Cognitive poeticsas a translator`s perception instrument of time and space conceptsin

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Abstract

In article results of the linguistic experiment directed on revealing of features of perception and interpretation by translators of English- and Russian-speaking texts of an information-political orientation, are presented via different methods such as structural-functional analysis of texts. As a result, changes in the language of texts of an information-political orientation are shown that the modern political discourse is actually reduced to a set of propaganda advertising slogans. As a conclusion, every culture has its own national characteristics, without the knowledge of which the translator cannot fully express the emotional content of the text.

Keywords: Paradigm, Linguistics, Cognitive Poetics, Analysis.

La poética cognitiva como instrumento de percepción de los conceptos del tiempo y el espacio de un traductor

Resumen

En el artículo, los resultados del experimento lingüístico dirigido a la revelación de características de percepción e interpretación por traductores de textos de habla inglesa y rusa sobre una orientación de información política se presentan a través de diferentes métodos como el análisis estructural-funcional de los textos. Como resultado, los cambios en el lenguaje de los textos de una orientación informativa-política muestran que el discurso político moderno se reduce realmente a un conjunto de eslóganes publicitarios de propaganda. Como conclusión, cada cultura tiene sus propias características nacionales, sin el conocimiento del cual el traductor no puede expresar plenamente el contenido emocional del texto.

Palabras clave: Paradigma, Lingüística, Poética cognitiva, Análisis.

1. Introduction

In the modern world, which is characterized as the age of information, the exchange of information is a key point. In order to maintain and develop cross-cultural communication professional translators are needed, which will be able to translate texts without losing their sense (Ibatova & Ilyashenko, 2016). The contradiction between the prompt changes occurring in communicative means and language of mass media, in the text of an information-political orientation, political advertising and propagation and presence of a variety of unresolved questions, system imperfection of the theory of transfer, which is characterized by irreconcilable opposition of two paradigms (Dudina & Trubetskaya, 2016; Ibatova & Ilyashenko, 2016). In substitutive-transformation to a paradigm the attention of the researcher is given, mainly, to the structural and system-language bases of transfer (Eco, 1976); one of the sticklers of this approach «referred to the hermeneutic analysis of media texts many times» (Fedorov, 2014).

Paramount value is given by supporters of this paradigm to the analysis of language forms as a basis of interpretation of any art text, a choice of language means, techniques of the creation of the text, composite structures. However, as many authors mark, substitutive-transformation the paradigm excludes possibility of the analysis of mental processes of the reader - i.e. processes of information transfer which depend on how texts are interpreted. In addition, the researchers noted that the translator should intuitively feel the meaning of the text while translating it (Dudina & Trubetskaya, 2016). It could face the prospect of losing the original meaning of the text and it leads to a complete change. The problem of the identity of the translated test, and the original text is also noted; it is proposed to allocate a neutral part, which should conform to the original text as much as possible, since it has the plotline of a text. Communicative the paradigm, on the contrary, is based on acceptance for a starting point for processing and interpretation received information language consciousness the recipient-reader. The paramount attention is given to a statement semantic aspect; the expanded understanding receive interpretation transfer principles among which factors of understanding and an explanation have leading value (Faber, 2012; Rojo & Ibarretxeantuñano, 2013). Central there is a thesis that strategy of use of knowledge depend on the purposes of the user of language, knowledge volume in the text and a context, level of processing or degree of the connectivity, necessary for understanding and being criteria of strategic use of knowledge. Personal opinions, belief, installations here concern (Caballero and Díazvera, 2013; Kristiansen et al., 2006). The perception and processing of the art text speaking another language are considered in communicatively paradigm as a cognitive process.

