



**Peculiarities Of Intercultural Communication In Texts Of Tatar Educational  
Electronic Media: The Problem Of Calculation**

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**ABSTRACT**

Modern man is subject to the influence of the media, forming the world picture in his mind – his values, worldview, attitudes, concepts etc. This is especially noticeable on the linguistic level, when people who know the native language, in the process of intercultural communication is influenced by another language. In this article we intend to demonstrate the facts of the language tracing in the transmission of information from Russian into the Tatar language for example, on the websites of the official institutions of the Republic of Tatarstan.

Using the method of continuous sampling, we selected the actual material and identified more than 300 cases of copying, the most relevant ones are presented in this paper. The descriptive method, comparative and contrastive types of methods were used in this work. As you know, tracing is the result of crossing of the sign systems of the two cultures and is a kind of tool to transfer the concept of belonging to a foreign culture. When tracing the translation of language units of the original is done by replacement of its component parts – morphemes, words or syntactic structures with their correspondence in the target language.

We identified that in the texts of the tatar electronic media tracing is the most frequent kind of lexical and grammatical transformations of language units.

The study showed that in media texts all styles of speech that are experiencing significant influence of the spoken style, the growth of dialogical and polylogical along with minimizing redundancy, standardizing the clichés are represented that are often trace



forms with the Russian language and adversely affect the natural development of the Tatar literary language.

We believe that both lexical and grammatical calques from the Russian language are destroying the native Turko-Tatar linguistic device, bringing it closer to the basis of typological characteristics of Slavic languages.

The results can find application in the development of methods of Internet text analysis, teaching courses in journalism, translation studies, linguistics, cultural linguistics, sociolinguistics, and separate parts can be used to develop recommendations for optimization of computer communication in the Tatar language.

**Key words:**

Tatar literary language, online, translation, lexical transformation, tracing.



## **1. INTRODUCTION**

In recent years, in the pages of scientific journals on philology, philosophy, cultural studies, sociology, psychology etc. areas the term "intercultural communication" is widely used. Being an interdisciplinary concept, in modern studies the term is enriched with new contents (Sternin, 2005: 231) but, in our opinion, intercultural communication is conducted primarily through the language and its various forms, and this aspect needs to be researched more thoroughly. The network culture of communication, namely Internet communication, is actively developing. "There is a multiplying effect of the Internet on the functioning of the literary language" (Gulshat et al, 2016: 163). Globalization and bilingualism make significant changes to the structure of the national languages, changing both lexical and grammatical structure of the language. Special attention should be paid to linguistic features of the translated web portals, which have a direct translation from Russian into the national languages of the Russian Federation, because they most often encounter gross violations of lexical-grammatical and stylistic norms of the national languages.

In this article we intend to demonstrate the facts of the language tracing in the transmission of information from Russian into the Tatar language for example, on the websites of the official institutions of the Republic of Tatarstan and identify the facts, which adversely affect the ongoing development of Tatar literary language.

The relevance of the study lies in the fact that the Tatar language websites of the official institutions of the Republic of Tatarstan are insufficiently studied from a theoretical perspective, and to this day, there is no monographic studies in the field of the translated texts in the Tatar language, which are published in the Internet portals.

The object of the study is a collection of translated texts operating in different genres of online texts from Russian into Tatar.

The subject of this study is lexical and grammatical calques which occur when translating from Russian into Tatar language.

The aim of this work is the study of facts, lexical and grammatical tracing in the translated texts from Russian into Tatar on the Internet-portal "The official portal of City Hall of



Kazan" (<http://www.kzn.ru>) of the Republic of Tatarstan and the identification of facts that adversely affect the ongoing development of Tatar literary language.

The theoretical significance of the obtained results lies in the possibility of using the developed method of analysis for the description of other types of electronic discourse, the development of methods of analysis of the texts in the Internet.

The practical value is that the results can find application in the teaching courses of translation studies, journalism, linguistics, cultural linguistics, sociolinguistics, and separate parts can be used to develop recommendations for optimization of computer communication in the Tatar language.

## **2. MATERIALS AND METHODS**

Material for the study were the texts of the official portal of the mayoralty of Kazan (<http://www.kzn.ru>) (<http://old.kzn.ru>) in the Russian and Tatar languages. Using the method of continuous sampling, we selected the actual material and identified more than 300 cases of tracing, the most relevant ones are presented in this paper. Using the descriptive method was followed by initial analysis and presentation of the material. Comparative analysis allowed a detailed characterization of the cases of lexical and grammatical replication. Using categorical analysis of selected linguistic units were combined in groups to analyze the data structures of the lexical and grammatical groups, and each unit was considered as part of a specific category with their inherent categorical signs. Through the prism of the interpretative analysis the peculiarities of the diverse grammatical tracing were determined; content and contextual analyses were used in the study of media texts in structure or substantive content.

