



**«ТІЛ. МӘДЕНИЕТ. АУДАРМА: ЦИФРЛЫҚ ДӘУІРДЕГІ
МӘДЕНИЕТАРАЛЫҚ ҚАРЫМ-ҚАТЫНАС»**

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КОНФЕРЕНЦИЯНЫҢ
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**«ЯЗЫК. КУЛЬТУРА. ПЕРЕВОД: МЕЖКУЛЬТУРНАЯ
КОММУНИКАЦИЯ В ЦИФРОВУЮ ЭПОХУ»**

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«Тіл. Мәдениет. Аударма: цифрлық дәуірдегі мәдениетаралық қарым-қатынас» атты халықаралық ғылыми-практикалық конференциясы = Международная научно-практическая конференция «Язык. Культура. Перевод: межкультурная коммуникация в цифровую эпоху» = International scientific and practical conference «Language. Culture. Translation: Intercultural Communication in the Digital Age» - Л.Н.Гумилев атындағы Еуразия ұлттық университет редакциясы – бет саны 312 – қазақ, орыс, ағылшын, түрік тілдерінде

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«Тіл. Мәдениет. Аударма: цифрлық дәуірдегі мәдениетаралық қарым-қатынас» халықаралық ғылыми-практикалық конференция материалдарының жинағы, аударма, тіл, мәдениет және мәдениетаралық коммуникация салаларына қызығушылық танытқан зерттеушілерге, оқытушыларға, аудармашы-практиктерге, білім алушылар мен жас мамандарға арналған. Конференция барысында аударма, тіл және мәдениет, сондай-ақ мәдениетаралық коммуникация саласындағы зерттеулерді дамытуға байланысты маңызды мәселелер талқыланды. Конференция цифрлық дәуір жағдайында аударма және мәдениетаралық коммуникация саласындағы ғылыми зерттеулер мен практикалық тәжірибені ілгерілетуге ықпал ете отырып, халықаралық ғылыми және академиялық ынтымақтастықты, кәсіби байланыстарды орнату және нығайту мақсатында тәжірибе және білім алмасу үшін бірегей мүмкіндік берді.

Сборник материалов международной научно-практической конференции, на тему **«Язык. Культура. Перевод: межкультурная коммуникация в цифровую эпоху»** предназначен для исследователей, преподавателей, переводчиков-практиков, обучающихся и молодых специалистов, заинтересованных в области перевода, языка, культуры и межкультурной коммуникации. В ходе конференции обсуждались важнейшие вопросы, связанные с развитием исследований в области перевода, языка и культуры, а также межкультурной коммуникации. Конференция предоставила уникальную возможность для обмена опытом и знаниями в целях установления и укрепления международного научного и академического сотрудничества, профессиональных контактов, способствуя продвижению научных исследований и практического опыта в области перевода и межкультурной коммуникации в условиях цифровой эпохи.

The collection of materials of the international scientific and practical conference on the topic **«Language. Culture. Translation: Intercultural Communication in the Digital Age»** is intended for researchers, teachers, translation practitioners, students and young professionals interested in the field of translation, language, culture and intercultural communication. During the conference, the most important issues related to the development of research in the field of translation, language and culture, as well as intercultural communication were discussed. The conference provided a unique opportunity for the exchange of experience and knowledge in order to establish and strengthen international scientific and academic cooperation, professional contacts, contributing to the promotion of scientific research and practical experience in the field of translation and intercultural communication in the digital age.

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TRANSLATION CHALLENGES IN THE LOGISTICS SECTOR

L.B.Kimanova

Ph.D.

L.N.Gumilyov Eurasian National University, Astana, Kazakhstan

830713400898@enu.kz

Abstract. *The logistics sector plays a pivotal role in Kazakhstan's economic development. As the nation expands its infrastructure and trade networks, the accurate translation of logistics terminology from English to Kazakh becomes increasingly essential. This article explores the specific challenges faced in this translation process, highlighting the importance of precision in documentation and communication. Additionally, it provides examples of key logistics terms and their translations, underscoring the complexities involved.*

Keywords: *logistics translation, terminology challenges, English-Kazakh translation, documentation precision*

Аңдатпа. *Бұл мақалада аудармашылар логистика саласындағы мәтіндерді ағылшын тілінен қазақ тіліне аудару барысында тап болатын қиындықтар қарастырылады. Автор екі тілдің лексикалық, грамматикалық және мәдени ерекшеліктеріне, сондай-ақ логистика саласында қолданылатын нақты терминологияға назар аударады. Талдау негізінде контекст пен мақсатты аудиторияны ескере отырып, осы саладағы мәтіндерді тиімді аударудың стратегиялары мен тәсілдері ұсынылады.*

Түйін сөздер: *логистикалық аударма, терминологиялық мәселелер, ағылшын-қазақ тіліндегі аударма, құжаттаманың дәлдігі*

Аннотация. *Данная статья исследует сложности, с которыми сталкиваются переводчики при переводе текстов с английского на казахский язык в области логистики. Автор обращает внимание на лексические, грамматические и культурные особенности обоих языков, а также на специфическую терминологию, используемую в логистической отрасли. На основе анализа предлагаются стратегии и подходы к эффективному переводу текстов в данной сфере, учитывающие контекст и целевую аудиторию.*

Ключевые слова: *логистический перевод, терминологические проблемы, англо-казахский перевод, точность документации.*

Introduction.

