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COGNITIVE-PRAGMATIC ANALYSIS OF TERMS: A CASE STUDY

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Abstract. The translation of specialized terms demands precise adherence to target audience discourse rules and appropriate equivalent selection. Dictionaries often provide multiple equivalents, causing translation challenges.

This study investigates the application of cognitive-pragmatic analysis to common terms borrowed from the trilingual explanatory dictionary of petroleum geology, "Мұнай және газ геологиясы терминдерінің түсіндірме сөздігі", edited by T.N.Zhumagaliyev and B.M.Kuandykov. The research focuses on "берег" (bereg) and "болото" (boloto), terms frequently used in various discourses. The study aims to identify semantic differences between their English equivalents and analyze their pragmatic impact on the recipient. The study employs cognitive-pragmatic approach to analyze sentences generated by artificial intelligence to identify semantic nuances and pragmatic implications.

This research seeks to identify semantic differences between English equivalents' meanings for terms "берег" and "болото". The study uses pragmatic perception of these equivalents for recipients and develops practical recommendations for their usage as well as for translators of special texts.

The study contributes to translation studies by advancing understanding of cognitive-pragmatic analysis and provides tools for translators in selecting appropriate equivalents which leads to translation accuracy.

The research reveals that even common terms can have varying meanings in specialized contexts. Cognitive-pragmatic analysis helps uncover these nuances and provides guidelines for working with equivalents.

The paper demonstrates the effectiveness of cognitive-pragmatic analysis in addressing challenges related to term equivalence in specialized translation. It offers practical recommendations for translators and contributes to the theoretical foundations of translation studies.

Keywords: term, equivalent, translation, cognitive-pragmatic analysis, semantic field, prototype, synonym, pragmatics

Introduction

This article presents a novel interdisciplinary approach to the analysis of term equivalence selection, grounded in cognitive-pragmatic principles. The study, based on two common terms from the trilingual explanatory dictionary of petroleum geology, "Мұнай және газ геологиясы терминдерінің түсіндірме сөздігі" (2000) edited by T.N. Zhumagaliyev and B.M. Kuandykov, demonstrates that even common terms, such as "берег" (bereg) and "болото" (boloto), can have various meanings and interpretations depending on the context. This multiplicity of equivalents in the target language (English) can pose challenges when selecting a contextually appropriate term. The analysis reveals that prototypes and frames play a crucial role in shaping the conceptual structure of terms, however, a full understanding of a term's communicative functions requires considering the context and pragmatic aspects of its usage. The article examines terms and their English equivalents, conducting a cognitive-pragmatic analysis of the selection of terminological equivalents based on the communicative goal of the utterance. The sentences used as examples were generated using artificial intelligence to avoid copyright infringement.

Cognitive-pragmatic analysis allows for the identification of nuances in the meanings of these terms and the development of recommendations for their translation in specialized texts. The results of this study can be beneficial for translators working in various technical fields where the accuracy of term translation is crucial.

Selecting the most appropriate equivalent from a range of options presented in a dictionary is one of the most challenging tasks in translation. The difficulty arises from the fact that the nuances between these options are not always obvious, making it challenging to choose the contextually correct variant. When a dictionary provides only one equivalent, it is automatically transferred to the text and subsequently edited, where it may be replaced with a contextual analog that better suits the meaning. However, the primary challenge lies in the initial stage of translation—the selection of the word offered by the dictionary. Teachers often recommend using reverse translation to determine the position of the required

meaning in the dictionary entry. The word which primary meaning aligns with the required context is then chosen. However, this method is not always effective, especially when dealing with terminology and pragmatic meaning.

This article examines the application of cognitive-pragmatic analysis to the translation of general terms in petroleum geology, using simulated Chat GPT text situations that translators may encounter in scientific or everyday discourse. The choice of these terms, "берег" (bereg) and "болото" (boloto), is intentional as they are familiar to most respondents and applicable in both specialized and general discourse. We believe that this choice best demonstrates the effectiveness of the method under study and will be understandable and useful to a wider audience.

