

ISSN 2224-5294

ҚАЗАҚСТАН РЕСПУБЛИКАСЫ
ҰЛТТЫҚ ҒЫЛЫМ АКАДЕМИЯСЫНЫҢ

АБАЙ АТЫНДАҒЫ ҚАЗАҚ ҰЛТТЫҚ
ПЕДАГОГИКАЛЫҚ УНИВЕРСИТЕТІНІҢ

Х А Б А Р Л А Р Ы

ИЗВЕСТИЯ

НАЦИОНАЛЬНОЙ АКАДЕМИИ НАУК
РЕСПУБЛИКИ КАЗАХСТАН

КАЗАХСКИЙ НАЦИОНАЛЬНЫЙ
ПЕДАГОГИЧЕСКИЙ УНИВЕРСИТЕТ ИМ. АБАЯ

NEWS

OF THE NATIONAL ACADEMY OF SCIENCES
OF THE REPUBLIC OF KAZAKHSTAN

ABAY KAZAKH NATIONAL
PEDAGOGICAL UNIVERSITY

ҚОҒАМДЫҚ ЖӘНЕ ГУМАНИТАРЛЫҚ
ҒЫЛЫМДАР СЕРИЯСЫ



СЕРИЯ ОБЩЕСТВЕННЫХ
И ГУМАНИТАРНЫХ НАУК



SERIES OF SOCIAL AND HUMAN SCIENCES

5 (321)

ҚЫРКҮЙЕК – ҚАЗАН 2018 ж.
СЕНТЯБРЬ – ОКТЯБРЬ 2018 г.
SEPTEMBER – OCTOBER 2018

1962 ЖЫЛДЫҢ ҚАҢТАР АЙЫНАН ШЫҒА БАСТАҒАН
ИЗДАЕТСЯ С ЯНВАРЯ 1962 ГОДА
PUBLISHED SINCE JANUARY 1962

ЖЫЛЫНА 6 РЕТ ШЫҒАДЫ
ВЫХОДИТ 6 РАЗ В ГОД
PUBLISHED 6 TIMES A YEAR

Б а с р е д а к т о р

ҚР ҰҒА құрметті мүшесі
Балықбаев Т.О.

Р е д а к ц и я а л қ а с ы :

экон. ғ. докторы, проф., ҚР ҰҒА академигі **Баймұратов У.Б.**; тарих ғ. докторы, проф., ҚР ҰҒА академигі **Байпақов К.М.**; филос. ғ. докторы, проф., ҚР ҰҒА академигі **Есім Г.Е.**; фил. ғ. докторы, проф., ҚР ҰҒА академигі **Қирабаев С.С.**; эк. ғ. докторы, проф., ҚР ҰҒА академигі **Қошанов А.К.**; эк. ғ. докторы, проф., ҚР ҰҒА академигі **Нәрібаев К.Н.** (бас редактордың орынбасары); филос. ғ. докторы, проф., ҚР ҰҒА академигі **Нысанбаев А.Н.**; заң ғ. докторы, проф., ҚР ҰҒА академигі **Сәбікенов С.Н.**; заң ғ. докторы, проф., ҚР ҰҒА академигі **Сүлейменов М.К.**; эк. ғ. докторы, проф., ҚР ҰҒА академигі **Сатыбалдин С.С.**; тарих ғ. докторы, проф., ҚР ҰҒА академик **Әбжанов Х.М.**; тарих ғ. докторы, проф., ҚР ҰҒА корр. мүшесі **Әбусейтова М.Х.**; тарих ғ. докторы, проф., ҚР ҰҒА академик **Байтанаев Б.А.**; филол. ғ. докторы, проф., ҚР ҰҒА корр. мүшесі **Жақып Б.А.**; фил. ғ. докторы, проф., академик НАН РК **Қалижанов У.К.**; филол. ғ. докторы, проф., ҚР ҰҒА академик **Қамзабекұлы Д.**; тарих ғ. докторы, проф., ҚР ҰҒА академик **Қожамжарова Д.П.**; тарих ғ. докторы, проф., ҚР ҰҒА академик **Қойгелдиев М.К.**; фил. ғ. докторы, проф., ҚР ҰҒА корр. мүшесі **Құрманбайұлы Ш.**; тарих ғ. докторы, проф., ҚР ҰҒА корр. мүшесі **Таймағанбетов Ж.К.**; социол. ғ. докторы, проф., ҚР ҰҒА корр. мүшесі **Шәукенова З.К.**; фил. ғ. докторы, проф., ҚР ҰҒА корр. мүшесі **Дербісәлі А.**; саяси. ғ. докторы, проф., **Бижанов А.К.**, тарих ғ. докторы, проф., **Кабульдинов З.Е.**; фил. ғ. докторы, проф., ҚР ҰҒА корр. мүшесі **Қажыбек Е.З.**

Р е д а к ц и я к е ң е с і :

Молдова Республикасының ҰҒА академигі **Белостечник Г.** (Молдова); Әзірбайжан ҰҒА академигі **Велиханлы Н.** (Азербайджан); Тәжікстан ҰҒА академигі **Назаров Т.Н.** (Тәжікстан); Молдова Республикасының ҰҒА академигі **Рошка А.** (Молдова); Молдова Республикасының ҰҒА академигі **Руснак Г.** (Молдова); Әзірбайжан ҰҒА корр. мүшесі **Муратов Ш.** (Әзірбайжан); Әзірбайжан ҰҒА корр. мүшесі **Сафарова З.** (Әзірбайжан); э. ғ. д., проф. **Василенко В.Н.** (Украина); заң ғ. докт., проф. **Устименко В.А.** (Украина)

«Қазақстан Республикасы Ұлттық ғылым академиясының Хабарлары. Қоғамдық және гуманитарлық ғылымдар сериясы». ISSN 2224-5294

Меншіктенуші: «Қазақстан Республикасының Ұлттық ғылым академиясы» РҚБ (Алматы қ.)

Қазақстан республикасының Мәдениет пен ақпарат министрлігінің Ақпарат және мұрағат комитетінде 30.04.2010 ж. берілген № 10894-Ж мерзімдік басылым тіркеуіне қойылу туралы куәлік

Мерзімділігі: жылына 6 рет.

