

**MINISTRY OF EDUCATION OF THE REPUBLIC OF
MOLDOVA**

~~FREE INTERNATIONAL UNIVERSITY OF MOLDOVA~~



LICENCE PROJECT

Definiteies of Social Documents and Texts

Translation
(Case Study)

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The practice in translation has been performed at the Bureau of Translations 'Avitalis Prim'.

The objectives of this practice included:

- ▶ -to improve my translation abilities;
- ▶ -to work with new terms from different scientific fields;
- ▶ -to improve the quality of translation;
- ▶ -to improve the formation of the professional norms;
- ▶ -to develop the skills of quick and qualitative written translation of different documents



Avitalis Prim
Бюро переводов

The logo features the name 'Avitalis Prim' in a large, elegant, cursive script. Below it is a stylized graphic of a quill pen with a feather, and at the bottom, the Russian phrase 'Бюро переводов' is written in a smaller, cursive font.

The project has the following structure:

I. THE NATURE OF SOCIAL TEXT

II. THE PRACTICAL ANALYSIS OF THE TEXT 'YOUNG PEOPLE SPEND 7 HOURS , 38 MINUTES A DAY ON TV, VIDEO GAMES, COMPUTER.

In *Conclusion*, we are talking about results that we have obtained.

The Bibliography includes the list of sources that we have used.

Appendices include terminology and diagram about the origin of English Terms.

1.2. The Language of Social Documents and Texts

The term '**social**' is not strictly defined. The most common use of the term social is in politics. Generally used to imply a conservative characteristic and It is also used to round an already established term:

Social Realism

Social Psychology

Social Capital



Social Constructivism

Social Anarchizm

Social Realism

Contemporary use of the term is referred to the redistributive policies of the government which aim to apply resources in the public interest.

The Web has connected millions of users by various communication tools for social purposes.

(e.g. emails or collaborative documentations). Accordingly, computational social network analysis has become an important topic in user data mining . **Some of the problems covered by the social area include crime and drinking and drugs, health policy and health services, mental health, poverty,sexual behavior, politics and communities.**

All these problems are the main issue of social science and they are discussed not only in scientific paper but very often in mass media.



Functional styles are subsystems of the language and represent varieties of the norm of the national language. Their evolution and development has been determined by the specific factors of communication in various spheres of human activity. Each of them is characterized by its own parameters in vocabulary usage, syntactical expression, phraseology, etc.

there are several subdivision of this styles:



Regional

Regional varieties of English reflect the geographical origin of the language used by the speaker: Canadian English, Cockney



Social

Social variations testify to the speaker's family, education, social status background: upper class and non-upper class, a political activist



Occupational

Occupational styles present quite a big group that includes the following types: religious English; scientific English; legal English; political English; news media English further subdivided into: news reporting; journalistic; sports commentary; advertising

I.3. Lexical and Grammar Peculiarities.

Lexical Features

Terminological variety is also possible: scientific, sports, political.

. Abstract notion words, elevated and bookish words are often used.

. In oratory speech: words of elevated and bookish character, colloquial words and phrases, frequent use of such stylistic devices as metaphor, alliteration.

Grammar Features

Present Simple Tense is used when speaking about: Frequent events or actions;

. The Past Simple Tense is used in journalistic articles to express completed past actions.

News writers often appeal to Future Simple Tense. Present Perfect Simple and Present Continuous always interfere

II. THE PRACTICAL ANALYSIS OF THE TEXT 'YOUNG PEOPLE SPEND 7 HOURS 38 MINUTES A DAY ON TV, VIDEO GAMES, COMPUTER



This text is taken from the American journal '**Social Text**'. It shows the results of the investigations done by the Kaiser Family Foundation on the problem of teens and tweens and their consumption of mass media. There are many terms in the text. A term is a special word characteristic of some definite science.

technical terms

According to the context
we divided all terms into:

terms of
the social
character

The first group
embraces words
connected with
computers and
TV

The second
group embraces
words of general
technical
character.

