

elements, such as *thar* ‘there’ and *thô* ‘then’, as well as serving as sentence adverbials of place and time in main clauses, can also introduce subordinate clauses; these two then receive the readings ‘where’ and ‘when’ respectively. In practice it is often difficult to distinguish between the two readings; verb position is a potential distinguishing factor, but, since the investigation of correlations between verb position and clause type is one of the objects of this study, using word order preconceptions to decide clause type would be unforgivably circular. Instead I have followed the readings indicated by the punctuation in Behaghel & Taeger (1996), though it may well be that some of these readings – and other editorial decisions – are wrong.

Modern scholarship usually takes these inscriptions, written in the Elder Futhark alphabet and attested between 200 and 800 AD, to be representative of the Northwest Germanic node, for the most part [1, 126]. Few such inscriptions have survived, and many of these do not constitute full sentences; Faarlund estimates that of the 129 runic inscriptions known at the time of writing, 69 were full sentences [12, 111], and Ilyish B. states that there are 34 inscriptions in Northwest Germanic in which the position of the verb can be determined [19, 111]. In light of this extremely limited attestation, which is not unequivocal as regards the areas of investigation of this thesis [12, 202], we will not treat the language(s) represented by the runic inscriptions as a comparator in the same way as e.g. OE. Instead the evidence of the runic inscriptions will only be used as the broadest of heuristics against which to assess the reconstructions postulated. A similar stance is taken by Hopper [18, 145].

Language, a system of conventional spoken, manual, or written symbols by means of which human beings, as members of a social group and participants in its culture, express themselves. The functions of language include communication, the expression of identity, play, imaginative expression, and emotional release.

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### **SPECIFIC FEATURES OF ADVERTISING TRANSLATION ON THE EXAMPLE OF THE AUTOMATIVE INDUSTRY**

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One of the most difficult and demanded types of translations is the translation of advertising texts. Literal translation of advertising messages is a complicated process. The text of messages should be easily and clearly perceived, and the meaning should not be changed. The information of the translated text should be the same as in the original.

To translate advertising texts, it is necessary to use the services of professional translators who already have experience in this information category. When working on advertising texts, translators must combine different knowledge and skills, because knowledge of the necessary foreign language alone is not enough for the advertisement to be translated at a high level. In addition a person with language skills must also have general knowledge of marketing and advertising, as well as an understanding of the field of psychology. In practice, it is the sociolinguistic factors that become decisive when translating advertising texts into another language.

Modern realities force us to pay more attention to the translation of advertising texts, also from the point of view of their psychological impact on the mass audience. Advertising texts must contain clear factual data, they must be exhaustively stated and therefore accurately understood. When translating advertising texts, the translator must take into account the purpose of the text, the character of the consumer, the linguistic qualities of the original text, the cultural and individual possibilities of the language in the cultural aspect of the consumer [1].

Usually, the work on the translation of the advertising text proceeds in such a way that the specialists strive to leave the very basis of the text, which has shown itself well in other countries, but at the same time produce it so that it sounds in their native language. It is clear that the further promotion of products in the domestic market depends on the quality of the translation of the advertising text. Therefore, when translating, it is important to think about the meaning of the translated text, and especially important to avoid ambiguous expressions. Since this can have a very negative effect on the further promotion of products on the market, due to the fact that the essence of the advertising message can be misunderstood by the audience of potential consumers.

For many advertising practitioners, the text of a foreign language serves only as a means for understanding the idea of the advertised product, while the text itself is often rewritten in the language of the consumer's country, taking into account its national specifics. In cases where an accurate translation seems undesirable for some reason, the translator uses phrases that are approximate in meaning, which must necessarily take into account traditional ethnic, national and social characteristics, stereotypes of behavior of a particular audience, to which the products are directed and indicated in the advertising text.

Scientists managed to make many theoretical assumptions in the course of the research referring unique properties of advertising translation in the sphere of automotive industry. The first scientific investigation considered successful work of advertising translation was made by Zazykin V.G. [2]. Later the statement about some issues in advertising translation and possibility of instant close translation of discourse was prevailing among the linguists and translators who were aware of semantic and structural distinctions between languages [3]. We have studied and analyzed these works to reveal the essence of advertising translation and approaches to its adequate reproduction. Our task is to consider the situation where different strategies interact with each other types in case of advertising translation in the sphere of automotive industry.

Grammatical organization of advertising texts on the example of automotive industry

Considering a car advertising slogan from the point of view of text organization, it should be noted that their structure is very peculiar and homogeneous.