Literature review

The concept of a term is intricate, as some researchers argue that the number of terms is indefinite, and we primarily perceive concepts as terms. This perspective complicates the matter, as "a term is usually defined as a lexical unit with linguistic characteristics similar to a 'word', except that it is used in a specialized type of discourse with subject matter experts as its end users" [1, 105]. V.N. Leychik (2022) contends that a term is a complex, three-layered lexical unit of a specific language for special purposes, and its content, formal, and functional features can be studied jointly or separately. While the contextual feature can be expressed by a symbol, word, or phrase, the formal feature expresses a special concept, and the functional feature assigns it to a specific terminological system [2, 28-29].

Examining recent scholarly publications, we note research conducted in the field of mining terminology with a focus on fixing terms in the Kazakh language [3]. Studies have also explored problems of term translation, concepts related to term formation, and their hybridity: structural-semantic composition of tourism terms in the Kazakh language under the influence of emerging English-language concepts [4], general principles of term formation in the Kazakh language [5], and the phenomenon of hybridity in term formation [6].

Concepts, on the other hand, can change in meaning and lexical form depending on authorial preference and contextual semantics. As concepts are abstract forms of thought, they are mental categories that allow us to classify and generalize information about the world around us, reflecting the common and essential features of an object or phenomenon. Consequently, concepts do not always have specific linguistic expressions.

It is important to remember that terms are conventional signs, while concepts are generalized representations of the properties of objects or phenomena that are perceived by human consciousness. A concept is a combination of all signs (conventional, as it is expressed by linguistic means; iconic, as it reflects certain properties of reality; symbolic, as it is based on a conditional connection with the

denoted object; and signal, as it points to certain categories). However, we more often consider conventional signs, as they are the foundation of any language, express semantics, obey syntactic rules, and have their own pragmatic meaning. The "meaning of a linguistic sign is a generalized reflection of extralinguistic reality, correlating with other generalizations of the form of thought—the concept" [7, 45]. Consequently, any word, if translated without understanding its pragmatic meaning, can lead to misunderstanding in the target language. Given that "any word can become a term at any time, just as any term can simply become a concept" [8, 171], this leads us to the problem of denoting a unit and ultimately the problem of selecting an adequate equivalent. These issues underscore the relevance of this research.

Selecting the appropriate translation strategy is crucial, particularly when dealing with scientific and technical texts. Ch. Nord identified three primary translation problems: "linguistic, conventional, and pragmatic" [9]. Linguistic issues arise from differences in grammar, lexicon, syntax, and formality levels. Conventional problems involve emotionally charged language and cultural differences. Pragmatic challenges relate to the perceived effect of the text, which can vary depending on the target audience's knowledge and background.

M.V. Oparin argues that the "concept of a 'correct' translation is relative. Translation should consider the genre of the source text, language pair, target audience profile, traditional perception of the concept in an established lexical form, and the application of various solutions to overcome different translation problems" [10, 233 p.].

Studies grounded in the cognitive-discursive paradigm emphasize the importance of interpretative mechanisms in meaning construction and communicative impact [11, 2497-2507 pp.]. In particular, they explore how cognitive structures and discursive strategies shape an individualized worldview, which is crucial for understanding the pragmatic aspects of translating scientific terms embedded in various types of discourse.

Research on the cognitive approach to translating scientific and technical texts focuses on the hypothetical process of creating frames in the target language. "Prototypical frame structures are predictable parts of scientific and technical texts, making their logical-syntactic distribution of information coherent for the brain" [12, 18–19 pp.]. However, constructing frames is a complex task during the translation process, making it difficult to apply in practice. This highlights the need for a simpler but communicatively accurate method for selecting terms during translation.