Тиражы: 500 дана.

Редакцияның мекенжайы: 050010, Алматы қ., Шевченко көш., 28, 219 бөл., 220, тел.: 272-13-19, 272-13-18, <http://nauka-nanrk.kz>, social-human.kz

© Қазақстан Республикасының Ұлттық ғылым академиясы, 2018

Типографияның мекенжайы: «Аруна» ЖК, Алматы қ., Муратбаева көш., 75.

Главный редактор

Почетный член НАН РК

Т.О. Балыкбаев

Редакционная коллегия:

докт. экон. н., проф., академик НАН РК **У.Б. Баймуратов**; докт. ист. н., проф., академик НАН РК **К.М. Байпаков**; докт. филос. н., проф., академик НАН РК **Г.Е. Есим**; докт. фил. н., проф., академик НАН РК **С.С. Кирабаев**; докт. экон. н., проф., академик НАН РК **А.К. Кошанов**; докт. экон. н., проф., академик НАН РК **К.Н. Нармбаев** (заместитель главного редактора); докт. филос. н., проф., академик НАН РК **А.Н. Нысанбаев**; докт. юр. н., проф., академик НАН РК **С.Н. Сабиткенов**; докт. юр. н., проф., академик НАН РК **М.К. Сулейменов**; докт. экон. н., проф., академик НАН РК **С.С. Сатубалдин**; докт. ист. н., проф., академик НАН РК **Х.М. Абжанов**; докт. ист. н., проф., чл.-корр. НАН РК **М.Х. Абусейтова**; докт. ист. н., проф., академик НАН РК **Б.А. Байтанаев**; докт. фил. н., проф., чл.-корр. НАН РК **Б.А. Жакып**; докт. фиол. н., проф., академик НАН РК **У.К. Калижанов**; докт. фил. н., проф., академик НАН РК **Д. Камзабекулы**; докт. ист. н., проф., академик НАН РК **Д.П. Кожамжарова**; докт. ист. н., проф., академик НАН РК **М.К. Койгельдиев**; докт. фил. н., проф., чл.-корр. НАН РК **Ш. Курманбайулы**; докт. ист. н., проф., чл.-корр. НАН РК **Ж.К. Таймаганбетов**; докт. социол. н., проф., чл.-корр. НАН РК **З.К. Шаукенова**; д. фил. н., проф., чл.-корр. НАН РК **А. Дербисали**; доктор политических наук, проф., **Бижанов А.К.**; доктор ист. наук, проф., **Кабульдинов З.Е.**; доктор фил. н., проф., член-корр. НАН РК **Қажыбек Е.З.**

Редакционный совет

академик НАН Республики Молдова **Г. Белостечник** (Молдова); академик НАН Азербайджанской Республики **Н. Велиханлы** (Азербайджан); академик НАН Республики Таджикистан **Т.Н. Назаров** (Таджикистан); академик НАН Республики Молдова **А. Рошка** (Молдова); академик НАН Республики Молдова **Г. Руснак** (Молдова); чл.-корр. НАН Азербайджанской Республики **Ш. Мурадов** (Азербайджан), член-корр. НАН Азербайджанской Республики **З.Сафарова** (Азербайджан); д. э. н., проф. **В.Н. Василенко** (Украина); д.ю.н., проф. **В.А. Устименко** (Украина)

Известия Национальной академии наук Республики Казахстан. Серия общественных и гуманитарных наук. ISSN 2224-5294

Собственник: РОО «Национальная академия наук Республики Казахстан» (г. Алматы)

Свидетельство о постановке на учет периодического печатного издания в Комитете информации и архивов

Министерства культуры и информации Республики Казахстан № 10894-Ж, выданное 30.04.2010 г.

Периодичность 6 раз в год

Тираж: 500 экземпляров

Адрес редакции: 050010, г. Алматы, ул. Шевченко, 28, ком. 219, 220, тел. 272-13-19, 272-13-18,
www.nauka-nanrk.kz / social-human.kz

© Национальная академия наук Республики Казахстан, 2018 г.

Адрес типографии: ИП «Аруна», г. Алматы, ул. Муратбаева, 75

Chief Editor

Honorary member of NAS RK
Balykbayev T.O

Editorial board:

Doctor of economics, prof, academician of NAS RK **Baimuratov U.B.**; doctor of history, prof, academician of NAS RK **Baipakov K.M.**; doctor of philosophy, prof, academician of NAS RK **Esim G.E.**; doctor of philology, prof, academician of NAS RK **Kirabayev S.S.**; doctor of economics, prof, academician of NAS RK **Koshanov A.K.**; doctor of economics, prof, academician of NAS RK **Naribayev K.N.** (deputy editor-in-chief); doctor of philosophy, prof, academician of NAS RK **Nyssanbayev A.N.**; doctor of law, prof, academician of NAS RK **Sabikenov S.N.**; doctor of law, prof, academician of NAS RK **Suleymenov M.K.**; doctor of economy, prof, academician of NAS RK **Satybaldin S.S.**; doctor of history, prof, academician of NAS RK **Abzhanov H.M.**; doctor of history, prof, corresponding member of NAS RK **Abuseitova M.H.**; doctor of history, prof, academician of NAS RK **Baitanaev B.A.**; doctor of philology, prof, corresponding member of NAS RK **Zhakyp B.A.**; doctor of philology, prof, academician of NAS RK **Kalizhanov U.K.**; doctor of philology, prof, academician of NAS RK **Hamzabekuly D.**; doctor of history, prof, academician of NAS RK **Kozhamzharova D.P.**; doctor of history, prof, academician of NAS RK **Koigeldiev M.K.**; doctor of philology, prof, corresponding member of NAS RK **Kurmanbaiuly Sh.**; doctor of history, prof, academician of NAS RK **Taimaganbetov J.K.**; doctor of sociology, prof, corresponding member of NAS RK **Shaukenova Z.K.**; doctor of philology, prof, corresponding member of NAS RK **Derbisali A.**; doctor of political science, prof **Bizhanov A.K.**; doctor of History, prof **Kabuldinov Z.E.**; doctor of philology, prof, corresponding member of NAS RK **Kazhybek E.Z.**

Editorial staff:

Academician NAS Republic of Moldova **Belostechnik.G** (Moldova); Academician NAS Republic of Azerbaijan **Velikhanli N.** (Azerbaijan); Academician NAS Republic of Tajikistan **Nazarov T.N.** (Tajikistan); Academician NAS Republic of Moldova **Roshka A.** (Moldova) Academician NAS Republic of Moldova **Rusnak G.** (Moldova); Corresponding member of the NAS Republic of Azerbaijan **Muradov Sh.** (Azerbaijan); Corresponding member of the NAS Republic of Azerbaijan **Safarova Z.** (Azerbaijan); Associate professor of Economics **Vasilenko V.N.** (Ukraine), Associate professor of Law **Ustimenko V.A.** (Ukraine)

News of the National Academy of Sciences of the Republic of Kazakhstan. Series of Social and Humanities. ISSN 2224-5294

Owner: RPA "National Academy of Sciences of the Republic of Kazakhstan" (Almaty)

The certificate of registration of a periodic printed publication in the Committee of information and archives of the Ministry of culture and information of the Republic of Kazakhstan N **10894-Ж**, issued 30.04.2010

Periodicity: 6 times a year

Circulation: 500 copies

Editorial address: 28, Shevchenko str., of. 219, 220, Almaty, 050010, tel. 272-13-19, 272-13-18,
[www:nauka-nanrk.kz](http://www.nauka-nanrk.kz) / social-human.kz

© National Academy of Sciences of the Republic of Kazakhstan, 2018

Address of printing house: ST "Aruna", 75, Muratbayev str, Almaty

NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

<https://doi.org/10.32014/2018.2224-5294.20>

Volume 5, Number 321 (2018), 113 – 118

UDC: 81'255.2

A.A.Aldabergenova

Kazakh Ablai Khan University of International Relations and World Languages, Almaty, Kazakhstan

E-mail: aikonya_01@mail.ru**LINGUOCULTURAL ASPECTS OF TRANSLATION
OF ABSURD LITERATURE**

Abstract. The article was implemented within the framework of the project AP0 513 30 19 of the Ministry of Education and Science of the Republic of Kazakhstan «Cultural codes of modern Kazakhstan (literary and media discourses)». The article deals with linguocultural features of translation of absurd literature and discusses the relation between language and culture within the field of sociocultural translation. Translation of absurd literature is one of the most complicated literary translations. After all, to translate the absurd literature it is necessary to understand the phenomenon of «absurd» as an aesthetic phenomenon. The translation of absurd literature is becoming more and more popular trend at present time.

Translation of absurd literature is a complicated and multifunctional activity of human being, where language and culture, language and ethnos, language and nation's mentality are closely interrelated. The results of this study show that it is not enough just to be an excellent translator to cope with the problem; the translator should be partly a poet in order to understand the deep specifics of the absurd language.

Keywords: translation, absurd literature, language, culture, picture of the world.

Introduction. Nowadays in modern linguistics, a special attention is paid to the interaction of language and culture. Language is perceived as an instrument, as a mean of conveying and preserving the history of people, specific features of nation, moral values, cultural heritage, and cognitive experience of society. Culture is interpreted as a hereditary memory of nation, which is expressed in certain systems of prescriptions.

Language is an integral part of culture, its most important component. At the same time, culture is considered as the totality of material and spiritual achievements of society, in all aspects of historical, economic, social, psychological features of the ethnos, its customs, traditions, values, institutions of social order, life and living conditions. In other words, culture is a multifaceted and multidimensional concept that encompasses all aspects of human being and consciousness of an ethnos, including the language [1].

The issues of linguocultural studies include the study and description of the relationship between language and culture, language and ethnos, language and mentality [2, 28]. According to Emil Benveniste it was created, "on the bases of the triad - language, culture, human personality" and represents linguoculture as a "lens, through which the researcher can see the material and spiritual identity of ethnos" [3, 45]. In this regard, each representative of nationalities and ethnos has its own understanding of the language, its own "picture of the world". This concept is the most important in linguocultural studies.

By V.N. Telia: "The picture of the world is not a mirror image of the world and not an open" window "into the world, it is the picture, the interpretation, the act of world understanding "[4, 216]. By modern authors, the picture of the world is defined as the global image of the world that underlies the worldview of a person, it expresses the essential features of the world in the understanding of a man as a result of his cognitive and spiritual activity. In other words, the notion of the picture of the world is based on the study of man's ideas about the world, and if the world is an interaction of a man and environment, the picture of the world is the result of processing information about the environment and man. In the process of

presenting the surrounding reality by a person, a linguistic picture of the world emerges. The researcher points out: "The language picture of the world is the product of consciousness, inevitable for thought-language activity, which arises as a result of the interaction of thinking, reality and language, as a means of expressing thoughts about the world" [4, 216]. The language picture of the world is a systematic holistic reflection of reality through various linguistic means. The language picture of the world reproduces various pictures of the human world and displays a general picture of the world. Therefore, taking into account the linguistic and cultural aspects is the key problem of translation.

According to modern theoretician and philosopher U. Eko to translate means to understand the internal system of language and the structure of this text in this language and build a textual system that in a certain sense can have a similar impact on the reader. U. Eko wrote that when he opens the translation of a great poet, fulfilled by another great poet, he does not hope to find something very similar to the original; on the contrary, he usually reads the translation, because he wants to see how the artist-translator meets with the artist-first-creator [5, 29]. Each participant in the translation process contributes to the translation. The translator should know not only the features of translation and possess the skills. The translator refracts the meaning of the source text in such a way that he is the bearer of both national and foreign culture. He creates his own translational picture of the world, which forms his bilingual consciousness.

The Russian linguist Yu.A. Sorokin addresses to the problem of universal and cultural-specific in translation, believing that a bilingual translation is at the same time a "two-cultural" interpretative translation [6, 4].

The system of linguistic meanings correlates with the cultural competence of native speakers, with his worldview. The linguistic picture of the world of the linguistic cultural community appears as a means of translating cultural stereotypes, symbols, standards that shape this society into a community.