Kazakhstan's strategic location at the crossroads of Europe and Asia positions it as a critical hub in global logistics networks. The country's ongoing development projects, such as the Belt and Road Initiative, have intensified the need for efficient logistics operations. Central to these operations is the use of clear and precise language in logistics documentation and communication. However, translating logistics terms from English to Kazakh poses several challenges, including linguistic nuances, technical specificity, and cultural considerations. About the importance of translation in logistics sector Brett Neilson says: "Translation and logistics are often considered distinct and opposed activities. The former is a social practice that produces boundaries and connections between languages, cultures and forms of life." [1, 129].

Kazakhstan's economic growth is heavily reliant on its logistics sector. With vast natural resources and a growing manufacturing base, the efficient movement of goods within and beyond its borders is crucial. The development of transport corridors, such as the Western Europe-Western China highway, further emphasizes the need for robust logistics infrastructure. Effective communication in this sector, facilitated by accurate translation, ensures that operations run

smoothly, and regulatory compliance is maintained. Many countries have strict rules around the labeling, packaging, and documentation of goods, and these regulations often require translations into the local language [2].

Challenges in Translating Logistics Terms

- **Linguistic Differences:** English and Kazakh belong to different language families—Indo-European and Turkic, respectively. This fundamental difference means that direct translations are often impossible. For example, the English term "freight forwarding" translates to "жүк тасымалдау қызметі" (Zhuk tasymaldau kyzmeti) in Kazakh, which literally means "cargo transportation service." The translation must convey the same concept while fitting into the linguistic structure of Kazakh.

- **Technical Specificity:** Logistics involves highly specialized terms that may not have direct equivalents in Kazakh. Terms like "intermodal transportation" and "supply chain management" require detailed explanations. For instance, "intermodal transportation" can be translated as "интермодальды тасымалдау" (intermodal'dy tasymaldau), but this term may not fully convey the integrated nature of different transportation modes without additional context.

- **Cultural Considerations:** Effective translation must account for cultural nuances. For example, the term "just-in-time delivery" is translated as "уақтылы жеткізу" (uáqtyly jetkizu). However, the concept of time sensitivity and inventory management practices may vary, requiring the translator to ensure the term aligns with local business practices and expectations.

Several translation methods and techniques are employed to ensure the accurate translation of logistics terms:

- **Literal Translation:** This method involves translating word-for-word. It works well for terms that have direct equivalents. For example, "warehouse" is translated to "қойма" (qoyma).

- **Transliteration:** This technique is used when a term does not have a direct equivalent. The English term is phonetically converted to Kazakh. For instance, "container" is often transliterated as "контейнер" (konteiner).

- **Equivalence:** Finding a term in Kazakh that conveys the same meaning as the English term. For example, "supply chain" is translated as "жеткізу тізбегі" (jetkizu tizbegi).

- **Adaptation:** Adjusting the term to fit cultural and contextual nuances. "Just-in-time delivery" is translated to "уақтылы жеткізу" (uáqtyly jetkizu), but its implementation might consider local logistical practices.

- **Descriptive Translation:** This involves explaining the term rather than translating it directly. For example, "cross-docking" might be translated with an explanation of the process it entails in Kazakh.

Accurate translation of logistics documentation is critical, especially in customs clearance processes. Misinterpretations can lead to delays, fines, and legal issues. Properly translated documents ensure compliance with international trade regulations and facilitate smooth cross-border transactions. For accurate and successful translation to be achieved, interested individuals, national and international organisations as well as non-governmental organisations need to be involved in undertaking the strategies [3].

For example, the term "Bill of Lading" is crucial in international shipping. Its accurate translation to "жүкқұжат" (zhukquzhat) ensures that all parties involved understand the contract of carriage. Incorrect translation could result in miscommunication about shipment details, potentially causing delays at customs checkpoints.

Another example is the "Certificate of Origin," translated as "шығу сертификаты" (shyghu sertifikaty). This document certifies the country in which the goods were manufactured, affecting tariffs and import duties. Accurate translation is essential to avoid discrepancies that could lead to higher costs or legal complications.