Chan Zixia proposes a cognitive-pragmatic model for translation studies based on relevance and adaptation. She emphasizes the translator's role in successful communication between the writer and reader, noting that cultural adaptation is crucial for effective communication [13, 88–111 pp.]. However,

her research focuses on literary translation, where the primary goal is to convey the image of the work and the author's intent, which involves using adaptation methods. Meanwhile, A.V. Oorzhak and O.A. Krapivikina examine the problems of scientific and technical translation from a linguo-pragmatic perspective. They conclude that translation quality depends on knowledge of the language, terminology, and stylistic features [14, 70–72 pp.]. However, they do not address situations when there are some equivalents for a term in the target language.

Cognitive-pragmatic analysis is an interdisciplinary research method that combines elements of cognitive linguistics and pragmatics to study the semantic meaning of a term and its communicative effect within a context. This method can address the problem of synonymy and the selection of an appropriate equivalent in translation.

Materials and methods

Cognitive-pragmatic analysis can be used as one of the most accessible methods for analyzing terms, particularly when there is a necessity to select multiple proposed equivalents. This approach centers on understanding how individuals construct, comprehend, and utilize language in various communicative contexts.

The core components of cognitive-pragmatic analysis include several aspects. Firstly, cognitive component which focuses on studying mental representations, knowledge, and processes employed by individuals when creating and understanding linguistic utterances. Secondly, the analysis uses pragmatic aspect which relates to the fact how language is used in communicative situation. Especially we use exactly those words to achieve particular communicative goal which can be aimed to provide information, express some emotion or manipulate on others.

Contextual factors significantly influence how terms are used, understood, and received. Our analysis aims to elucidate these factors.

Key stages in cognitive-pragmatic analysis of terms involve:

- Working with corpora of texts in both the source and target languages to identify systematic textual data for further term identification.

- Defining the semantics of a term within a specific domain, potentially identifying its semantic field and functional role within the text.

- Analyzing the denotative meaning of the term and identifying any potential evaluative nuances associated with the term's connotations.

- Identifying polysemy, homonymy, and synonymy of the term.

- Examining the communicative goals expressed through the analysis of the term's pragmatic meaning (informing, persuading, expressing emotion).

- Analyzing prototypes (typical representatives of a term category), frames (cognitive structures that organize information about a term), and metaphors

(exploring the influence of abstract concepts in shaping the term).

Explore the usage of cognitive-pragmatic method in observation the term “нефть” (neft’ – oil or petroleum) in the petroleum geology domain:

- From semantical point of view, the term “нефть” (oil) is a liquid fossil fuel composed of hydrocarbon.

- Pragmatic function of the term “нефть” (oil) can be used to refer to the substance itself, oil reserves, or the process of oil extraction.

- Cognitive model related to the concept of “нефть” (oil) is associated with frames such as “oil field”, “oil extraction”, “oil pumping”, “well” and “oil refining”.

- Metaphorical representation of the term “нефть” (oil) is often compared to “black gold” due to its high value.

Cognitive-pragmatic analysis of terms allows for a deeper understanding of how language reflects our thinking and shapes our perception of the world. It is a valuable tool for researchers working in various fields of knowledge.

The following terms, “берег” (bereg) and “болото” (boloto), serve as material for this study. These terms are commonly used and can appear in both specialized discourse and everyday communication. The terms were selected based on the presence of multiple English equivalents and the familiarity of these terms to a non-specialized audience.

Results and discussion

For the analysis, two terms were selected from the explanatory terminological dictionary of petroleum geology edited by T.N. Zhumagaliyev and B.M. Kuandykov, “Мұнай және газ геологиясы терминдерінің түсіндірме сөздігі,” published in 2000. The sentences for translation were generated using artificial intelligence (AI), specifically Chat GPT means.

The first term for analysis, “берег” (bereg), has three English equivalents: bank, shore, and coast [15, 36].

Chat GPT generated several sentences from the engineering or geological domains that use the term “берег”, requiring careful selection of the appropriate English equivalent. These sentences are:

1. Строительство берегоукрепительных сооружений предотвратило разрушение берега во время шторма (Stroitel’stvo beregoukrepitel’nykh sooruzhenii predotvratilo razrushenie berega vo vremya shtorma).