According to Yu.M.Lotman, the main thing in culture is that it functions as a sign system, while the most important structural (and structuring) device in it is a natural language. Therefore, the problem of translation arises already at the moment when life experience is transformed into culture. In order to be able to remember this or that individual event, it is necessary to identify it with one or another element in the structure of the "memory device". The interpretation of this basic cultural process as Lotman's translation is consistent, inexorable: "... the introduction of a fact to the collective memory discovers all the signs of translation from one language into another, in this case into the language of culture" [7, 329].

Referring to the works of N.S.Avtonomova, it can be said that the translation appears not only as an intermediary in intercultural and interlingual exchange, but also as a condition for the possibility of any cognition in the social and humanitarian fields. Translation is often studied as a linguistic or cultural phenomenon [8, 17]. So, translation is not only the transfer of words and meaning from one language to another, but it is the transfer of one culture by means of language to another culture. In the words of N.S. Avtonomova, translation always involves the crossing of borders, but not only linguistic, which has always been more or less obvious, but also cultural, social, historical, and so on. Translation is never carried out by one simple and unambiguous movement. It involves a whole series of interrelated operations and, above all, some form of interpretation [8, 25]. Translation is impossible without understanding and interpretation of the text, this is the first step in performing any kind of translation, including, of course, literary. Incorrect interpretation inevitably leads to inadequate translation or to a completely wrong translation. As it was described above, the translation is a holistic, complex process that includes the steps, decoding of the original text and coding of it into the target language. These processes are performed by the translator at the same time.

It is impossible to create a translation text that would be an accurate functional and communicative copy of the original, since it is impossible to completely match the conceptual systems of communicants. The translator strives to the maximum textual similarity of the source text (ST) and target text (TT) providing equal impact of these texts on their recipients. Compared to the author, the translator does not have the freedom to express his own opinion or the perception of ST. But this fact should not limit the translator-artist to convey the whole essence of the text, the author's intention and style to the recipient.

Methods

The methods followed in this study are chosen with the heterogeneity of the practical material being studied and in accordance with the purpose of the study. They are descriptive method and method of comparative analysis. It should be noted that all the analyzed data are basically chosen because of the comparing of the source text with the target text. Each word was translated based on the sentence and context it is mentioned in. However, each of these words and word combinations may have another meaning in another sentence and context. Using the descriptive method, the translator attempted to describe and interpret the status of phenomena. Thus, this research is a comparative study of English absurd literature and its Russian translation. The translation strategies to be examined in the related samples are lexical and grammatical translation transformations.

Translator, trying to achieve the maximum effect of translation, can make some lexical, grammatical or lexico-grammatical mistakes. The mistakes can be in the wrong use of translation techniques such as omission or addition, concretization or generalization, transcription or transliteration, etc. There are many types and variants of the classification of translation transformations according to different authors. Most of them are similar in many respects to each other. Let us dwell on the classification of the translation techniques proposed by V.N.Komissarov. According to V.N.Komissarov's classification, the methods of translation are divided into lexical, grammatical and lexico-grammatical categories. It also contains three groups of translation techniques mentioned above:

Lexical		Grammatical	Lexico-grammatical
Formal transformations: 1)transcription; 2)transliteration; 3)calque	lexical	Semantic lexical transformations (lexico-semantic substitutions): 1) generalization; 2) specification; 3)modulation (semantic development)	1)the method of sentence division; 2) the method of combining sentences; 3) word for word translation; 4)grammatical substitutions
			1)antonymic translation; 2) descriptive translation; 3) the method of compensation

Figure 1 - Classification of translation transformations by V.N.Komissarov

In this case, it is important not just to translate the text as close to the original as possible, but to take into account the fact that the translation should be adequate. After all, an adequate translation is a translation that ensures pragmatic tasks of the translation act on the maximum possible level of equivalence to achieve this goal, without violating the norms or the language of the TL, while observing the genre-stylistic requirements for texts of this type and corresponding to the socially-recognized conventional norm of translation [9, 24]. By his definition, any adequate translation must be equivalent (at the level of equivalence, by V.N.Komissarov's definition there are five levels of equivalence), but not every equivalent translation is considered to be adequate.

Literary translation from one language to another is one of the means of enriching the language, literature, culture of nation. Translation of literary texts should be carried out taking into account not only the source (SL) and target (TL) languages, but also considering extralinguistic and ethnolinguistic factors. "The ability to select the most suitable, the most "natural" form of expression for a given language, in fact, is what is called a "language instinct", the comprehension of "the spirit of the language", notes V.G.Gak [10, 7].

It is impossible to talk about the principles of correspondence in translation, without recognizing that there are many different types of translation. As Yu.A.Nida correctly notes, the differences in the types of translation as a whole can be explained by three main factors influencing the choice of one or another type: (1) the nature of message, (2) the intentions of the author, and hence the translator as his confidant, (3) the type of audience that is the reader [11, 115].

Translation, according to Yu.A.Nida, is the creation of the closest, firstly, in meaning, and secondly, in style, natural equivalent of a message in the language of the person who receives it. A proper understanding of the text is the first and most important step in the process of any translation, and to achieve it one must take into account three factors, namely the author, the text and the reader.

To date, there are no many practical works devoted to the translation of American absurd literature into Russian language. From local translators we can identify A. Kistyakovski, S. Ilyin, E. Klyuev, G. Kruzhkov, and others who in turn translated the classics of American absurd literature of the XX-XXI centuries as E.Lir, J.Heller, D.Hendler and others.

Results

American absurd literature, as a literary text, presents a special difficulty for translators precisely because of the discrepancies between the cultural and speech traditions of the speakers of the source language and target language. Here it is necessary to emphasize the uniqueness of the absurd literature. We can distinguish the following features of the genre of absurd:

- Lack of logic
- Wordplay
- Humorous content
- Fantastic images
- Neologisms
- A clear rhythm (in the literature of poetry)

When you translate in the first place, you need to understand the text itself and the intention of the author. In the texts of absurd poetry there is no causal logic that is customary for the reader. The most interesting and complex is that absurdist poets often create fantastic images through the play of words, and their own original neologisms. In the process of translating the absurd, all the above features should be taken into account by the translator. In our opinion, to translate the absurd literature it is not enough to be just a translator, and also it is necessary to have a talent of a writer-artist and an endless imagination. After all, all these characters are fictitious; the chain of their actions in the translation should cause the same emotions in the recipient, as in the original text.