As for word order, the use of inversion and passive constructions should be emphasized:

*Chevrolet Aveo. Get real. – Шевроле Авео. Вполне реально. - Шевроле Авео. Тольқтай нақты.*

*Honda Cars. It must be love. – Автомобили Хонда. Должно быть это любовь. - Хонда. Бұл махаббат болу керек.*

As for syntax, the most pronounced features are brevity and telegraphic style of advertising texts:

*Land Rover. Go beyond. – Ланд Ровер... и целого мира мало. - Ланд Ровер... Және бүкіл әлем жеткіліксіз.*

*It's a Skoda. Honest. – Это Skoda. Честно. - Бұл Skoda. Әділ.*

Another noticed syntactic feature is the use of elliptical constructions, where the topic is truncated - an already known part of the sentence and new information is brought to the first position, attracting attention with its imagery. This contraction of the sentence in no way interferes with understanding the meaning of the text, but on the contrary makes a vivid impression with its concentration:

*Driven by passion. FIAT. – Управляемый страстью. Фиат. - Фиат. Құмарлықтын жетегінде.*

*Mercedes-Benz. Engineered to move the human spirit – Мерседес-Бенц. - Следуй своей звездой!  
- Мерседес-Бенц. Жұлдызыңызды іздеңіз!*

Negative forms are rarely used because they create a negative impression of a product or service, and the advertising slogan should avoid such negative constructions, creating a positive image. But, examples with negatives can be found:

*Jaguar cars - Don't dream it. Drive it! – Автомобили Ягуар. Не мечтай. Садись за руль! - Ягуар. Армандама. Рулге отыр!*

*Porsche -There is No Substitute – Порше. Другого варианта нет - Порше. Басқа нұсқа жоқ*  
Lexical features of advertising translation in the sphere of automotive industry

When studying the use of vocabulary, it must be borne in mind that the communicative task of an advertising slogan is a call to action, which determines the predominant use of the verb in comparison with other parts of speech. The verb is the only part of speech that has the form of an imperative, i.e. imperative mood:

*Subaru. Think. Feel. Drive. – Субару. Думай. Чувствуй. Рули. - Субару. Ойлан. Сезін. Басқар.*

*Chevrolet. Eye it - try it - buy it! – Шевроле. Смотри на него! – Испытай его! – Купи его! - Шевроле. Оған қара!-Байқап көр!- Оны сатып ал!*

*Drive Your Dreams. Toyota – Тойота. Управляй своей мечтой. - Тойота. Арманыңызды басқарыңыз.*

*Get the Feeling. Toyota – Тойота. Получи ощущение. - Тойота. Сезіне алыңыз.*

Verbs make up about 50% of the words in a car advertising slogan. It is important to use the semantically correct verb with the most accurate meaning in order to leave a vivid impression of what has been said. A study of English advertising car slogans shows that the most frequently used verbs in the imperative include the following: buy, try, make, drive, travel, live, get, go, open, start, imagine, dream, find, move, wait, for example:

*Nissan - Just wait you drive it. – Ниссан. Просто подожди, пока сядешь за руль. - Ниссан. Көлік жүргізгенше тоқтай тұр.*

Translators of English-language advertising pay attention to the special nature of the use of personal and possessive pronouns in automobile advertising slogans. The convincing tone of the advertising message, which is also typical for the texts of Russian advertising, is often based on the consistent application of the following communicative model: “We, our” – to define an advertiser, “you, your” – to address the potential buyer.

*Alfa Romeo - Power for your control – Альфа Ромео. Сила для вашего контроля. - Альфа Ромео. Сіздің басқаруыңызға арналған қуат.*

*Nissan Motor's cars-You can with a Nissan. – Автомобили Ниссан. С Nissan ты сможешь всё. - Жеңіл көлік Ниссан. Сіз бәрін жасай аласыз.*

When translating and adapting car slogans, a comparison technique is used. The comparison must be extremely correct both in relation to competitors and to the law on advertising. Also, the hallmark of successful advertising is the harmonious combination of the main advertising idea with those expressive means that most correspond to this idea. This is expressed in finding the right tone of the

advertising message, which sets it apart from the rest. To convey such a phenomenon, a good imagination and imagery of the language is required from the translator, for example:

*Peugeot. The lion goes from strength to strength. – Пежо. Лев набирает силу. - Пежо. Арыстан күш алып келеді.*

*Jaguar cars. The art of performance. Grace... space... pace. – Автомобили Ягуар. Искусство исполнения. Изящество...Пространство... Скорость.... - Жеңіл көлік Ягуар. Орындау өнері. Әсемдік... Ғарыш.... Жылдамдық...*

*Dodge. Grab Life by the Horns. – Додж. Возьми жизнь за рога. - Додж. Өмірді мүйізден алыңыз.*

The suggested analyzed examples were taken from the official websites of famous automobile companies. Only the Russian variant of slogan translation is presented there. That's why, it was decided to add the own translated variant to the given examples in the Kazakh language. So the examples above present the original variant and translated variants in two languages Kazakh and Russian. Kazakh translation of the English slogans was made through the Russian language which played the role of an interlanguage. All the grammatical and lexical rules were gone with the target language.