2. Река изменила свое русло, образовав новый берег (Reka izmenila svoe ruslo, obrazovav novyi bereg).

3. Береговая линия этого озера очень извилиста (Beregovaya liniya etogo ozera ochen’ izvilista).

4. Берега реки были покрыты илом после паводка (Berega reki byli pokryty ilom posle pavodka).

5. Береговая зона была объявлена охраняемой территорией (Beregovaya zona byla ob'yavlena okhranyaemoi territoriei).

Before analyzing the generated sentences, we need to understand the cognitive and pragmatic aspects of the term "берег" (bereg), and differentiate provided equivalents bank, shore, and coast by dictionary.

When analyzing the semantic fields of the term "берег" (bereg), it is important to pay attention to the following aspects:

- Conceptual structure, thus how people mentally represent the concept of "берег" and what associations and images are linked to this notion.

- Pragmatic functions which denote in what situations these terms are used and what information they convey.

- Cultural connotations which inform whether there are any cultural differences in understanding and using these terms.

Now, it is time to examine and compare the terms offered by the terminological dictionary in English: bank, shore, and coast.

The term "bank" is often used to denote the bank of a river or lake, suggesting that it is associated with something smaller, temporary, or artificial. For example, a sandy riverbank.

The term "shore" is a more general term, which can be considered a prototype used to denote the shore of any body of water, including seas or oceans. This term is often associated with something more natural and permanent.

The term "coast" is typically used to refer to the shoreline of an ocean or sea, implying a more extensive and diverse landscape.

This analysis helps us understand that the choice of term depends on the type of water body (river, lake, sea, ocean), the size of the shoreline (small section or extensive coast), the character of the shore (sandy, rocky, cliff), and the context of the situation (natural description, human activity, recreation, etc.). It is important to note that there are no strict boundaries for the use of these terms, and they often act as synonyms in non-scientific discourse.

Language serves as a cognitive tool for interacting with the world. To select the appropriate equivalent, we must analyze the proposed sentences through this lens, recognizing that words are more than just labels.

1. Строительство берегоукрепительных сооружений предотвратило разрушение берега во время шторма (Stroitel'stvo beregoukrepitel'nykh sooruzhenii predotvratilo razrushenie berega vo vremya shtorma).

In this context term "берег" signifies a coastal region influenced by the erosive and shaping effects of waves and tides. The emphasis is on the engineering structures designed to protect this strip. The term "coast" typically implies a more extensive shoreline, subject to the influence of sea waves and tides. The term "coast" is often linked to geological processes like erosion and deposition, which are prevalent in marine environments. When discussing storms and coastal

protection, the larger-scale shoreline implied by “coast” is particularly relevant, especially when considering the need for a system of structures, as indicated by “берегоукрепительное сооружение” (beregoukrepitel’noe sooruzhenie - shore protection structure). This terminological unit is used in plural form in the generated sentence and has indication to a system of constructions especially designed to protect the land zone from waves. The choice of the term “shore” is made due to its more general meaning, which refers to the edge of any water body. Also, it is more suitable in this context because the term “coast” has already been used. So, the translation of the sentence is:

The construction of shore protection structures prevented the erosion of the coast during the storm.

2. Река изменила свое русло, образовав новый берег (Reka izmenila svoe ruslo, obrazovav novyi bereg).

In this context, the term “берег” refers to the dynamic boundary between land and water, which is subjected to constant change. The focus is on the ongoing process of shore formation. Given the context of a river, the term “bank” is appropriate to denote the boundary between land and water, especially in the context of rivers. The translation of the sentence is:

The river changed its course, forming a new bank.

3. Береговая линия этого озера очень извилиста (Beregovaya liniya etogo ozera ochen’ izvilista).