## **3. RESULTS**

In the present work the term "intercultural communication" is used in the cognitive perspective, presenting it as the communication of the language individuals belonging to various ethno-cultural communities. In the Republic of Tatarstan there are 2 state languages – the Russian and Tatar languages. In this case, the identity of the translator appears as a kind of bridge between two cultures and two world views: the language culture of the Tatar people, dating back to its roots in Turkic-based language and culture of the Russian people, which is the successor of the Slavic traditions. Russian is the language of interethnic communication and has dominant qualities. The literary Tatar



language is widely taught in educational organizations of the Republic of Tatarstan (Yusupov et al, 2015: 158) and the native language, mainly of 3 styles – everyday-conversational, journalistic, artistic, is widely used. Scientific and officially-business styles of the Tatar language function to a lesser degree. Z. N. Kirillova conducted an interesting research, which compares two periods of bilingualism without diglossia in the 1920-1930 and 1990-2010-ies (Kirillova, 2014: 111). It should be noted, that the influence of the Tatar and Russian languages took place in the past several centuries (Husnutdinov et al, 2016: 191), and in certain cases a positive assessment of the impact of the Russian language into Tatar was linked to the idea of enlightenment (Alsou et al, 2009: 147). The activities of the Christian missionary I. N. Ilmensky in some cases was a progressive phenomenon for the Tatars (Nurieva et al, 2016:113).

The main objective of this work is a comparative study of the translated text (in Tatar language) with the source text (in Russian), located on the website <http://www.kzn.ru> to identify and use different types of tracing. In the studied web portal the Tatar and Russian texts were marked the comparative analysis of the translated text with the source text on the subject of tracing was conducted. In order to have an idea of the theme and the aspects of the portal of the city Hall of the city of Kazan (<http://www.kzn.ru>), we see it necessary to consider the source of information using the descriptive method.

The official website of the Municipality of the city of Kazan has two versions – old and new. Old version of the website (<http://old.kzn.ru/tat/page3822.htm>) is made in three languages: Tatar, Russian and English, the new version of the website (<http://www.kzn.ru/>) is made only in the Russian language.

Based on the study objectives, the attention in the analysis was given to the old version of the trilingual website of the Municipality of the city of Kazan (<http://old.kzn.ru/tat/page3822.htm>). This version of the website the data was created in 2007 and continues to operate today along with a new version of the website, which was created in 2012. The website has a pronounced informative character, it is reflected in the language of the exhibited materials: they are in most cases concise, and replete with screen names. The leading website is in Russian, which is translated into Tatar. Translation of articles is carried out selectively; in our opinion, short and light articles which do not require hard work from the translator are the most translated. However, the



existence of the official website of the Municipality of Kazan in two state languages, as we value it, is a positive attitude to the Tatar language of the Republic.

The concept, which belongs to a different language and culture is integrated in the language (sign) system and culture of the native language through tracing (Kharisov et al, 2015: 463).

#### **4. DISCUSSION**

Let us consider some examples. Translated texts abound lexico-grammatical as well as semantic types of the tracing examples. Some of them are firmly part of the Tatar literary language and are involved in the formation of the basic lexical fund. For example, in the sentence "May,26 the entrance to the territory of the Museum-reserve "Kazan Kremlin" will be closed until 16.00" the pair word Museum-reserve in the Tatar language is an example of direct copying: (*26 may könnä Kazan kremle muzey-tyulığı territoriyäsenä kerü sägat 16.00 qadär yabıq bulaçaq*) <http://old.kzn.ru/tat/news/show/75919>. The meaning of the word *заповедник* (reserve) in Russian comes from the word *заповедь* (commandment) – reserved (forbidden) place where the rare and valuable plants, animals, and unique areas of nature and cultural values are guarded and preserved. So too is the Tatar word *тыюлык*(*tyulıq*)– root *тыю* – “deny”, *лык* – derivational affix of plurality of the noun. In this case, it is a positive for the Tatar language phenomenon of the formation of new word which does not violate the natural language condition.

However, the language translation of the articles observed speech errors: «*Так, по словам организаторов, на входе на площадке зрителям раздали свыше 15 тысяч складных бумажных тубетеек и флажков*» (“Thus, according to the organizers, at the entrance to the platform over 15 thousand folding paper toupees and flags were given the audience”) <http://www.kzn.ru/news/59288-ann-idalgo-ya-blagodaryu-kazan-za-chto-parizh-vybrali-dlya-provedeniya-sabantuya>.