As a result of the performed analysis, we came to a conclusion that for a successful advertising campaign, when translating automotive advertising slogans, it is necessary to take into account the purpose of the slogan, the character of the consumer, the linguistic qualities of the original text, the cultural and individual capabilities of the consumer's language [4].

Analyzing the structure of English car advertising slogans and comparing them with the Russian translation, we found out that inversions and passive constructions are often used in them. Slogans most often have a clear, concise statement. Negative constructions are extremely rare in them.

As for the lexical characteristic features, imperative verbs are often used in car advertising slogans to induce action. Personal and possessive pronouns are also common and create an atmosphere of trust and belonging.

We came to the conclusion that comparisons are widely used in advertising car slogans, the significance of which must be taken into account when translating advertising slogans.

It can also be concluded that adjectives and adverbs help create a certain tone of the advertising slogan, which allows you to convey the qualities and advantages of the advertised car.

The use of the definite article in English car advertising slogans is not accidental. It pursues a very specific goal, persistently recommending the buyer to fulfill his dream and thereby make his life better and more colorful.

The professional expert in the field of the translation, especially advertising translation in the sphere of automotive industry is the eternal student. Firstly, such type of translation is not a set of frequently used and stiffened devices and rules, but art where all elements are corrected, changed and created again. Secondly, languages of great cultures are the wide rivers where everything flows and changes quickly. New words and expressions are constantly appeared in any language, and their translation, a passage to the other language sometimes demands a considerable linguistic ingenuity [6].

So, dealing with advertising translation in the sphere of automotive industry, a future expert in translation studies is to follow all above-stated advices and requirements, and also to realize the nature of the activity, to penetrate into specifics of a genre where he works, to understand essence of translation activity, and, only under these conditions translation work will give sincere pleasure and will serve as a pride subject for the professional translator.

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## О ПЕРЕВОДАХ «БОБУР-НАМЭ» В МИРОВОЙ ЛИТЕРАТУРЕ

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Захириддин Мухаммад Бабур - писатель, поэт, ученый, занимающий особое место в средневековой восточной культуре, литературе и поэзии, а также великий государственный деятель и полководец. Обладая широким кругозором и отличным интеллектом, Бабур основал династию Бабуридов в Индии и остался государственным деятелем в истории этой страны и в то же время он был одним из самых известных в мире историков, известным произведением «Бабур-наме». «Бабур-наме» занимает особое место среди произведений Бабура, это признанный образец тюркской классической прозы и выдающийся памятник тюркского литературного языка XV – XVI вв. Это произведение как единственный в своём роде источник по истории народов Центральной Азии на протяжении столетий остаётся настольной книгой историков, этнографов и представителей естественных наук. Поэтому то с XVI в. его перевели на все культурные языки народов мира.

«Бобур-намэ» - всемирно известная энциклопедия общетюркской литературы. Книга Захириддина Мухаммеда Бабура содержит бесценную информацию об истории, культуре, ценностях и характеристиках народов Центральной Азии, Афганистана и Индии, а также об их природе, географии, флоре и фауне. Это также уникальная энциклопедия, которая содержит научную информацию о многих аспектах жизни того времени. Произведение также называется «Тузуки Бобурий», «Вокеоти Бобурий», «Вокеанома». Известно более десятка рукописей «Бобур-намэ».

Копии произведения Бабура 17-18 веков хранятся в Ленинграде, Калькутте, Агре, Хайдарабаде, Манчестере, Лондоне, Эдинбурге и других местах. «Бобур-намэ» была переведена на персидский язык в 1586 году. В 1705 году часть произведения была опубликована Витсеном в Голландии. Джон Лейден и У. Эрскин сравнили турецкую и персидскую версии работы, перевели ее на английский и опубликовали в Лондоне в 1826 году »[1]. Перевод на немецкий язык была произведено А. Кайзером. Рашид Рахмат перевел произведение на турецкий язык, а Михаил Салье перевел его на русский язык.