To analyze the sentence, we must begin with the term “береговая линия” (eregovaya liniya) which highlights the shape and outline of the land-water boundary. While applicable to various water bodies, the context suggests a focus on a lake.

In English language there are several terms which can be used to describe term “береговая линия” (beregovaya liniya). The most common ones are “coastline” and “shoreline”. “Coastline” is typically used to describe extensive shorelines, particularly those influenced by marine processes. It encompasses both the immediate shoreline and adjacent coastal regions and is frequently discussed in relation to geological phenomena like erosion and deposition. In contrast, term “shoreline” is more often used to describe a specific section of the boundary between land and water, especially in the context of lakes, rivers, or small (particular) part of the coast. It generally refers to the zone directly adjacent to the water and can be used to describe the edges of smaller water bodies or individual segments of larger ones.

In given sentence there is no facts about size of water body and about particular part of coast area, so the term “coastline” is more suitable. The choice of term “coastline” accurately conveys the concept of the contour of the boundary between land and water. The translation of the sentence is following:

The coastline of this lake is very winding.

4. Берега реки были покрыты илом после паводка (Berega reki byli pokryty ilom posle pavodka).

The sentence emphasizes the condition of the riverbank following a flood event. In this context, the focus is on the localized deposition of silt on specific sections of the bank, rather than a uniform covering of the entire bank. Therefore, the term "bank" is most appropriate to convey this natural phenomenon. Typically, term "bank" is used to refer to the sides of rivers, canals, and other watercourses, particularly smaller or artificial ones. It highlights the linear boundary between water and land. While in some contexts, especially informal ones, term "bank" can be used to describe the edges of other water bodies like ponds or swamps, in this specific instance, its use emphasizes the lateral sides of a river that have been locally coated in silt. The translation of the sentence is:

The riverbanks were covered in silt after the flood.

5. Береговая зона была объявлена охраняемой территорией (Beregovaya zona byla ob'yavlena okhranyaemoi territoriei).

In this context, the term "береговая зона" (beregovaya zona - coastal zone) encompasses a broader concept, including both the adjacent water and land, and emphasizes the protected status of the area. Here, the focus is not merely on the shoreline itself but on the entire coastal region. According to legislation, the protected area along a river extends at least 200 meters for small rivers and 500 meters for larger ones. Consequently, the territory in the immediate vicinity of the river is crucial in determining the most suitable term to convey the concept of a coastal area, hence the choice of "coastal zone".

While terms like "bank" and "shore" could be used, they often imply a dynamic shoreline susceptible to changes caused by natural factors. In our context, the riverbank is considered as a clearly defined and demarcated boundary, rather than a dynamic feature. Therefore, the translation: "The coastal zone was declared a protected area" is most appropriate. The term "coastal zone" accurately conveys the idea of a broad coastal territory designated as a conservation area.

It is important to note that this analysis is merely an example and may vary depending on the specific context and communication goals. Table 1 provides a clearer comparison of the usage of these terms.

Table 1. Peculiarities of terms usage

Term	Russian term	Features	Usage examples
Bank	**Берег**	The term is commonly used to refer to rivers, canals, lakes, and small water bodies. Emphasizes the linear boundary between water and land.	Riverbank, pond bank, canal bank

Shore	**Берег**	A more general term, applicable to all bodies of water, including seas and oceans. Emphasizes proximity to water.	Seashore, lakeshore
Coast	**Берег**	The term is mostly used when it refers to large bodies of water such as seas and oceans. Encompasses the coastal zone and its associated geographic features.	Atlantic coast, Pacific coast
Coastline	**Береговая линия**	Describes the outline, shape, and extent of a coastline. Emphasizes geological features.	Indented coastline, rocky coastline
Shoreline	**Береговая линия**	The term is a synonym for a term “coastline”, but it may be used in a more specific context when it is necessary to denote some particular area.	Lakeshore, island shoreline

The second term, “болото” (boloto - bog, swamp, marsh), exhibits variations in English equivalents. The explanatory dictionary of oil and gas geology “Мұнай және газ геологиясы терминдерінің түсіндірме сөздігі” provides three English equivalents for “болото”: “swamp”, “bog”, and “marsh” [14, 43]. Similar to the term “берег”, a cognitive-pragmatic approach allows for a deeper understanding of the distinctions between these English terms. These differences are rooted in our mental representations of “болото” (boloto - bog, swamp, marsh), their linguistic functions, and cultural associations.

