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# Section 1.

## Economic



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### **FORMATION AND DEVELOPMENT OF GLOBAL REPORTING INITIATIVE STANDARDS IN THE DISCLOSURE OF NON-FINANCIAL STATEMENTS OF THE ENTERPRISE**

#### **Abstract**

Corporate practice in the use of non-financial reporting has a significant impact on the social development of society and the environment as a whole. Today, there are many methodological approaches to the preparation of non-financial reporting. The most common methodology is the Global Reporting Initiative Guidelines and Standards. The purpose of this article is to study the current versions of the Global Reporting Initiative (GRI) standards for the preparation of non-financial reporting of enterprises, which consists (especially for large companies) in informing about the results of non-financial reporting when interacting with stakeholders – the state, potential investors, society. This article will analyze the 2016 version of these standards and the 2021 revision of the GRI Standards. Based on the results of the study, we came to the conclusion that the methodological basis for the regulatory system

for the preparation of non-financial reporting on a global scale has been formed. The next stage will be the creation of a global platform for the formation of requirements for non-financial reporting, which is based on the GRI Standards.

**Keywords:** Non-financial reporting, sustainability reporting, GRI Standards.

## **СТАНОВЛЕНИЕ И РАЗВИТИЕ СТАНДАРТОВ GLOBAL REPORTING INITIATIVE ПРИ РАСКРЫТИИ НЕФИНАНСОВОЙ ОТЧЕТНОСТИ ПРЕДПРИЯТИЯ**

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### **Аннотация**

Корпоративная практика по применению нефинансовой отчетности оказывает существенное воздействие на социальное развитие общества и экологию в целом. Сегодня существует множество методологических подходов по подготовке нефинансовой отчетности. Наиболее распространенная методология содержится в Руководствах и Стандартах Глобальной Инициативы по нефинансовой отчетности (Global Reporting Initiative (GRI)). Целью настоящей статьи является исследование действующих версий стандартов по подготовке нефинансовой отчетности предприятий, заключающейся (особенно для крупных компаний) в информировании о результатах нефинансовой отчетности при взаимодействии с заинтересованными сторонами – государством, потенциальными инвесторами, обществом. В настоящей статье будет проведен анализ версии указанных стандартов от 2016 года и пересмотренной редакции Стандартов GRI, датированной 2021 годом. По итогам исследования мы

пришли к выводу, что методологическая основа системы регулирования составления нефинансовой отчетности в глобальном масштабе сформировалась. Следующим этапом станет создание глобальной платформы по формированию требований к нефинансовой отчетности, которая базируется на Стандартах GRI.

**Ключевые слова:** Non-Financial Reporting, Sustainability Reporting, GRI Standards, Global Initiative on Non-Financial Reporting, Rating.

В настоящий момент в 50 странах мира, включая страны Европейского союза, Латинской Америки (Аргентина, Бразилия), Азии (Индия, Китай, Япония), Кипр, Канаду и Великобританию<sup>1</sup> приняты более 100 документов, регламентирующих нормативные требования к нефинансовой отчетности, предъявляемые регуляторами и фондовыми биржами. Большинство из них основано на Стандартах Глобальной Инициативы по подготовке нефинансовой отчетности – Стандартах GRI, что способствует их популяризации в мировом масштабе. Дополнительным преимуществом Стандартов является гармонизация содержащихся в них требований с такими известными стандартами, как UN GC, UNCTAD, CDP, TCFD и другие.

В результате, Стандарты GRI на сегодняшний день являются одними из самых применяемых в области подготовки нефинансовой отчетности для устойчивого развития.

В процессе своей эволюции Стандарты GRI претерпели довольно значительные изменения. Началом создания основы Стандартов GRI считается 2000 год, когда было выпущено Руководство Глобальной инициативы по подготовке нефинан-

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<sup>1</sup> Highlights: GRI at 20. [Электронный ресурс] – Режим доступа: URL: <https://web.archive.org/web/20180212084424/https://www.globalreporting.org/gri-20/Pages/Facts-and-figures.aspx/> (дата обращения: 05.10.2023).

совой отчетности. С тех пор оно не единожды пересматривалось. Приведем ключевые даты из истории создания различных версий Руководства GRI:

1. Первая версия был выпущена в 2000 году и стала основой для всех последующих редакций.

2. Разработка второй версии была закончена в 2002 году. Она представляла собой доработанную первую версию документа и не имела значительных изменений по отношению к изначальному документу.