. These are such words
as *video, computer,*
zoom, media, transforma
tion, phone, site, Faceboo
k, status, mobile, electron
ic, block, message

Such words as: *to pack in,*
transformation, device,
network, update, stuff,
page, impose, exposure,
stake, remote controls, to
bring with, headphone,
blank, check, restrictions,
text.

All social terms we have divided into
single terms which can be translated
by finding the regular equivalents in
the target text and complex terms
which can be translated by means of
explanation, addition, omission and
transposition

The first group embraces such
words as *release, teens, tweens,*
media, entertainment, a survey, a
glimpse, offspring, tallying,
allotment, cramp, mom.

Example

Gadgetry

Translation
Russian and
Chinese

She offered one example of how gadgetry can alter relationships with her four children ages, 9 to 15

is small machine or device which do something useful.

Она приводит один пример того, как могут технические новшества повлиять на её отношения с её четырьмя детьми, в возрасте от 9 до 15.

Chinese: 她提供的小玩意如何改變與她的四個一個例子, 年齡9至15

computer

-

an electronic device which is capable of receiving information (data) in a particular form and of performing a sequence of operations in accordance with a predetermined.

Example

The numbers zoom even higher if you consider kids' multi-tasking -- such as listening to music while on the computer

Translation
Russian:

Числа оказываются ещё выше, если принимать во внимание детскую многозадачность - то есть когда дети слушают музыку во время работы на компьютере

Chinese

這些數字如果你考慮孩子的多任務處理放大甚至更高 - 如聽音樂, 一邊在電腦上

Example

*full-time
job*

Translation
Russian and Chinese

Young people now devote an average of seven hours and 38 minutes to daily media use, or about 53 hours a week -- more than a full-time job -- according to Kaiser Family Foundation findings released today

This complex term consists of two words. The first word is a compound term consisting of an **adjective full** and **noun time**. The whole term is an **adjective**. Together with the noun *job* it is translated as **полный рабочий день**.

Молодые люди в настоящее время тратят в среднем семь часов и 38 минут на ежедневное использование средств массовой информации, или около 53 часов в неделю - это больше, чем полный рабочий день - согласно результатам исследования организации Kaiser Family Foundation, которые были опубликованы сегодня.

现在的年轻人花费7小时38分钟日常使用的媒体，或一个星期约53小时平均 - 不是一个完整的工作日多 - 根据研究机构凯泽家庭基金会，这是今天出版。

Example

When parents impose limits, they work, with their offspring tallying nearly three hours less exposure a day.

Offspring — *a*
persons child or
children.
Origin: Old
English
ofspring.

Translation
Russian and
Chinese

Когда родители накладывают ограничение на просмотр ТВ, им удается убедить своих детей смотреть ТВ примерно на 3 часа меньше.

當父母強加的限制，他們的工作，他們的後代清點了近三個小時

Entertainment - the action of providing or being provided with amusement or enjoyment.

- *But in the last five years, the time that America's 8- to 18-year-olds spend watching TV, playing video games and using a computer for entertainment has risen by one hour, 17 minutes a day, the Kaiser study found.*

Translation

Russian: *Согласно докладу Kaiser в последние пять лет, время, которое дети в возрасте от 8 до 18 лет в Америке тратят на просмотр телевизора, игру в видеоигры и использования компьютера для развлечений, увеличилось на один час, 17 минут в день.*

Chinese: - 但是，在過去的五年中，認為美國的8到18歲的孩子花在看電視，玩視頻遊戲和使用娛樂電腦的時候已經一個小時，一天17分鐘上升，凱澤研究發現

II.2. Terms of Social Character

Teens - plural noun the years of a person's age from 13 to 19. Origin: late 17th cent.: plural of teen, independent usage of -teen.

Tweens - short for *tweenage*. It is a plural noun the years of a person's age from 10 to 14.