The term “swamp” is typically associated with low-lying areas, often characterized by standing water and dense vegetation (e.g., trees). It is used to denote larger, more permanent wetlands. For instance, “Alligators often live in the swamps of Florida”.

The term “bog” implies a smaller, shallower wetland with acidic soil and cold climatic conditions. Vegetation is usually less diverse, often dominated by mosses. For example, “Peat is extracted from bogs”.

Marshes are wetlands often inundated with water and characterized by diverse vegetation, such as reeds and sedges. This habitat is ideal for many bird species.

To illustrate the nuances in usage of these terms, Chat GPT generated a set of sentences. A cognitive-pragmatic analysis of these sentences is provided in Table 2.

Table 2. Brief cognitive-pragmatic analysis of sentences and their translations

№	Original sentence	Analysis	Translation	Term
1	Инженерные изыскания выявили наличие обширного болота на строительной площадке	Construction challenges: The wetland’s size and unique characteristics present significant obstacles for construction	Engineering surveys revealed the presence of an extensive swamp at the construction site.	Swamp

	(Inzhenernye izyskaniya vyyavili nalichie obshirnogo bolota na stroitel'noi ploschadke)			
2	Прокладка трубопровода через торфяное болото требует специальных инженерных решений (Prokladka truboprovoda cherez torfyanoe boloto trebuet spetsial'nykh inzhenernykh reshenii)	Engineering difficulties: The specific properties of peat bogs pose unique engineering challenges	Laying a pipeline through a peat bog requires special engineering solutions.	Bog
3	Затопление низменных районов после проливных дождей превратило их в обширные заболоченные участки (Zatoplenie nizmennykh paionov posle prolivnykh dozhdei prevratilo ikh v obshirnye zabolochennye uchastki)	Temporary nature: The wetland's conditions are temporary and influenced by hydrological factors	Flooding of low-lying areas after heavy rains turned them into vast marshy areas.	Marsh
4	Строительство дамбы предотвратило расширение болота и защитило прилегающие территории от затопления (Stroitel'stvo damby predotvratilo rasshirenie bolota i zaschitilo prilegayuschie territorii ot zatopleniya)	Engineering solutions: The focus is on finding effective engineering solutions to address the problems posed by the wetland	The construction of a dam prevented the swamp from expanding and protected the surrounding areas from flooding.	Swamp
5	Исследование торфяного болота позволило реконструировать палеоклиматические условия региона (Issledovanie torfyanogo bolota pozvolilo rekonstruirovat' paleoklimaticheskie usloviya regiona)	Scientific value: The wetland's importance as a source of paleoclimatic data is highlighted	The study of the peat bog allowed the reconstruction of the region's paleoclimatic conditions.	Bog
6	Мелиорация заболоченных земель позволила превратить их в сельскохозяйственные угодья (Melioratsiya zabolochennykh zemel' pozvolila prevratit' ikh v sel'skochozyaistvennye ugod'ya)	Landscape alteration: The engineering activities have significantly changed the landscape	Reclamation of marshy lands made it possible to turn them into agricultural land.	Marsh

As with the term “бөрег”, the choice between “swamp”, “bog”, and “marsh” depends on the specific context and the particular aspects of the wetland to be emphasized. A cognitive-pragmatic analysis aids in understanding these nuances and effectively employing these terms in speech and writing. Key factors influencing the choice of term include:

-vegetation type (dominance of trees in swamps, mosses and shrubs in bogs, and grasses in marshes);