3. Третья версия, в которой было пересмотрено большое количество положений, вышла в 2006 году и просуществовала без изменений 5 лет.

4. Опубликование четвертой версии произошло в марте 2011 года. Она представляла собой доработанную и пересмотренную третью версию документа.

5. Последняя, актуальная на сегодняшний день, четвертая версия вышла в мае 2013 года.

Начиная с 2013 года, в рамках методологии, принятой в Global Reporting Initiative, осуществлялся постепенный переход от системы, основанной на применении Руководства Глобальной инициативы по подготовке нефинансовой отчетности, к модульной системе, который завершился в октябре 2021 года<sup>1</sup>. В этот момент Глобальная Инициатива по подготовке нефинансовой отчетности представила новую модульную систему отчетности, получившую название GRI Standards 2021 и базирующуюся на пересмотренных универсальных

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<sup>1</sup> Global Reporting Initiative. [Электронный ресурс] – Режим доступа: URL: <chrome-extension://efaidnbmninnibpcjpcglcfindmkaj/https://www.globalreporting.org/media/wtaf14tw/a-short-introduction-to-the-gri-standards.pdf> (дата обращения: 05.10.2023).

Стандартах GRI версии 2021 года, которые вступают в силу с 1 января 2023 года<sup>1</sup>.

Сегодня фонд Стандартов GRI включает пересмотренные универсальные стандарты GRI 1–3, тематические стандарты GRI 200, GRI 300 и GRI 400 и отраслевые стандарты (например, Стандарт для угледобывающего сектора – GRI 12: Coal Sector 2022)<sup>2</sup>.

На текущий момент Глобальная Инициатива по подготовке нефинансовой отчетности признает отчеты, подготовленные с применением Руководств, как не соответствующие ее требованиям, отчетность должна быть подготовлена согласно положениям новой модульной системы.

Причина заключается в коренных изменениях в последней версии Стандартов GRI. Прежде всего, изменения затронули основные понятия. Введено новое толкование термина «заинтересованная сторона», под которым теперь понимается отдельное лицо или группа лиц, интересы которых затрагиваются или могут быть затронуты деятельностью организации. Также введена иная трактовка в отношении категории «Существенные темы», куда в новой редакции включены темы, которые отражают существенные воздействия организации на экономику, окружающую среду и людей, включая влияние на права человека.

Проведенный в рамках исследования анализ Стандартов GRI версии 2016 и обновленной версии 2021 года выявил следующие отличия:

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<sup>1</sup> Get ready for enhanced sustainability reporting with GRI [Электронный ресурс] – Режим доступа: URL: <https://www.globalreporting.org/news/news-center/get-ready-for-enhanced-sustainability-reporting-with-gri/> (дата обращения: 05.10.2023).

<sup>2</sup> GRI Standards 2021. [Электронный ресурс] – Режим доступа: URL: <https://www.globalreporting.org/how-to-use-the-gri-standards/gri-standards-english-language/> (дата обращения: 04.10.2023).

1. Включение отраслевых стандартов, направленное на повышение сопоставимости информации. Отраслевые Стандарты GRI предоставят возможность ограничить разнообразие в выборе существенных тем и показателей, что в свою очередь обеспечит сопоставимость отчетной информации. Применение отраслевых стандартов в системе Стандартов GRI позволит при подготовке нефинансовой отчетности использовать Стандарты GRI вместо, набирающих популярность Стандартов SASB, представляющих собой специальные стандарты для 79 отраслей, используемые для подготовки нефинансовой отчетности<sup>1</sup>.

2. Детализирование ключевых принципов отчетности, призванное обеспечить создание логически единой модели, применяемой при разработке нефинансовой отчетности. Среди основных изменений в системе отчетности, указанной в Стандартах GRI версии 2021, в отличие от версии 2016, можно выделить:

- систематизацию общих требований к подготовке отчета;
- пересмотр принципов подготовки отчета<sup>2</sup>.

В Стандартах GRI, выпущенных в 2021 году, применяются следующие принципы подготовки нефинансовой отчетности:

- точность и сбалансированность;
- ясность и сопоставимость;

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<sup>1</sup> Sustainability Accounting Standards Board. [Электронный ресурс] – Режим доступа: URL: <https://sasb.org/standards/download/> (дата обращения: 04.10.2023).