In this sentence the word "*флажок*" (flag), which in the Russian language has 2 meanings: 1. A small flag used for signaling, for the colorization (red flag); 2. A piece of paper in the form of a flag attached to the pin, a thin stem, long thread (Christmas boxes (garland)) is used. In the Tatar literary language the word is translated as «*кечкенә флаг*» (*keçkenä flag*) (little flag), while on the portal <http://www.kzn.ru> the tumor *флагчык*(*flagçiq*): (*Оуїштруçılar süze buyınça, mäydanga kerü urınında qunaqlarga 15*



*men qägäz tübätäy häm fkagçıqlar taratılğan*) <http://old.kzn.ru/tat/news/show/75926B> is used. In this case, we observe grammatical tracing, as a result of which the word (flagçıq) formed by translating the Russian suffix “ок” in Tatar “чык” in the same lexicogrammatical meaning. It should be noted that the word in the Tatar language is not used and is artificially created token that is not convenient for the Tatars-native language articulation and semantic relations.

In the translation texts there are many wrongly formed words based on native Tatar roots, for example: «31 мая казанских зрителей ждет торжественное открытие с участием одной из казанских радиостанций» ("on May, 31 the Grand opening with the participation of one of the Kazan stations is waiting for Kazan spectators") In the Tatar version, the word "with" incorrectly translated in the form of «катнашлыгында»: (31 nçe may könne başqala tamaşaçıların Kazannın ber radiostansiyäläre qatnaşlıgında tantanalı açılış kötä) <http://old.kzn.ru/tat/news/show/75864> This speech error is the result of a semantic tracing: the word "taking part" in the Russian language has a more generalized meaning, and the translator of the article tried to identify it, using the form of a collective multiplicity with the help of an affix -лык (*lıq*).

The researchers note that tracing is one way of enriching lexical structure of the Tatar language, but in translation it is necessary to take into account national peculiarities of their native language (Nurmagambetova, 2007: 45). According to Senatenko V. Yu., Kekeeva T. M., "the Translator usually has to solve two problems: the first is there is no equivalent in the target language because of the lack of the denoted concept, and the second is the loss of specific cultural peculiarities: you can send semantics – the meaning, but then the connotation – the national aspect – is lost" (Senatenko, 2017: 27). Speech errors associated with replication, penetrate into onomastic vocabulary – national brand name products, ergonomics (Abdrakhmanova et al, 2016: 203), and also in the artistic style of the Tatar literary language, thereby causing significant damage to the formation of the literary language. In this respect, it is important to note the role of training in translation, so the modern system of training of students specializing in the translation profession, reformed, has to incorporate more and more elements of cultural linguistics (Zamaletdinov et al, 2016: 365).



## **5. CONCLUSION**

Thus, examining the language of the translation of texts submitted in the online portal "The official portal of city Hall of Kazan" (<http://www.kzn.ru>) the Republic of Tatarstan, we came to the following conclusions:

1. The language of Tatar electronic media is one of the most interesting and poorly studied regions of the Tatar linguistics and cultural linguistics in the aspect of language interference, showing the problem areas of the language diglossia;
2. Internet-portal "an Official portal of city Hall of Kazan" (<http://www.kzn.ru>) of the Republic of Tatarstan is represented in the two state languages of Republic: Russian and Tatar. The website has a pronounced informative character, it is reflected in the language of the exhibited materials: they are in most cases concise, and replete with screen names. The articles in Russian are original, numerous, fairly complete. The translation of articles is carried out selectively, mostly the informative, short, concise in logical terms articles are translated.
3. In any culture of the world the language acts as the main characteristic of national identity. Intercultural communication on the language level in terms of active Russian-Tatar biliguism leads, on the one hand, to the enrichment of the native language of foreign borrowings; on the other hand, it often happens that you lose the identity of the native language due to lexical-grammatical and syntactic tracing. This occurs most often in the pages of the media when translating from the original language into the Tatar language and does significant damage to the normalization of the journalistic style of the literary language.

This article covers only a small part of the problem of the use of tracing translation as a resource for the development of language in the process of intercultural communication. In the process of translation the communicative personality of a translator plays a significant role, so the speech errors made in texts when translating are necessary to be compared with other materials on the Internet. This once again shows the need for further research in this perspective.

## **6. ACKNOWLEDGEMENTS**





The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

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