- term “swamp” often serves as a prototype, and due to its vegetation and frequently deeper water, it can be particularly effective in slowing down runoff and preventing floods;

- term “bog” often refers to peatlands, which also play a crucial role, but due to the presence of peat, may have slightly different hydrological functions. Peat has high water-holding capacity and can slowly release water, maintaining groundwater levels;

- term “marsh” can be translated be two equivalents into Russian: “болото” (boloto - marsh) or “топь” (top’- swamp)/ It also denotes some areas which often located in low-lying zones where it can act as a natural filter, purifying water from pollutants.

Conclusion

Accurate translation requires a nuanced understanding of terms, which goes beyond mere linguistic knowledge. Our analysis highlights the effectiveness of cognitive-pragmatic analysis in addressing the challenges of term selection in translation. By delving into the semantics and pragmatics of terms, we can achieve more accurate translations. Understanding the meaning of terms is essential not only for specialists in the field of translation but also for everyone who ises foreign language for communication purposes. When using dictionaries, there are cases where more than one equivalent is provided in the target language, making it difficult to choose the appropriate equivalent.

The cognitive-pragmatic analysis described in the article allows for the easy and accurate identification of the necessary semantic criteria for selecting a communicatively appropriate equivalent in the target language. By systematizing the results of the analysis, it can be concluded that there are prototypes in the semantic field that can be used as a universal semantic unit. Prototypes represent the most typical and representative meanings of a term. Using prototypes can simplify the process of selecting an equivalent, but it does not always guarantee the preservation of all nuances of the meaning of the original term. Therefore, for successful equivalent selection, it is recommended to conduct a detailed analysis of the context, consider cultural features, and use cognitive-pragmatic analysis to identify implicate meanings of terms.

Cognitive-pragmatic analysis can be particularly useful when working with polysemantic terms and terms with specific connotations. However, this method requires a deep knowledge of both the source and target languages, as well as significant time costs, which is a certain limitation of its usage. However, the combination of term analysis methods with the capabilities of modern technologies can reduce the time spent on the translation process itself. The application of cognitive-pragmatic analysis in translation will allow for the systematization of the process of selecting equivalents, considering the context, traditional usage features, and semantic fields of terms, thereby contributing to increased accuracy and efficiency of the translation of specialized texts.

The results of the study can be useful for translators, lexicographers, and foreign language teachers in creating and using terminological dictionaries, as well as in teaching translation. A promising direction for further research is the study of the cognitive-pragmatic features of term translation in various functional styles and considering the characteristics of different language pairs.

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КОГНИТИВТІ-ПРАГМАТИКАЛЫҚ ТЕРМИНДЕРДІ ТАЛДАУ: ЖЕКЕ ЖАҒДАЙДЫ ЗЕРТТЕУ

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Аңдатпа. Мамандандырылған терминдерді аудару мақсатты аудиторияның сөйлеу ережелеріне дәл сәйкестік пен лайықты эквиваленттерді таңдауды талап етеді. Сөздіктерде аудармада қиындықтар туғызатын бірнеше эквиваленттер ұсынылады.

Бұл зерттеуде Т.Н.Жұмағалиев пен Б.М.Қуандықовтың редакциясымен шыққан «Мұнай және газ геологиясы терминдерінің түсіндірме сөздігі» атты үш тілді түсіндірме сөздігінен алынған жалпы терминдерге когнитивтік-прагматикалық талдаудың қолданылуы зерттеледі. Мақалада әртүрлі дискурстарда жиі қолданылатын «берег» (жағалау) және «болото» (батпақ) терминдеріне бағытталған. Зерттеу олардың ағылшын тіліндегі баламасы арасындағы семантикалық айырмашылықтарды анықтауға және олардың реципиентке прагматикалық әсерін талдауға бағытталған. Зерттеуде жасанды интеллект арқылы жасалған сөйлемдерді талдау үшін когнитивті-прагматикалық тәсіл қолданылады, бұл семантикалық нюанстар мен прагматикалық импликацияларды анықтауға мүмкіндік береді.

