. A preliminary acquaintance with the audience suggests both the three factors already considered above (F, T, O), and not yet considered factors S and P - the speaker and the purpose of his/her speech.

114. The factor A is especially connected with factor S, since in the context of international communication each listener or member of the audience is a potential speaker (S) and, therefore, at a certain level of acquaintance with A, it becomes possible

to forecast a number of purposes (P) of the forthcoming speeches.

115. The factor S stands for a speaker. Acquaintance with the speaker presupposes, first of all, the knowledge of the country, party or organization he/she represents, and thus the details on the position of the given country (organization, party, scientific school or any other represented social group) on the issue under discussion respectively. The next (higher) level of familiarity with the speaker is the acquaintance with his/her personal characteristics (authority, oratorical data - rate of speech, tone, peculiarities of speech formulation, etc.) and, if possible, with the motives and purpose of his/her speech.

116. "Some types of communication are mediated by social roles. Such communication is called role-playing. In this case, people communicate not just as individuals, but primarily as the carriers of certain social roles. The role-based communication introduces the personality characteristics of communicating people - the bearers of certain roles" (Leontyev A. N., 1975).

117. At the first level of acquaintance with the speaker, a certain range of themes of the message is projected, on the second - the purpose and motive of the speaker's speech. But if the purpose of the message can be disclosed (although not necessarily) in the message itself, then understanding the motive (factor M) can only be achieved by a good acquaintance with the factor S, including

both knowledge of the social role and personal qualities of the speaker.

118. Thus, the factor S becomes closely connected with the factors P and M, the knowledge of which provides a complete understanding of the content of the interpreted message.

119. Summarizing the significance of factors A and S in the structure of the communicative situation of simultaneous interpreting, one can also point out that within the framework of the psychology of communication or the theory of communication, a communicative act between the speaker and the target audience can be classified as formal role-based communication, the roles of participants are determined by the other factors of the communicative situation of simultaneous interpreting: F, O, and T.

120. P and M are the factors of the purpose and motive of the message. As the authors of the book *Social Psychology* point out, "the motive is the need, value orientation, and interest of an individual, prompting him/her to take a decision to act in a certain way in this situation ..." (Predvechny G. P. and Sherkovina U. A., 1975). When considering the role of the motive and the purpose of the speaker's speech at the international forum, the following circumstance is especially important in the general structure of the communicative situation of simultaneous interpreting: "... in order to ... accumulated needs and experience become operational,

additional external factors for the psychic system. Only then does the motive arise ...

An additional external influence has either the nature of information about the changes in the circumstances of a particular situation in society or in a group that enable the individual to pursue his/her interests, or the nature of direct practical action is against the interests of the individual, which should cause a response to these actions" (Predvechny G. P. and Sherkovina U. A., 1975).

121. As we can see, the accounting of the communicative situation is extremely important for the implementation by the simultaneous interpreter of the strategies of anticipation and subsequent compression of the received information. Now we shall consider the communicative situation of simultaneous interpreting by the example of the G-8 Summit. The communicative situation here includes the same set of extralinguistic factors that are to be taken into account by the simultaneous interpreter and used, while preparing to the event. The information is collected as follows:

122. 1) characteristics of the forum: The Eight Group is the leading forum for international cooperation on the most important aspects in international economic and financial relations. The main goals and objectives of the forum: 1. Coordination of policy between members of the G-8 in order to achieve global economic stability and sustainable growth; 2. Promotion of financial regulation that would reduce risks and

prevent future financial crises; 3. Creation of a new international financial architecture.

123.2) theme of the G-8 news-conference: Results of the work of the Big Eight Forum;

124.3) occasion of the news-conference: a regular meeting of finance ministers and heads of central banks, who discuss the state of the world economy after the global financial crisis, measures to stabilize it, and even a peaceful settlement of the armed conflict in Syria.

125.4) time frame of the forum - October 5-6, 2013;

126.5) venue - Loch Earn (the Great Britain);

127.6) audience - the heads of the G-8 member-states, finance ministers and heads of central banks;

128.7) speaker - the president of the Russian Federation, V. Putin; it is advisable to study the speech characteristics and profile of the speaker;

129.8) purpose of the message: summing up the results of the summit;

130.9) motive for the message: Putin observes a progress in solving global economic problems and carrying out comprehensive structural reforms. The subject of the Syrian conflict is also to be touched upon.