The cognitive scheme of the individual connects culture and psychology of the person: getting into the mentality of the person in the course of its socialization, it directs the actions of the person. As cognitive schemes are derivative of culture the speech behavior (which reading concerns), appears cultural determined (Keller, 1994). The translation process is thus considered as creation certain new, finished the whole. Such approach with a support on principles of complete, semantic communicative updating in many respects denies structurally-language comparison and structurally-language correlation of the separate facts of transfer at sign level, possibility of realization of transfer through a set of substitutions and transformations. The transfer problem dares on the scale of the statement, instead of on the scale of separate designations. In communicatively paradigm criteria transformation the analysis, making a basis of the scientific approach to transfer of representatives substitutive-transformation paradigms are denied. As we see, in linguistics the typical situation of change of scientific paradigms» is available. The paradigm is «the basic way of perception, judgment, an estimation and the action, connected with a certain vision of a reality, / … / system of concepts and representations, which explains to us the world and helps to predict its behavior» (Barker, 1992). Many authors try to find a certain compromise approach (that «to please different scientific authorities»), developing own concepts and variants of the thesaurus.

However the general tendency consists today that and a great number of modern researchers the priority is given by the increasing «cognitive to the project».According to many authors, « cognitive the project» can open qualitatively new prospects in the analysis of the art text, «consisting at present from infinite interpretations and gamble», gives the chance to this analysis to become the high-grade scientific empirical research assuming application of quantitative methods (Everett, 2013). As the understanding of the text at such approach appears is caused by its perception and connected with personal subjective opinions and estimations creation of concrete model representation understanding becomes enough challenge (Yu, 2009). It is possible to assume that at the further development «cognitive the project» methods of extra linguistic researches: physiological, psychological, historical, social and so forth will be used more and more actively (Dasilva, 2014; Schmid & Handl, 2010). It is necessary to notice thus that both oontology possess a complex of the general problem questions: differentiation of categories of adequacy and equivalence, definition of criteria of allocation and the analysis of unit of transfer, profound studying of principles of interrelation of form and content in transfer, inter conditionality internal structural and external functional in transfer etc. Object of studying of this scientific discipline is the art text, and the criterion of artistry is its ability at the present time to influence public consciousness and to change, thus, surrounding reality. The purpose cognitive poetics - creation of methods of designing of the text, influencing a reality.

2. Methodology

In this paper, we used a range of methods that are relevant to the tasks: system analysis, dialectical method, conceptual, structural-semiotic and structural-functional analysis of texts that allow to perceive advertising and promotion political texts as an integrated conceptual and symbolic system, which are based on the contents of human need for information and ordering of symbolic elements. In addition, the applied such techniques as deconstruction, empirical and theoretical generalization, as well as content analysis, comparison and deduction. Spent to methods and cognitive poetics the experimental research directed on revealing of features of perception individually-author's concept English- and Russian-speaking texts of an information-political orientation, placed in electronic mass-media and a network the Internet, have led us to follow conclusions.

3. Results

Modern English- and Russian-speaking texts of an information-political orientation: features representation and perceptions Considerable part of texts of an information-political orientation is sated by the latent senses, is opaque, bears implied sense of this or that depth. Implied sense, without having the independent means of expression, it is formed as a result of interaction expressed units of different language levels at their contact, and more often an arrangement. Success of restoration information is appreciably defined by background knowledge of the reader-recipient, any contexts, stereotypes, implicative in potential of images, its ability to perceive the text non line to interpret it. Now the global crisis became one of the main reasons of global reorganization of the lexical system of political language. A motive power, the motor of this reorganization are new information technology, which have radically changed the practice of politico-communicative interaction and the process of acceptance of political decisions Among them – the rough process of word-formation: new derivative words appear and enter into the speech use not gradually, and in the historical scale almost in one stage. Also, semantic transformations actively proceed: compatibility of many words that leads to the fast occurrence in them of new values promptly extends; there is an active, uncontrollable intrusion lowered, slangy, and is frequent also obscene lexicon. New linguistic phenomena in the language of texts of an information-political orientation:

- There is an active search of new language means on the basis of a tracing-paper with Anglo-Saxon to the extremely conditional sense because of impossibility of transfer or frequently clumsy attempts of use of a heritage of the Soviet period
- New derivative words appear and enter into the speech use not gradually, and is prompt, one-stage: the whole family of words round the words designating the most actual concepts is formed
- Word compatibility that leads to fast occurrence in them of the new values extends, thus many terms lose the initial meaning and start to be used exclusively as labels for a designation of the new phenomena and characteristics of behavior of people

The principle of objectivity which was always declared earlier as basic for journalism, but was not always observed by the Western mass-media, remained in the last century. One of the reasons of it is synthetic and interactive character of the modern practice of politico-communicative interaction. New information-communication technologies have allowed the addressee not only to choose the information necessary to it, but also most to define the agenda. Interactivity allows to carry out feedback with an information source (or the provider of the maintenance). While the political idea in a social network has less than 10 % of the convinced supporters», it never becomes dominating in this network. But as soon as the share of such supporters exceeds 10 % from an audience aggregate number, the idea will begin avalanche distribution - until will grasp the majority of participants of a network. Thus the central figure of a social network is not political leaders, and drivers - individuals whom, acting in a role of communicators between groups and as though being the information bridges connecting isolated islets of micro-communities of which any network usually consists. From them, «not» interested parties can operate the free help not only virtual social networks, but also real political processes. The free stream of information on the Internet means not only freedom of opinions, but also a considerable quantity of doubtful, unchecked, unduly subjective information. Introduction of electronic commerce on newspaper sites also has led to smoothing or differentiation disappearance between the information and advertising texts, traditionally rigidly divided in mass-media. On one page of the information of advertising and not advertising character without

differentiation on objectivity degree leads to the occurrence of doubts in the reader in the reliability of an offered material. On the other hand, it leads to the occurrence of a considerable quantity of the receptions allowing the author to separate from the opinion expressed to it. Giving of the information from positions of an unknown source, use of axioms («all it well-known that...») and other technologies of management of public opinion gain the increasing distribution as among journalists, and political strategists, experts in public relations. For such technologies concealment of the fact of influence when the opinion moves in the latent form, disguised under the fact is characteristic. It is difficult to reader to separate cases when journalist expresses own opinion from when under the pretext of analytical article the certain estimation is imposed to the audience. Mostly it is necessary to speak about mixture of open opinion and opinion hidden.

On change to traditional texts of an information-political orientation in which the emphasis on an original qualitative content became, texts in cable style the Internet come. Truncation and deep structuration of a material, domination of news-breaks, with frequent repetitions and an emphasis on the bright headings-clichés, not reflecting the basic maintenance are inherent in them. Creation of an original content became the destiny of few selected mass-media. The tendency to unification of the maintenance of texts of a socially-informative orientation is accompanied by the demonstrative aspiration to accurate differentiation of the facts and opinions. In process of increase in presence of texts of a socially-informative orientation on the Internet and developments of a mobile telephony paramount value receives heading. Because the screen has the limited size and quantity of competing messages extraordinary highly, text is in most cases presented in the form of heading and one - the two first paragraphs. At drawing up of headings the principle of journalism saying is frequently broken that the heading should reflect the text maintenance. The heading frequently not completely reflects the maintenance, partially does not finish speaking to intrigue and force the reader to address actually to the text.

4. Discussion

Reality Perceived by the individual - result of its schematization, a set of stereotypes of public consciousness (D'Andrade, 1994). The cognitive scheme of the individual is unconscious means of its interpretation of events, forcing the person to see an external world under a certain point of view and to operate according to the cultural-determined interpretation of occurring events. In these conditions, special value for a political discourse get base concept: possible and inadmissible (taboo), kindly and angrily, time and space. Perception of space and time directly depends on national cultures which offer various language means with which help develop, existential representations about the world are fixed and systematized. For each national picture of the world свойствен an individual set concept's, defining existential concepts both most precisely reflecting attitude and outlook of the given ethnos. At the modern individual in the course of its practical activities two various kinds of representations about time participate, at least:

- Is abstract-generalized, rational - here time acts as the certain infinite, continuous, in regular intervals current substance, existing in itself, irrespective of events made in the world and mutual relations between them.