Conclusions and Discussions

There are also some discussions about the translation of the absurd literature by different scholars. As the translation of absurd literature is the most complicated one it takes a lot of experiences from the translator. As the Swiss literary critic, a Russian philologist, a translator, a specialist in the Russian avant-garde who translated Harms, Jean-Philippe Jacquard notes the translator should be a little bit a poet. In fact, absurd is closer to Western people than Russian; this genre is not easy to translate, since it includes a play of words, sarcasm and irony. One of the outstanding representatives of the absurd literature is Joseph Heller and his work "Catch 22".

Joseph Heller uses almost all means for the comic drawing of the numerous vices of the American army. The author resorts to mild irony, then turns into poisonous sarcasm, somewhere exaggerates, somewhere parodied. As a result, a tremendous military satire appeared. And only the satire could show the absurdity of what is happening, without rolling over loud accusations and pathetic tone. J. Heller by satirical techniques brilliantly shows the characters of each hero. More you read, more you get to them with different feelings: someone causes pity, someone - fastidiousness, someone - anger.

In fiction, the authors use different words as the names of the characters, thereby determining their character and attitude of the readers through the prism of associations. One of the heroes of the novel by American writer Joseph Heller *Catch-22* (in translations into Russian "Уловка 22" and "Поправка 22") is Captain Black. In a later translation of this novel, the translator, realizing that the name tells about the character refuses the transliteration of "Captain Black" (an earlier translation). In English black, besides the main meaning "black", also means "dirty", "spiteful", "gloomy". Summarizing all these meanings, the translator A. Kistyakovskiy, continuing this synonymous series, finds the meaning "mean". Thus, in his translation appears Капитан Гнус ("gnusnyi" in Russian means "mean"), whose name, just like in the original, has a vivid negative characteristic.

Another person with a negative character is Dori Duz, shameless, a maid of easy virtue. Her name was translated as "Дори Даме". Although the translator could use the method of transliteration and leave the name as "Дори Дуз".

Mudd is unfortunate lieutenant, who arrived from the recruiting before he was enrolled and was sent to death. In translation A. Kistyakovskiy using the play of words for his difficult fate gave a variant as “Трупп”. There are many examples of wordplay and sarcasm such as Captain Piltchard and Captain Wren with translation as “Капитан Птичкард” and “Капитан Краббс”. By name we can confidently give the character a correct and accurate description. Such proper names carry additional information and emotional coloring that are lost when used in translation transcription or transliteration.

In conclusion we can say that correctly selected equivalents play an especially important role for the translator and for the reader. After all, the translator must convey the same reaction from the reader, as wanted the author while writing the original text. In the first place, the translation should be adequate, because any translator knows that an equivalent translation cannot be adequate, and an adequate translation in turn can be equivalent. For this, as it was said above, along with correctly chosen equivalents, it is very important to have literary skills and to be partly a poet.

Thus, it can be concluded that while translating the absurd literature, the most appropriate way is to search for translation equivalents and contextual analogues. It is better to keep in mind that extraordinary attempt to get the closest word for word translation can sometimes lead to a great external difference between the translation and the original text.

REFERENCES

- [1] Valeeva N.G. *Perevod – iazykovoe posrednichestvo, sposob mezhkul'turnoi i mezh"iazykovoii kommunikatsii* [Elektronnyiresurs]. Rezhimostupa URL: <https://www.trpub.ru/articles/posrednichestvo/> (In Russian).
- [2] Maslova V. A. *Lingvokul'turologiia*. Moscow, **2001**. (In Russian).
- [3] Benvenist E. *Obshchaia lingvistika*. Moscow, **1974**. (In Russian).
- [4] Teliia V.N. *Russkaia frazeologiia. Semanticheskii, pragmaticheskii i lingvokul'turologicheskii aspekty*. Moscow, **1996**. Pp.94-97, 216-135. (In Russian).
- [5] EkoU. *Skazat' pochti to zhesamoe. Opytyo perevode*. Moscow, AST:CORPUS, **2015**. (In Russian).
- [6] Sorokin Iu.A. *Perevodovedenie: status perevodchika i psikhogermenevticheskie protsedury*. Moscow, **2003**. (In Russian).
- [7] Lotman Iu.M. *Izbrannyestat'i*. T. 111. Tallinn. **1993**. Pp. 329-553. (In Russian).
- [8] Avtonomova N.S. *Poznanie i perevod. Opyty filosofiii azyka*. Moscow, SPb.: Tsentr gumanitarnykh initsiativ, **2017**. P.736. (In Russian).
- [9] Komissarov V.N. *Sovremennoe perevodovedenie. Uchebnoe posobie*. Moscow, ETS. **2004**. P.424. (In Russian).
- [10] Gak V. G. *Russkii iazyk v zerkale frantsuzskogo // Russkii iazyk za rubezhom*. **1967**. № 3. Pp. 37–42. (In Russian).
- [11] Iu.A. Naida K *naukeperevodit'*. Printsipy sootvetstviia. Moscow, **1978**. (In Russian).

УДК: 81'255.2

А.А.Алдабергенова

Абылай хан атындағы Қазақ Халықаралық Қатынастар
және Әлем Тілдері университеті, Алматы, Қазақстан

АБСУРД ӘДЕБИЕТІН АУДАРУДЫҢ ЛИНГВОМӘДЕНИ АСПЕКТІЛЕРІ

Аннотация: Мақала ҚР Білім және Ғылым Министрлігінің АР0 513 30 19 «Заманауи Қазақстанның ұлттық коды (әдеби және медиядискурс)» жобасы негізінде жазылған. Мақалада абсурд көркем әдебиетін аударудың лингвомәдени ерекшеліктері және аудармадағы тіл мен мәдениет ара қатынасы қарастырылады. Абсурд әдебиетін аудару – көркем әдеби аударманың ең күрделі де қызықты түрі болып табылады. Абсурд әдебиетін аудару үшін алдымен эстетикалық бейне ретінде «абсурд» феноменін жан-жақты түсініп алу қажет. Қазіргі таңда абсурд әдебиетін аудару өзекті тақырыптардың біріне айналып бара жатыр.