<sup>2</sup> Обзор изменений в стандартах GRI [Электронный ресурс] – Режим доступа: URL: [https://www.fbk.ru/upload/docs/%D0%9F%D0%B5%D1%80%D1%86%D0%B5%D0%B2%D0%B0\\_%D0%A4%D0%91%D0%9A\\_%D0%A1%D1%82%D0%B0%D0%BD%D0%B4%D0%B0%D1%80%D1%82%D1%8B%20GRI%202021\\_%D0%BA%2024.11.2022\\_%20E2%80%94%20%D0%BA%D0%BE%D0%BF%D0%B8%D1%8F.pdf](https://www.fbk.ru/upload/docs/%D0%9F%D0%B5%D1%80%D1%86%D0%B5%D0%B2%D0%B0_%D0%A4%D0%91%D0%9A_%D0%A1%D1%82%D0%B0%D0%BD%D0%B4%D0%B0%D1%80%D1%82%D1%8B%20GRI%202021_%D0%BA%2024.11.2022_%20E2%80%94%20%D0%BA%D0%BE%D0%BF%D0%B8%D1%8F.pdf) (дата обращения: 05.10.2023).



- полнота и своевременность;
- надежность;
- контекст устойчивого развития.

При подготовке отчета о нефинансовой отчетности в соответствии со Стандартами GRI 2016 было возможно было выбирать вариант отчета «Основной» или «Расширенный», в новой версии такая возможность отсутствует, теперь организация должна соответствовать следующим требованиям:

- применять принципы отчетности;
- раскрывать все элементы отчетности;
- определять существенные темы;
- раскрывать элементы отчетности;
- раскрывать информацию в соответствии с тематическими стандартами по каждой существенной теме;
- указать причины, по которым организация не раскрывает те или иные элементы отчетности;
- опубликовать таблицу соответствия GRI;
- предоставить заявление об использовании;
- уведомлять Глобальную Инициативу по подготовке нефинансовой отчетности.

3. Защита прав человека и экологическая составляющая легли в основу содержания общих элементов отчетности. В Стандартах GRI 2021 года проведена актуализация и введены новые элементы нефинансовой отчетности, акцентирующие внимание на правах человека.

Глобальная Инициатива по подготовке нефинансовой отчетности продолжает усиливать контроль над применением своих стандартов и работу по актуализации Стандартов GRI в рамках конкретных тематических и отраслевых стандартов, что повлечет в будущем дальнейшие изменения в Стандартах GRI. Глобальная Инициатива по подготовке нефинансовой отчетности

с 1 января 2023 года закрыла базу отчетов GRI для общего доступа.

Сегодня Стандарты GRI представляют собой методологическую основу разработки нефинансовой отчетности компаний, являясь универсальными документами, которые совместимы с другими системами отчетности в области корпоративной политики применения и оценки ESG-стратегий.

Отчет о нефинансовых показателях деятельности компании, сформированный на основе Стандартов GRI 2021 отражает экономическую, социальную, управленческую и экологическую результативность в соответствии с последними изменениями в области ответственного ведения бизнеса.

Внесение изменений в Стандарты GRI заслужило высокую оценку среди аналитиков и инвесторов, которые отмечают, что нефинансовая отчетность составленная в соответствии со Стандартами GRI обладает более высокой прозрачностью, что подтверждается исследованием, проведенным The Governance and Accountability Institute Inc<sup>1</sup>.

Возможно, в ближайшем будущем Стандарты GRI станут общепризнанной платформой для подготовки и предоставления нефинансовой информации. Препятствием может служить факт отсутствия открытого доступа к текстам Стандартов GRI и к отчетам о нефинансовой деятельности компаний.

### **Список литературы:**

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<sup>1</sup> The Governance and Accountability Institute Inc. [Электронный ресурс] – Режим доступа: URL: <https://www.ga-institute.com/research/ga-research-directory/sustainability-reporting-trends/2021-sustainability-reporting-in-focus.html/> (дата обращения: 04.10.2023).

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## **MIGRANTS AND EUROPE'S ECONOMIC LANDSCAPE: UNVEILING THE CHALLENGES AND IMPACTS ON TODAY'S ECONOMY**

### **Abstract**

This article combines a broad overview of migration in Europe with an analysis of the challenges and impacts of migrants on the economy. It offers policymakers and stakeholders valuable insights and policy recommendations to enhance integration of migrants and maximize the economic benefits of migration in Europe.

**Keywords:** Migration, European economies, integration, impacts on economy.

### **1. Overview of migration problem in Europe**

Migration in Europe refers to the movement of people from one country to another within the European continent. It has been a complex and influential aspect of European history for centuries. However, in recent years, migration has become a contentious issue due to various factors including economic disparities, political instability, conflict, and humanitarian crises.