131. The interpreter's knowledge of the communicative situation makes it possible to express the same idea with fewer words, leading to time saving and, subsequently, the possibility of greater concentration on the precise information and semantic groups that are of greater importance and difficulty.

132. With a view to check the proposed in this article theoretical basis, it is expedient to conduct a comparative analysis of the segments of the original speech of President Putin and their scripted interpretation, performed by the professional interpreter. The elements of the original speech that have undergone the compression are highlighted in boldfaced type, and the ones in italics are the result of compression in the course of simultaneous interpreting.

133. Putin: Встречи здесь, в Лох-Эрне, подтвердили востребованность «восьмёрки» как важного механизма согласования позиций ведущих индустриальных стран по вопросам мировой политики и социально-экономического развития.

134. Interpreter: Lough Erne has proved once again that this is a very topical instrument on the issues of World policy and economic development.

135. Putin: Откровенные, неформальные дискуссии лидеров позволяют затронуть самые острые и самые сложные проблемы, выдвинуть новые идеи, договориться о коллективных действиях.

136. Interpreter: The non-formal discussions *that we had* and the working type of environment *enabled us* to work out collective actions.

137. Putin: И на этот раз мы с коллегами по «восьмёрке» обсудили, как стимулировать глобальный экономический рост, занятость, как устранять дисбалансы, приведшие к

мировым финансовым и долговым неурядицам.

138. Interpreter: And once again with G-8 partners we discussed how to stimulate global economic growth, how to eliminate imbalances that led to the economic crisis and other problems.

139. Putin: Условились принять совместные меры для активизации международной торговли, снижать протекционистские барьеры и не создавать препятствий для встречных потоков инвестиций. Подтвердили, что центральную роль в выработке универсальных международных экономических правил должна, как и прежде, играть Всемирная торговая организация.

140. Interpreter: We decided to promote the world trade, eliminate protectionist barriers, not to create new barriers for the flows of Investments. *Very important element of universal economic rules should be based on the framework of the WTO.*

#### **141. Findings and results**

142. As can be seen from the given examples, in the presence of complicating factors, such as an increased speech rate and shortage of time to process the incoming information caused by the heavy interpreter's lag, the combined application of anticipation and compression strategies serves as a reliable tool for the simultaneous interpreter to maintain the proper quality of his/her work, even with significant losses in the content of the speech of the original.

143. Conclusion.

144. Being aware of the impermanent nature and complexity of the simultaneous interpreting process, the interpreter in his/her work needs to apply a number of translation techniques, methods and strategies, among which the anticipation and compression are considered to be the most prominent and effective.

145. When implementing the anticipation strategy, the interpreter, based on key elements in the process of auditory perception of speech, generates hypotheses of a certain semantic or verbal development of the message, or the completion of the speaker's intentions.

146. The combined implementation of the anticipation and compression strategies is possible with a high redundancy of language and speech, which, in turn, is caused by the repeatability and interconnection of the message components. The anticipation strategy is carried out at the linguistic and extralinguistic levels. The anticipation at the linguistic level functions mainly due to the semantic or structural combination of words both within the sentence and at the level of communication, while extralinguistic anticipation is based entirely on the background knowledge of the interpreter and the communicative situation of simultaneous interpreting.

147. The communicative situation of simultaneous interpreting is a set of interrelated extralinguistic factors that characterize the source of the message (speaker), theme of the message (thematic

scope), agenda, recipient (audience, participants), place, time, purpose, motive of the speech, as well as the interpreter's readiness, experience and background knowledge.

148. Economic discourse is one of the varieties of professional discourse in its broadest sense, reflecting the main characteristics of business communication in a narrower view. Knowledge of lexical and grammatical features of economic discourse is crucial for the simultaneous interpreter, since lexical units and rules for their co-occurrence are represented in the form of clichés that contribute to increasing the subjective redundancy of speech on an economic subject.

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