Абсурд әдебиетін аудару – бұл күрделі, әрі көп кешенді адам қызметінің түрі. Мұнда тіл мен мәдениет, тіл мен этникалық бейімділік, тіл мен ұлт менталитеті тығыз байланысты. Бұл зерттеудің нәтижесі абсурд тілінің қыр-сырын аудару үшін бір жағынан білікті аудармашы болып қана қоймай, екінші жағынан ақын-жазушы болу керектігін көрсетеді.

Түйін сөздер: аударма, абсурд әдебиеті, тіл, мәдениет, әлем бейнесі.

А.А.Алдабергенова

Казахский Университет Международных Отношений
и Мировых Языков имени Абылай хана, Алматы, Казахстан

ЛИНГВОКУЛЬТУРОЛОГИЧЕСКИЕ АСПЕКТЫ ПЕРЕВОДА ЛИТЕРАТУРЫ АБСУРДА

Аннотация: Статья выполнена в рамках проекта АР0 513 30 19 Министерства образования и науки РК «Культурные коды современного Казахстана (литературный и медийный дискурсы)». В статье рассматриваются лингвокультурологические особенности перевода литературы абсурда и взаимосвязь языка и культуры в переводе. Перевод литературы абсурда - один из сложнейших видов перевода художественной литературы. Для перевода литературы абсурда необходимо понять сам феномен «абсурда» как эстетического явления. В настоящее время перевод литературы абсурда становится все более и более актуальным.

Перевод литературы абсурда - это сложная и многофункциональная деятельность человека, где язык и культура, язык и этническая принадлежность, язык и менталитет нации тесно взаимосвязаны. Результаты этого исследования показывают, что недостаточно просто быть отличным переводчиком, чтобы справиться с этой проблемой; переводчик должен быть отчасти поэтом, чтобы понять тонкости перевода языка абсурда.

Ключевые слова: перевод, литература абсурда, язык, культура, картина мира.

Information about authors:

Aldabergenova A.A. – PhD student, teacher at the department of Translation and Philology, Kazakh Ablai khan University of International Relations and World Languages, Almaty, Kazakhstan, Tel. + 7 778 426 86 06, E-mail: aikonya_01@mail.ru, <https://orcid.org/0000-0001-5162-6853>

МАЗМУНЫ

<i>Алтыбаева С.М., Сағындыков Е.С.</i> Көркем мәтін құрылымындағы мифопоэтикалық модельдеу және мәдени код.....	5
<i>Сембиева Л.М., Мажитов Д.М., Карпицкая М.Е., Хамитова Д.М.</i> Экономиканы жаңғырту жағдайындағы ЕАЭО елдерінің монетарлық жүйесінің өзгеруі	12
<i>Құлсариева А.Т., Султанова М.Э., Шайгозова Ж.Н.</i> Фольклор және сәйкестілік: Қазақстанның қазіргі заманғы мәдениетіндегі тарих, жады және аңыз шығармашылығы	19
<i>Кенжебаев Д.А.</i> Олигон Сарышаған – қысқаша тарихи талдау.....	26
<i>Абдулина Г.А., Базарбаева А.Г.</i> Ұйымдардағы адам ресурстарын басқарудың заманауи тұжырымдамалары.....	33
<i>Ағыбаев А.Н., Адибаева А.Қ.</i> Геноцид туралы БҰҰ Конвенциясының қатысушы мемлекеттердің қылмыстық заңнамаларындағы имплементациялық тетіктері: жалпы салыстырмалы талдау.....	39
<i>Ахметжанов Б., Тәжібекова К.Б., Шаметова А.А.</i> Қазақстан көлік өнеркәсіптің дамуын талдау.....	44
<i>Аюпова З.К., Құсайынов Д.Ө.</i> Тәуелсіздік жағдайындағы қазақстан республикасының конституциялық-құқықтық дамуының мәселелері.....	48
<i>Нурпеисова А.А., Рей И.Ю., Бижанов Д.Т., Тлеужанова Д.А.</i> Инновациялық өндірісді жасаудың процесін бақылауының негізгі элементтері.....	53
<i>Гиздатов Г.Г.</i> Қазақстандық дискурсының құрылымы психолингвистикалық зерттеу.....	57
<i>Ищанова Р.К.</i> Мемлекеттік шығындарды басқару - мемлекеттің қаржылық тұрақтылығын қамтамасыз ету.....	64
<i>Мадышева А.М., Бикенова А.С., Елеусіз Л.Т.</i> Білім саласындағы туристік қызметтер.....	68
<i>Ескалшева А. Ж., Баймуханова М.Т., Ахмурзина Д.О.</i> Әлеуметтік сала адам капиталының сапасын қолдаудың перспективалары.....	73
<i>Мархаева Б.А., Козбахова Д.Л.</i> Жауапкершілік орталық және трансферттік баға белгілеу.....	79
<i>Сабирова Р.К., Утепкалиева К.М., Кабаков С.Б.</i> Қазақстандағы ауыл шаруашылығы экономикасының экологиялық аспектілері.....	85
<i>Тлесова Э., Хойч А., Кураш Н.</i> Қазақстан республикасының ғылыми инновациялық потенциясы және оның перспективалары.....	89
<i>Хамитхан Н.</i> Қазақстандағы банктік қызметтердің сапасын жақсарту жағдайында банкаралық басекелестік.....	95
<i>Шалдарбеков Қ.Б., Муханова Г.С., Нурмухамбетова З.С.</i> Аймақтарды дамыту бағдарламаларын жүзеге асырудағы жобалық басқаруды қолданудың шетелдік тәжірибесі.....	101
<i>Каратаева А.М., Бердиярова Ж.С.</i> Мемлекеттік қызметшінің әдептік мәдениеті және құқықтық мәдениеті сыбайлас жемқорлыққа қарсы мәдениеттің негізі ретінде.....	106
<i>Алдабергенова А.А.</i> Абсурд әдебиетін аударудың лингвомәдени аспектілері	113
<i>Стукач В. Ф., Байдалинова А. С., Сандыбаева Б. А.</i> Қазақстанның қаржылық қауіпсіздігі.....	119
<i>Баймаханова Д.М., Оспанова Д.А.</i> Конституциялық-құқықтық сана - конституционализмнің маңызды компоненті ретінде және оның адам құқықтары мәселелерін шешудегі рөлі.....	126
<i>Имангожина З.А.</i> Сланцевая революция: глобальный тренд на мировом энергетическом рынке.....	137
<i>Ракаева А.Н., Жуматаева Б.А., Успабаева М.К., Доскалиева Б.Б.</i> Экологиялық есеп қазақстандағы кәсіпорын экономикасының даму кезеңі ретінде.....	142
<i>Нуржанова Г.И.</i> Экономиканың аграрлық секторындағы еңбек әлеуетіне демографиялық фактордың әсері.....	147
<i>Оспанова Д.А., Баймаханова Д.М.</i> Қазақстан Республикасының кибер кеңістігін дамыту жағдайында мемлекеттік қызметтерді цифрландыруда әкімшілік-құқықтық қамтамасыз ету	152
<i>Рыспекова М.О., Тлесова Э.Б., Хаитбаева Ф.К.</i> Қазақстандағы тұрғын үй-коммуналдық шаруашылық қызметін арттыру және жаңғырту факторлары.....	160
<i>Султанова Г. Т.</i> Аграрлық сектордың экспорттық әлеуетін дамытуға бағытталған үрдістер мен басымдықтар.....	166