One of the key drivers of migration in Europe is economic in nature. People often migrate from less developed countries in search of better job opportunities, higher wages, and improved living standards. This has led to significant migration flows from developing countries to more affluent countries in Europe, such as Germany, France, and the United Kingdom<sup>1</sup>.

Another significant factor contributing to migration in Europe is political instability and conflict. Wars, civil unrest, and persecution

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<sup>1</sup> Zhitin D., Krasnov A., Shendrik A., Migration Flows in Europe: Space and Time Transformation / Baltic Region. 2016.– № 2.– P. 68–86.

in countries like Syria, Afghanistan, and Iraq have forced millions of people to flee their homes and seek refuge in Europe. This has resulted in the largest influx of refugees into Europe since World War II.

The European Union (EU) has played a central role in managing migration in Europe. The Schengen Agreement, which allows for passport-free travel within participating countries, has facilitated the movement of people across borders. However, the recent increase in migration has prompted the EU to implement stricter border controls and establish mechanisms for processing and distributing refugees more effectively.

The migration crisis in 2015, characterized by the arrival of over one million refugees and migrants in Europe, brought the issue to the forefront of public debate. It led to divisions among EU member states regarding the appropriate response to the crisis, with some countries advocating for more open borders and others imposing stricter controls. It also sparked a rise in anti-immigration sentiment and the emergence of far-right political movements in some European countries<sup>1</sup>.

The management of migration in Europe poses significant challenges for governments and societies. Integration of migrants into host societies, ensuring their access to basic rights and services such as healthcare and education, and addressing concerns about cultural differences and social cohesion are key issues that policymakers and communities must grapple with.

## **2. Challenges Associated with Migrants' Integration into European Economies**

The integration of immigrants into European economies has been a topic of significant importance and debate in recent years.

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<sup>1</sup> Vasiliev A. M., Kopchenko I. E., Grineva J. A., European migration crisis (2014–2015): causes and main parameters / Society: politics, economics, law. 2016.– № 2.– P. 99–103.

As migration continues to occur, European countries face numerous challenges when it comes to successfully integrating migrants into their economic systems. There are some of the main challenges associated with migrant integration into European economies:

1. Language and cultural barriers: One of the primary challenges faced by migrants is the language barrier. A lack of proficiency in the host country's language can significantly hinder their ability to find suitable employment. Additionally, cultural differences can make it challenging for migrants to understand and adapt to local business practices and norms.

2. Discrimination and stigma: Migrants often face discrimination and prejudice in the job market, which can impact their access to employment opportunities and career progression. Negative stereotypes associated with migrants can undermine their integration into European economies by limiting their chances of achieving economic independence.

3. Lack of recognition of qualifications and skills: Many migrants possess qualifications and skills that are not recognized in the host country. This can result in a mismatch between their expertise and the available job positions, leading to underemployment or unemployment<sup>1</sup>.

4. Limited access to education and vocational training: Access to quality education and vocational training is crucial for migrants to acquire the necessary skills and knowledge required for successful economic integration. However, many migrants face barriers in accessing education and training opportunities, which further impedes their chances of integration.

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<sup>1</sup> Matveeva O.K., Koziy M.A., Petukhov I.A., Migration processes in Europe: challenges and perspectives / Innovations. The science. Education. 2020. – № 18. – P. 518–524.

5. **Social welfare system strain:** The integration of migrants into European economies can place a strain on the social welfare systems of the host countries. As migrants often require additional support and resources, there is a need for adequate infrastructure and funding to meet these demands<sup>1</sup>.

The successful integration of migrants into European economies is crucial for both the migrants themselves and the host countries. However, numerous challenges impede this integration process. By addressing language barriers, discriminatory practices, and the recognition of qualifications, European countries can enhance the economic integration of migrants.

### **3. Impacts of Migrants on Europe's Economy**

The impacts of migrants on Europe's economy can be both positive and negative. It is important to note that the effects can vary depending on various factors such as the countries involved, the skill levels of the migrants, and the specific economic conditions.

#### *Positive impacts:*

1. **Boost to labor force:** Migrants can fill labor shortages, especially in sectors with high labor demand, such as healthcare, agriculture, and construction. This can contribute to increased productivity and economic growth.

2. **Innovation and entrepreneurship:** Migrants often bring new skills, knowledge, and ideas to the host country, which can lead to increased innovation and entrepreneurship, ultimately driving economic development.