- *A few years ago, the same researchers thought that teens and tweens were consuming about as much media as humanly possible in the hours available*

- Translation

Russian: *Несколько лет назад, те же исследователи считали, что подростки младшего и среднего возраста потребляли примерно столько средств массовой информации сколько вполне достаточно для обычного человека в свободное время.*

Chinese: 幾年前, 同樣的研究人員認為, 青少年和充斥了力所能及的在小時提供約消耗盡可能多的媒體

Headphone

- a device consisting of a pair of earphones joined by a band placed over the head, for listening to audio signals such as music or speech. It is a compound term. It consists of two nouns 'head' and 'phone'. Phone is the *cutting of the word 'telephone'*.

Example

But when her kids go right to their cellphones or immediately retreat into their headphones in the car, "it's no different than if they were in their bedrooms, with the door closed," said Kirsh, an educational coordinator at a local church .

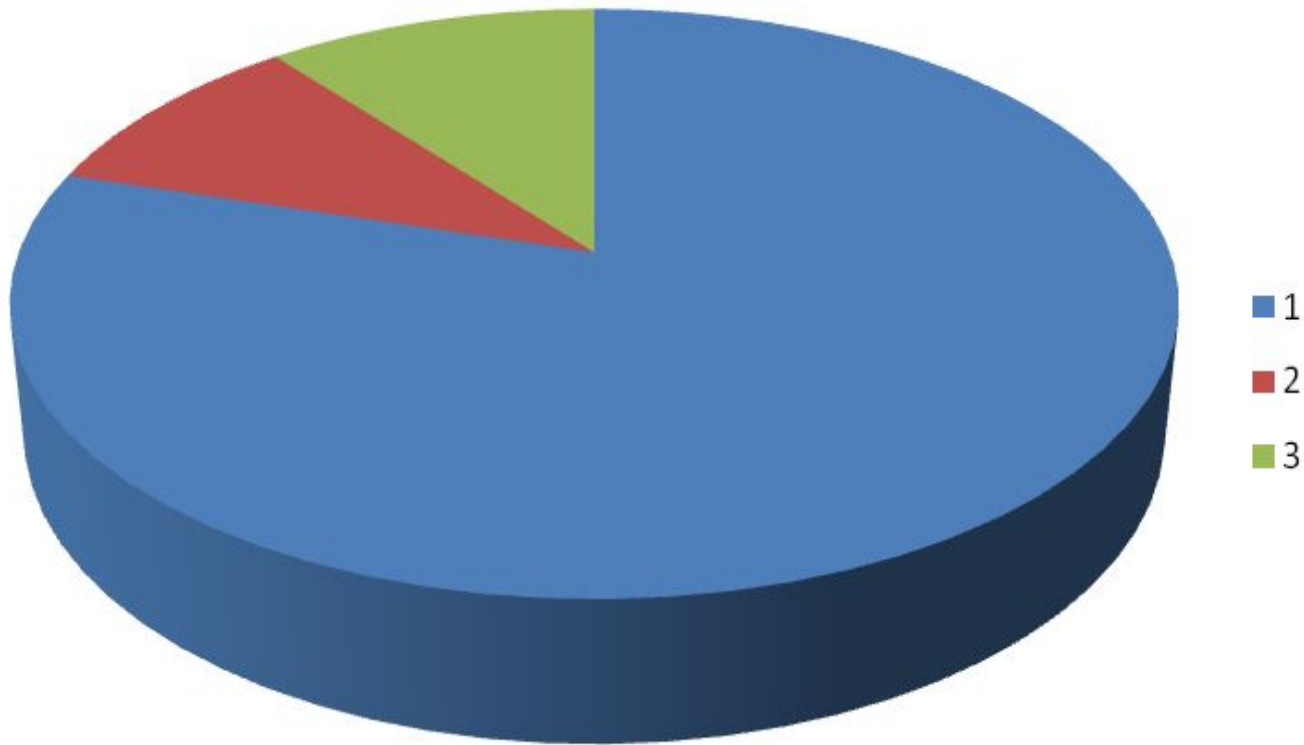
Translation Russian:

Russian: Но когда ее дети занимаются их мобильными телефонами или погружаются в музыку, которая звучит из наушников, это точно также, как если бы они находились в своих комнатах за закрытой дверью, говорит Кириш, координатор по проблемам воспитания при местной церкви.