To illustrate the translation challenges, let's consider the following logistics terms and their Kazakh translations:

| English Term | Kazakh Translation | Literal Meaning |
|---------------------------|--------------------------|-------------------------------|
| Supply Chain Management | Жеткізу тізбегін басқару | Management of delivery chain |
| Freight Forwarding | Жүк тасымалдау қызметі | Cargo transportation service |
| Inventory Management | Қойма қорын басқару | Management of warehouse stock |
| Intermodal Transportation | Интермодальды тасымалдау | Intermodal transportation |
| Just-in-Time Delivery | Уақтылы жеткізу | Timely delivery |
| Warehousing | Қоймада сақтау | Storing in a warehouse |
| Distribution Center | Тарату орталығы | Center for distribution |
| Logistics Network | Логистикалық желі | Logistics network |

Translating logistics terminology from English to Kazakh presents specific challenges, particularly when dealing with specialized terms that may not have direct equivalents in the Kazakh language. Below are examples of such terminology along with explanations of the difficulties involved.

Cross-Docking. Explanation: A practice in logistics where incoming shipments is directly transferred to outgoing trucks without being stored in a warehouse.

Challenge: The concept may not have a direct Kazakh term, requiring a descriptive translation to convey the process.

Potential Translation: "*Келген жүктерді тікелей жіберу*" (*Kelgen yukterdi tikelei jibery*).

Third-Party Logistics (3PL). Explanation: The use of external companies to handle logistics functions such as warehousing and transportation.

Challenge: The term encompasses various services and roles that might not have a single, concise equivalent in Kazakh.

Potential Translation: "*Үшінші тарап логистикасы*" (*Ushinshi tarap logistikasy*).

Freight Consolidation. Explanation: The process of combining multiple smaller shipments into a single larger shipment to reduce transportation costs.

Challenge: This term requires an understanding of specific logistical strategies and may not have a direct translation.

Potential Translation: "*Жүктерді біріктіру*" (*Jukterdi biriktiru*).

Reverse Logistics. Explanation: The process of moving goods from their final destination back to the manufacturer for returns, repairs, or recycling.

Challenge: The concept of reverse flow in logistics may not be commonly used or understood in the same way in Kazakh.

Potential Translation: "*Кері логистика*" (*Keri logistika*).

Customs Brokerage. Explanation: Services provided by a licensed broker to help importers and exporters clear goods through customs.

Challenge: This term involves regulatory and legal specifics that may not have a straightforward Kazakh equivalent.

Potential Translation: "*Кеден делдалдығы*" (*Keden deldaldyghy*).

Value-Added Services (VAS). Explanation: Additional services offered by logistics providers that go beyond standard transportation and warehousing, such as packaging or labeling.

Challenge: The broad nature of "value-added" can make it difficult to capture all aspects in a single Kazakh term.

Potential Translation: "*Қосымша құн қызметтері*" (*Qosymsha qun qyzmetteri*).

These examples illustrate the complexity involved in translating specialized logistics terminology from English to Kazakh. Overcoming these challenges requires not only linguistic expertise but also a deep understanding of both logistical processes and cultural contexts. This underscores the necessity of developing standardized terminology and providing specialized training for translators in the logistics sector.

Solutions and Recommendations.

To address these challenges, several approaches can be adopted:

•Development of Standardized Terminology: Establishing a standardized set of logistics terms in Kazakh can help reduce confusion and ensure consistency across documents and communications. Collaboration between linguists, industry experts, and regulatory bodies is essential in this process.

•Training and Professional Development: Providing training programs for translators specializing in logistics can enhance their understanding of the technical aspects of the field. This training should include familiarization with both English logistics terminology and its appropriate Kazakh equivalents.

•Use of Technology: Leveraging translation software and glossaries that are continually updated can aid in providing accurate translations. However, human oversight remains crucial to ensure contextual accuracy and cultural relevance.

•Cultural Sensitivity: Translators should be culturally aware and work closely with local logistics professionals to ensure that translated terms are practical and resonate with Kazakh business practices.

Conclusion.

Accurate translation of logistics terms from English to Kazakh is essential for the smooth operation of Kazakhstan's logistics sector. Overcoming the linguistic, technical, and cultural challenges requires a coordinated effort to develop standardized terminology, provide specialized training, and utilize technological tools. By addressing these challenges, Kazakhstan can enhance its logistics capabilities, supporting its broader economic development goals.

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TRANSLATION AS A MEDIATOR OF INTERCULTURAL COMMUNICATION

A.S. Boranbayeva

Senior Lecturer

L.N.Gumilyov Eurasian National University, Astana, Kazakhstan

ai.poll@mail.ru

***Abstract.** The theory of intercultural communication has practically emerged as an independent discipline in the last decade. In the article "Translation as a mediator of intercultural communication" translation is considered as a kind of mediator of intercultural communication, the types of linguistic mediation are characterized. Concepts related to different cultures lead to the fact that its interpretation by a native speaker of linguistic culture may differ. The translator helps to establish communication between citizens of different countries, attentively treats not only linguistic differences in the presentation of information, but also the nuances of perception of cultural values. The problems of intercultural communication formed during the transmission of national and cultural diversity are studied. The necessity of a deep theoretical and practical understanding of the changes taking place in the language from the standpoint of sociolinguistic*