3. **Contribution to public finances:** Migrants who work and pay taxes can contribute to the host country's public finances by

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<sup>1</sup> Muydinov D. N., Main problems of the current social processes in Europe: migration as a political tool / The Bulletin of the Volga Region Institute of management. 2019.– № 5.– P. 18–23.

increasing tax revenues, which can help fund public services and infrastructure.

4. Demographic support: Many European countries are facing aging populations and declining birth rates. Migrants, especially young and working-age individuals, can help address these demographic challenges by supporting the labor force and potentially reducing the burden on pension and welfare systems<sup>1</sup>.

*Negative impacts:*

1. Initial costs: There may be initial costs involved in providing healthcare, education, and other services to migrants, particularly for countries with large influxes of asylum seekers or refugees.

2. Pressure on public services: An increased population due to migration can put strain on public services such as healthcare, education, and housing. This can result in longer waiting times and overload existing infrastructures.

3. Wage competition and job displacement: In some cases, migrants may be willing to work for lower wages, leading to increased competition for jobs and potential displacement of native workers. However, this effect is often limited to specific sectors or occupations.

4. Integration challenges: The process of integrating migrants into society and the labor market can be complex and require resources. If integration is not successful, it can lead to social tensions and potential socio-economic challenges<sup>2</sup>.

It is crucial to consider these impacts in a nuanced manner, as the effects of migration on an economy are multifaceted and may vary across different contexts and timeframes.

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<sup>1</sup> Krasovsky A., Consequences of the migration crisis in the European Union / Post-Soviet Continent. 2019.– № 3 (23).– P. 94–100.

<sup>2</sup> Zhitin D., Krasnov A., Shendrik A., Migration Flows in Europe: Space and Time Transformation / Baltic Region. 2016.– № 2.– P. 68–86.



#### 4. Policy recommendations and conclusion

Migration has become a defining feature of Europe's economic landscape, presenting both challenges and opportunities. The integration of migrants into European economies is a complex task that requires comprehensive policies and initiatives. While challenges such as language barriers, skills mismatch, and discrimination persist, migrants also bring diverse skills, entrepreneurial spirit, and cultural enrichment to European societies<sup>1</sup>.

To unlock the full potential of the economic contribution of migrants, governments need to develop targeted policies that address these challenges and capitalize on the benefits. Enhancing education and skill development programs, promoting language acquisition, supporting migrant entrepreneurship, and addressing discrimination will foster the economic integration of migrants and enable them to become active contributors to Europe's economy.

Moreover, successful integration is not solely an economic imperative but also a means to achieve social cohesion, diversity, and inclusion. By embracing the diversity migrants bring, Europe can create a more robust and resilient economy that values and maximizes the talents of all its inhabitants. Through inclusive policies and efforts, Europe can overcome challenges, harness the benefits of migration, and build a prosperous and harmonious future. Additionally, improving access to education and training opportunities can empower migrants to contribute effectively to the host country's economy. It is vital for governments, civil society organizations,

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<sup>1</sup> Galimova L. Y., Sharafullina R. R. Migration in Europe and France: institutional problems, challenges, culture inclusion and regulation / Reproduction potential of the region: problems of quantitative measurements of its structural elements: proceedings of the VII International Scientific and Practical Conference, Ufa, June 07–08, 2019 / Editor-in-Chief Yangirov A. V.– Ufa: Bashkir State University, 2019.– P. 51–56.

and the private sector to collaborate and implement comprehensive strategies to overcome these challenges and ensure the successful integration of migrants into European economies.

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## Section 2. Journalism



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### **THE IMPACT OF MODERN TECHNOLOGIES ON THE CODES OF ETHICS OF AN ADVERTISING SPECIALIST**

#### **Abstract**

Advertising communication is a form of communication between the advertiser and the audience, so it is important to understand that the unpleasant impression created about advertising can be transferred by the recipients to the product itself. Not all companies today take into account the ethical component of advertising messages, are aware of their responsibility to society. This trend is especially noticeable in the example of advertising distributed using various digital technologies. In this article, we will look at the features of ethical codes in force in different countries in order to identify how they reflect the current realities of the advertising market. Based on the results of the study, we came to the conclusion that in modern conditions, advertising communication should be approved by society from an ethical point of view, and society should be protected from the harmful effects of advertising through various mechanisms – legislative, professional.