Бұл мақалада ағылшын тіліндегі «берег» және «болото» терминдерінің мағыналары арасындағы семантикалық айырмашылықтарды анықтауға әрекет етіледі. Зерттеу реципиенттердің осы эквиваленттерді қабылдайтын прагматикалық әсерін зерттеп, оларды қолдану мен мамандандырылған мәтіндерді аударушыларға арналған практикалық ұсыныстарды қарастырады.

Зерттеу аударма теориясына үлес қосып, когнитивті-прагматикалық талдауды түсінуді кеңейтеді және аудармашыларға тиісті эквиваленттерді таңдау үшін құралдар ұсынады, бұл аударманың дәлдігін арттырады. Зерттеу тіпті жалпы терминдердің де мамандандырылған контексттерде әртүрлі мәнге ие болуы мүмкін екенін көрсетеді. Когнитивті-прагматикалық талдау бұл нюанстарды ашуға және эквиваленттермен жұмыс істеуге арналған ұсыныстар қамтылады.

Мақала мамандандырылған аудармадағы терминдердің эквивалент-тілігімен байланысты мәселелерді шешуде когнитивті-прагматикалық талдаудың тиімділігін көрсетеді. Ол аудармашыларға арналған практикалық тәсілдер ұсынады және аударматанудың теориялық негіздеріне үлес қосады.

Тірек сөздер: термин, эквивалент, аударма, когнитивті-прагматикалық талдау, семантикалық өріс, прототип, синоним, прагматика

КОГНИТИВНО-ПРАГМАТИЧЕСКИЙ АНАЛИЗ ТЕРМИНОВ: ИССЛЕДОВАНИЕ КОНКРЕТНОГО СЛУЧАЯ

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Аннотация. Перевод терминов специальной лексики требует точного соблюдения правил дискурса целевой аудитории и правильного выбора эквивалентов. Словарные издания часто предлагают несколько вариантов эквивалентов, что затрудняет перевод.

В данном исследовании рассматривается применение когнитивно-прагматического анализа к общим терминам трехъязычного толкового словаря по нефтегазовой геологии, «Мұнай және газ геологиясы терминдерінің түсіндірме сөздігі», под редакцией Т.Н.Жумагалиева и Б.М.Куандыкова. Выбор терминов «берег» и «болото» в качестве объекта объясняется их понятностью и широким применением, а также тем, что у данных терминов в словаре предоставлены более одного эквивалента. Цель исследования – выявить семантические различия между их английскими эквивалентами и проанализировать их прагматическое воздействие на получателя перевода. В статье применяется когнитивно-прагматический подход для анализа предложений, сгенерированных искусственным интеллектом, с целью идентификации семантических нюансов и прагматических импликаций.

В работе исследуются семантические различия между значениями английских эквивалентов терминов «берег» и «болото», связанное с прагматическим восприятием этих эквивалентов получателями перевода, и разрабатывает практические рекомендации для их использования, а также даются рекомендации переводчикам специализированных текстов.

Исследование вносит вклад в теорию перевода, расширяя понимание когнитивно-прагматического анализа и предоставляя переводчикам инструменты для выбора подходящих эквивалентов, что способствует повышению точности перевода.

Авторы утверждают, что даже общие термины могут иметь различные значения в специализированных контекстах. Когнитивно-прагматический анализ помогает раскрыть эти нюансы и предлагает рекомендации для работы с эквивалентами.

Статья демонстрирует эффективность когнитивно-прагматического анализа в решении проблем, связанных с эквивалентностью терминов в специализированном переводе. Она предлагает практические рекомендации переводчикам и вносит вклад в теоретические основы теории перевода.

Ключевые слова: термин, эквивалент, перевод, когнитивно-прагматический анализ, семантическое поле, прототип, синоним, прагматика

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