СОДЕРЖАНИЕ

<i>Алтыбаева С.М., Сагындыков Е.С.</i> Культурный код и мифопоэтическое моделирование в структуре художественного текста.....	5
<i>Сембиева Л.М., Мажитов Д.М., Картицкая М.Е., Хамитова Д.М.</i> Трансформация монетарной системы стран ЕАЭС в условиях модернизации экономики.....	12
<i>Кулсариева А.Т., Султанова М.Э., Шайгозова Ж.Н.</i> Фольклор и идентичность: история, память и мифотворчество в современной визуальной культуре Казахстана.....	19
<i>Кенжебаев Д.А.</i> Полигон Сарышаган – краткий исторический анализ.....	26
<i>Абдулина Г.А., Базарбаева А.Г.</i> Современные концепции управления человеческими ресурсами в организациях.....	33
<i>Агыбаев А.Н., Адибаева А.К.</i> Имплементационные механизмы Конвенции ООН о геноциде в уголовных законодательствах государств-участников: общий сравнительный анализ.....	39
<i>Ахметжанов Б., Тажобекова К.Б., Шаметова А.А.</i> Анализ развития угольной промышленности Казахстана.....	44
<i>Аюпова З.К., Кусаинов Д.У.</i> Проблемы конституционно-правового развития республики Казахстан в условиях суверенитета	48
<i>Нурпеисова А.А., Рей И.Ю., Бижанов Д.Т., Тлеужанова Д.А.</i> Основные элементы управления процессом создания инновационной продукции.....	53
<i>Гиздатов Г.Г.</i> Психолингвистическое исследование концептов казахстанского дискурса	57
<i>Ицанова Р.К.</i> Управление государственными расходами - как обеспечение финансовой устойчивости государства.....	64
<i>Мадышева А.М., Бикинова А.С., Елеусиз Л.Т.</i> Туристские услуги в сфере образования.....	68
<i>Ескалueva А. Ж., Баймуханова М.Т., Ахмурзина Д.О.</i> Перспективы усиления качества человеческого капитала социальной сферы.....	73
<i>Мархаева Б.А., Козбахова Д.Л.</i> Центр ответственности и трансфертное ценообразование.....	79
<i>Сабирова Р.К., Утекалиева К.М., Кабаков С.Б.</i> Экологические аспекты экономики сельского хозяйства в Казахстане.....	85
<i>Тлесова Э., Хойч А., Кураш Н.</i> Научно-инновационный потенциал республики Казахстан и его перспективы.....	89
<i>Хамитхан Н.</i> Межбанковская конкуренция в условиях повышения качества банковских услуг в Казахстане.....	95
<i>Шалдарбеков К.Б., Муханова Г.С., Нурмухамбетова З.С.</i> Зарубежный опыт применения проектного управления при реализации программ развития регионов.....	101
<i>Каратаева А.М., Бердиярова Ж.С.</i> Этическая культура и правовая культура государственных служащих как основа антикоррупционной культуры.....	106
<i>Алдабергенова А.А.</i> Лингвокультурологические аспекты перевода литературы абсурда.....	113
<i>Стукач В. Ф., Байдалинова А. С., Сандыбаева Б. А.</i> Казахстанская финансовая безопасность.....	119
<i>Баймаханова Д.М., Оспанова Д.А.</i> Конституционно-правовое сознание как важный компонент конституционализма и его роль в решении проблем прав человека.....	126
<i>Имангожина З.А.</i> Сланцевая революция: глобальный тренд на мировом энергетическом рынке.....	137
<i>Ракаева А.Н., Жуматаева Б.А., Успанбаева М.К., Доскалиева Б.Б.</i> Экологический учет как ступень развития экономики предприятия в Казахстане.....	142
<i>Нуржанова Г.И.</i> Влияние демографического фактора на трудовой потенциал аграрного сектора экономики.....	147
<i>Оспанова Д.А., Баймаханова Д.М.</i> Административно-правовое обеспечение цифровизации государственных услуг в условиях развития кибер пространства республики Казахстан.....	152
<i>Рыспекова М.О., Тлесова Э.Б., Хаитбаева Ф.К.</i> Факторы инновационной модернизации и совершенствования деятельности жилищно-коммунального хозяйства в Казахстане.....	160
<i>Султанова Г. Т.</i> Тенденции и приоритеты развития экспортного потенциала аграрного сектора.....	166