Chinese

**但是，當她的孩子去正確的給手機或立即撤退到他們在車上耳機，
“這沒有什麼不同，如果他們在自己的臥室，大門緊閉，”基爾希，在
當地教堂的教育協調員說**

Diagram 1. The Use of Terms in the Text

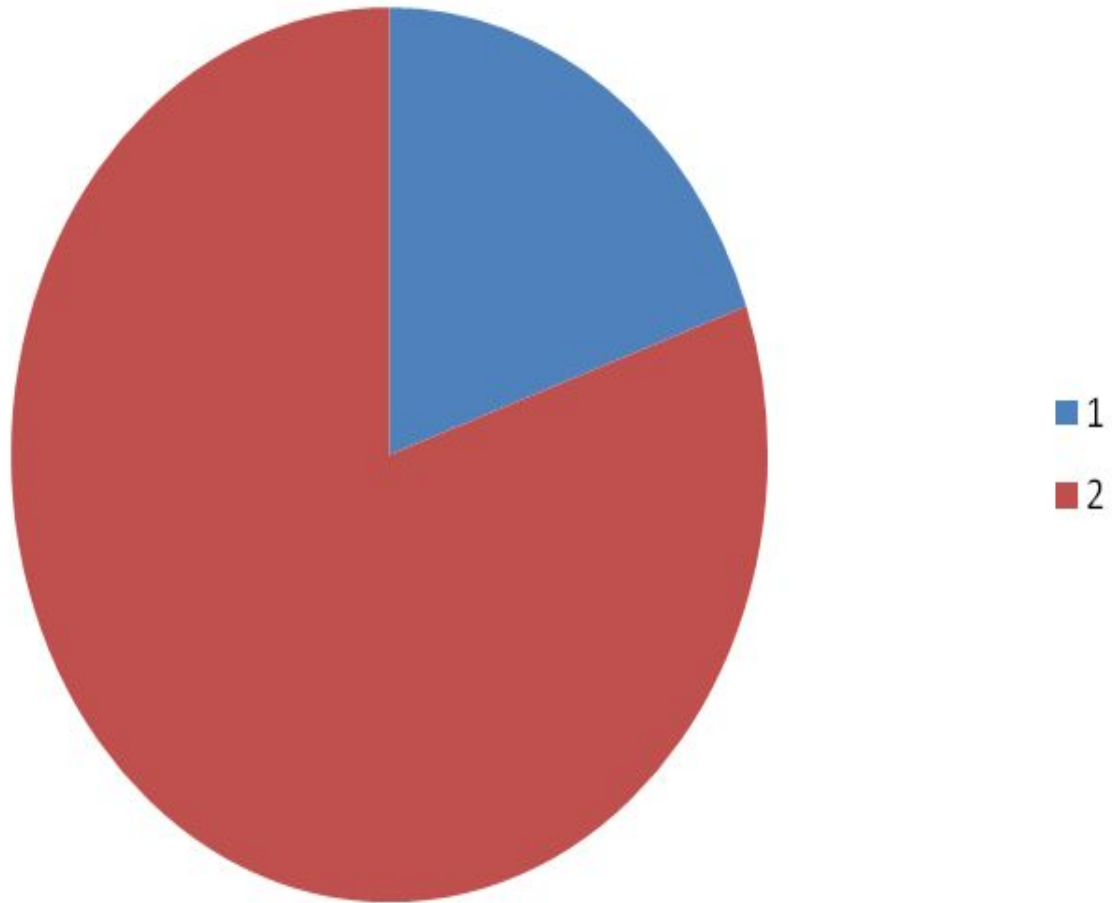


1. Neutral words

2. Technical terms

3. Social terms

Diagram 2. Technical Terms in the Text

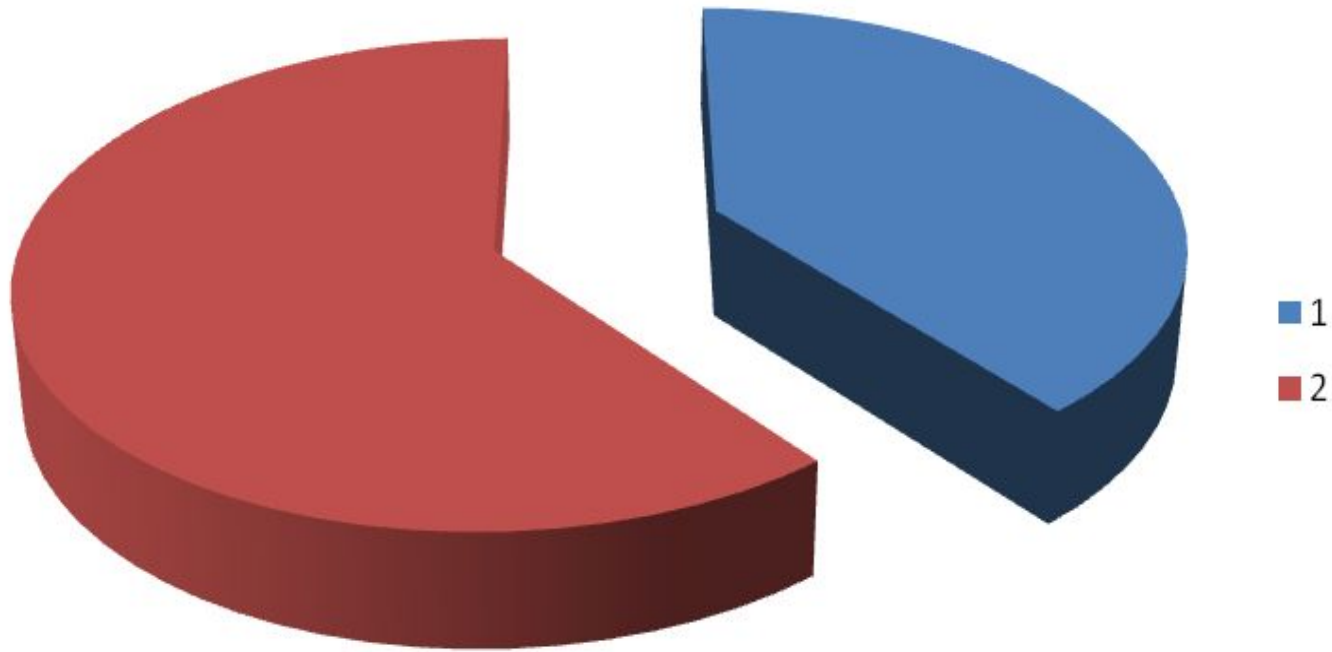


1. Computer

terms

2. Other

Diagram 3. Social Terms in the Text



1. Simple and compound terms

2. Complex terms

CONCLUSIONS

- The practice gave a good possibility to improve the language knowledge;

- the word "Social" derives from the Latin word *socii*;
- the most common use of the term social is in politics;

contemporary use of the term is referred to the redistributive policies of the government which aim to apply resources in the public interest;

- language is the most common and reliable way for people to translate their internal thoughts and emotions into a form that others can understand;

- the language of social texts corresponds the language of mass media;
- the language of social documents and texts is characterized by plain grammar, frequent use of non-finite verb forms, link verbs, auxiliaries, pronouns, impersonal sentences, elliptical constructions, interrogative sentences;
- there are many terms in social texts and documents;