- Is sensual-evident, concrete, empirical - as the integral relational attribute of life of the concrete final and discrete phenomena (events, the facts) and relations between them.

Both these of a kind of time representations, certainly, exist and are satirized in the consciousness of people not separately, and in close interrelation with each other. Such a dual cognitive character of

time representations at the person can be considered as a special case of reflex ion of dialectics concrete and abstract, individual and the general, discrete and continuous in knowledge and world around development that finds the embodiment in a corresponding language picture. Representation about abstract time as about in regular intervals current stream continuous and indiscernible from each other the moments allows to explain such linguistic phenomena, as, for example, the functions of grammatical absolute time forms dismembering an abstract time continuum concerning the moment of speech on three big not discrete spheres of the past, present, future. Representations about empirically perceived «individual times» real objects with their properties and the relations, acting in the coherent areas of space-time of those or other concrete situations and events, are embodied, accordingly, in statements about concrete individual processes, the facts, actions, conditions, - they are present at the maintenance of propositions, predicates, names, verbal lexemes, receive various updating in aspect to semantics. In a course cognitive and activity both kinds of time representations act in close dialectic unity: images concrete «individual times» lives of the separate concrete and discrete phenomena, events, the facts co-operate in various combinations with image of a uniform time continuum. Concepts of text space Bakhtin (1979) assert that the word and the text initially possess the certain general with space lines or even are identified. Eco suggested to consider the invented world of the art text as one of really possible worlds (Eco, 1976). The most widespread techniques representation the possible worlds in the art text is интроспекция. As literary reception allows to get more deeply into the private world of the character, to separate its point of view from the point of view of the author, gives the chance to make the analysis of a work of art at various levels that leads to the fuller perception of the concept of the author. Introspection allows to keep objective vision of events of the art text owing to special position of the reader having additional possibility of an estimation of an event by eyes of the protagonist. The mechanism representation the possible worlds in English- and Russian-speaking the text information-political orientation, placed in electronic mass-media and a network the Internet, is (reentering) - the tool of transformation before impossible (inconceivable, forbidden) to a reality time possible (admissible) space and time - which then can become a new political reality.

5. Conclusion

Thus, during the linguistic experiment directed on revealing of features of perception by translators English- and Russian-speaking texts of an information-political orientation, placed in electronic mass-media and a network the Internet, have received experimental acknowledgement formulated by us before position of the author's concept cognitive poetics a method of linguistic analysis. It is shown that the modern political discourse is actually reduced to a set of propaganda advertising slogans which, nevertheless, can be considered as the art text. Modern a text information -political orientation, as a rule, have especially utilitarian appointment: formation at significant (not less than 10 % of the audience) groups «convinced supporters» alternative concept's time and space. Promptly occurring changes in language of modern texts of an information-political orientation cause specific problems of transfer. It is possible to allocate two level of problems transfer: on the scale of the text - the problems connected with perception by the translator of specificity of the mechanism sense of formation, used by the author; on the scale of the statement - neutralization problems semantic asymmetry under condition of preservation of semantic identity.

In addition, the translator should allocate code-schematic model, and its expansion into several levels: on micro-subject, subject, and macro-subject. The availability of this scheme would help the

translator to make the plan of translation and save its original meaning. Correct transmission of text's semantic also depends on the availability of the necessary knowledge of the translator about the culture of native speakers. After all, every culture has its own national characteristics, without the knowledge of which the translator cannot fully express the emotional content of the text. In our opinion, spent method's cognitive poetics research space and time English- and Russian-speaking texts of an information-political orientation, open new possibilities for creative experiments on the creation of a new political reality.

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