CONTENTS

<i>Altybayeva S.M., Sagyndykov E.S.</i> Cultural code and myth poetic modeling in the structure of the artistic text.....	5
<i>Sembiyeva L.M., Mazhitov D.M., Karpitskaya M.E., Khamitova D.M.</i> Transformation of the monetary system of the eurasian economic UNION countries in the conditions of modernization of the economy.....	12
<i>Kulsariev A.T., Sultanova M.E., Shaigozova Zh.N.</i> Folklore and identity: history, memory and myth-making in the modern visual culture of Kazakhstan.....	19
<i>Kenzhebeyev D.A.</i> The Saryshagan Ground – the short historical analysis.....	26
<i>Abdullina G.A., Bazarbaeyeva A.G.</i> Modern concepts of human resources management in organizations.....	33
<i>Agybayev A.N., Adibayeva A.K.</i> Implementing mechanisms of the UN Convention on genocide in the criminal legislation of the participating States: general comparative analysis.....	39
<i>Akhmetzhanov B., Tazhibekova K.B., Shametova A.A.</i> Analysis of development of the coal industry of Kazakhstan.....	44
<i>Ayupova Z.K., Kussainov D.U.</i> Problems of constitutional and legal development of the republic of kazakhstan in the conditions of sovereignty.....	48
<i>Nurpeisova A.A., Rey I.Yu., Bizhanov D.T., Tleuzhanova D.A.</i> Main elements of managing the process of creating innovation production.....	53
<i>Gizdatov G.G.</i> Psycholinguistic study of the concepts of Kazakhstani discourse.....	57
<i>Ichshanova R.K.</i> Management of state expenditures - as the ensuring of the financial stability of the state.....	64
<i>Madisheva A.M., Bikenova A.S., Eleusis L.T.</i> Tourist services in the sphere of education.....	68
<i>Eskalieva A. Zh., Baymukhanova M.T., Ahmurzina D.O.</i> Perspectives of strengthening the quality of the human capital of the social sphere.....	73
<i>Markhayeva B.A., Kozbakhova D.L.</i> A responsibility center and transfer pricing.....	79
<i>Sabirova R.K., Utepkalieva K.M., Kabakov S.B.</i> Ecological aspects of economics of agriculture in Kazakhstan.....	85
<i>Tlessova E., Khoich A., Kurash N.</i> Scientific innovation potential of the republic of Kazkahstan and its perspectives.....	89
<i>Hamitkhan N.</i> Interbank competition in conditions of improving the quality of banking services in Kazakhstan.....	95
<i>Shaldarbekov K., Mukhanova G., Nurmukhambetova Z.</i> International practices in project management in implementing regional development programs.....	101
<i>Karatayeva A., Berdiarova Zh.</i> The ethical culture and legal culture civil servants as to basis of anticorruption culture.....	106
<i>Aldabergenova A.A.</i> Linguocultural aspects of translation of absurd literature.....	113
<i>Stukach V. F., Baydalinova A. S., Sandybayeva B.A.</i> Kazakhstani financial safety.....	119
<i>Baimakhanova D.M., Ospanova D.A.</i> Constitutional and legal consciousness as an important component of constitutionalism and its role in the solution of human rights problems.....	126
<i>Imangozhina Z.A.</i> Shale gas revolution: global trend in the world energy market.....	137
<i>Rakaeva A.N., Zhumataeva B.A., Uspanbayeva M.K., B.B.Doskalieva.</i> Level of ecological report development in the economic of Kazakhstan's companies.....	142
<i>Nurzhanova G.I.</i> Impact of demographic factors on labor potential of economy's agricultural sector.....	147
<i>Ospanova D.A., Baimakhanova D.M.</i> Administrative and legal support of digitalization of public services in the context of the development of cyber space in the republic of Kazakhstan.....	152
<i>Ryspeкова M.O., Tlessova E.B., Khaitbayeva F.</i> Factors of innovative modernization and improvement of activity of housing and communal services in Kazakhstan.....	160
<i>Sultanova G. T.</i> Trends and priorities for the development of export potential of the agrarian sector.....	166

**PUBLICATION ETHICS AND PUBLICATION MALPRACTICE
IN THE JOURNALS OF THE NATIONAL ACADEMY OF SCIENCES
OF THE REPUBLIC OF KAZAKHSTAN**

For information on Ethics in publishing and Ethical guidelines for journal publication see <http://www.elsevier.com/publishingethics> and <http://www.elsevier.com/journal-authors/ethics>.

Submission of an article to the National Academy of Sciences of the Republic of Kazakhstan implies that the work described has not been published previously (except in the form of an abstract or as part of a published lecture or academic thesis or as an electronic preprint, see <http://www.elsevier.com/postingpolicy>), that it is not under consideration for publication elsewhere, that its publication is approved by all authors and tacitly or explicitly by the responsible authorities where the work was carried out, and that, if accepted, it will not be published elsewhere in the same form, in English or in any other language, including electronically without the written consent of the copyright-holder. In particular, translations into English of papers already published in another language are not accepted.

No other forms of scientific misconduct are allowed, such as plagiarism, falsification, fraudulent data, incorrect interpretation of other works, incorrect citations, etc. The National Academy of Sciences of the Republic of Kazakhstan follows the Code of Conduct of the Committee on Publication Ethics (COPE), and follows the COPE Flowcharts for Resolving Cases of Suspected Misconduct (http://publicationethics.org/files/u2/New_Code.pdf). To verify originality, your article may be checked by the originality detection service Cross Check <http://www.elsevier.com/editors/plagdetect>.

The authors are obliged to participate in peer review process and be ready to provide corrections, clarifications, retractions and apologies when needed. All authors of a paper should have significantly contributed to the research.

The reviewers should provide objective judgments and should point out relevant published works which are not yet cited. Reviewed articles should be treated confidentially. The reviewers will be chosen in such a way that there is no conflict of interests with respect to the research, the authors and/or the research funders.

The editors have complete responsibility and authority to reject or accept a paper, and they will only accept a paper when reasonably certain. They will preserve anonymity of reviewers and promote publication of corrections, clarifications, retractions and apologies when needed. The acceptance of a paper automatically implies the copyright transfer to the National Academy of sciences of the Republic of Kazakhstan.

The Editorial Board of the National Academy of sciences of the Republic of Kazakhstan will monitor and safeguard publishing ethics.

Правила оформления статьи для публикации в журнале смотреть на сайте:

www:nauka-nanrk.kz

social-human.kz

Редакторы *М.С. Ахметова, Т.А. Апендиев, Д.С. Аленов*
Верстка на компьютере *А.М. Кульгинбаевой*

Подписано в печать 10.10.2018
Формат 60x881/8. Бумага офсетная. Печать – ризограф.
11,6 п.л. Тираж 500. Заказ 5.