**Keywords:** Advertising, ethics, professional codes. self-regulation, legislation.

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## **ВЛИЯНИЕ СОВРЕМЕННЫХ ТЕХНОЛОГИЙ НА ЭТИЧЕСКИЕ КОДЕКСЫ СПЕЦИАЛИСТА ПО РЕКЛАМЕ**

**Аннотация:** Рекламная коммуникация – это форма общения рекламодателя с аудиторией, поэтому важно понимать, что создаваемое неприятное впечатление о рекламе, может быть перенесено реципиентами на сам товар. Не все компании сегодня учитывают этическую составляющую рекламных сообщений, осознают свою ответственность перед обществом. Особенно эта тенденция заметна на примере рекламы, распространяемой с помощью различных цифровых технологий. В данной статье мы рассмотрим особенности этических кодексов, действующих в различных странах, чтобы выявить насколько они отражают текущие реалии рекламного рынка. По результатам исследования мы пришли к выводу, что в современных условиях рекламная коммуникация должна быть одобрена обществом с этической точки зрения, и социум должен быть защищен от вредного воздействия рекламы с помощью различных механизмов – законодательного, отраслевого.

**Ключевые слова:** Реклама, этика, профессиональные кодексы. саморегулирование, законодательство.

В научном сообществе был проведен ряд исследований с целью поиска факторов, влияющих на людей и общество с позиций этичности рекламной коммуникации и того, что является этически правильным и неправильным. Многие известные авторы

проводили исследования по этому вопросу в прошлом, чтобы выяснить основные этические проблемы в рекламе. Среди ключевых исследователей выделим работы Ф. Финкелхора<sup>1</sup>, Р. Мура<sup>2</sup>, Л. Вилсона<sup>3</sup>, М. Хафнера<sup>4</sup>, Дж. Конна<sup>5</sup>, Д. М. Гиртуи<sup>6</sup>.

В основном большинство ученых подходило к проблеме этики рекламы как к объекту информационно-правовых отношений, однако отношения к этике рекламы в рамках саморегулирования отрасли, наоборот, стали объектом изучения небольшого количества ученых, среди которых назовем работы Н. Н. Грицюты<sup>7</sup> и Дж. Бодувина<sup>8</sup>.

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<sup>1</sup> Finkelhor, F. *Legal Phases of Advertising*. – New York: Mc Graw-Hill Book Co., Inc., 1938. – 345 p.

<sup>2</sup> Moore R. L. *Advertising and Public Relations Law*. Carmen Maye: Erik Collins Routledge, 2011. – 468 p.

<sup>3</sup> Wilson, R. *Business Ethics: Western and Islamic Perspectives* // K. Ahmad, & A. M. Sadeq. *Ethics in Business and Management: Islamic and Mainstream Approaches*: London, Asean Academic Press Ltd. 2001 – P. 135–167.

<sup>4</sup> Haefner, M. J. *Ethical problems of advertising to children*. *Journal of Mass Media Ethics*, – 6 (2). 1991. – P. 83–92.

<sup>5</sup> Conna, J., Garrison, H., Treise, D. and Weigold, M. F. *Ethics in advertising: ideological correlates of consumer perceptions* // *Journal of Advertising*, – 23(3). 1994. – P. 59–69.

<sup>6</sup> Githui D. M. *Ethical issues in advertising and marketing: an empirical analysis of the hindrances to efficient marketing and product communication management in Kenya* // *European Journal of Business and Innovation Research*, – Vol. 1. – No. 4. 2013. – P. 9–19.

<sup>7</sup> Грицюта Н. Н. *Формирование этики рекламы: национальный и Международный опыт* // *Universum: общественные науки*, – No. 5(15). 2015.

<sup>8</sup> Boddewyn J. J. *Global perspectives on advertising self-regulation: principles and practices in thirty-eight countries*, Westport, Conn.: Quorum Books, 1992. – 234 p.

Причина такой неравнозначности в изучении этической составляющей рекламной деятельности, на наш взгляд, кроется в том, что инструмент саморегулирования рекламной отрасли выступает в качестве альтернативы законодательного регулирования, не заменяя его полностью, а скорее дополняя и развивая нормы закона.

Этические принципы, заложенные в различных профессиональных кодексах рекламной деятельности не ставят перед собой цели оказывать давление на рекламщика и рекламодача или навязывать какие-либо действия. Напротив, они направлены на повышение успеха рекламы через обеспечение того, чтобы реклама производилась в соответствии с социальными ценностями и моральными принципами. Реклама, соответствующая этическим принципам и правовым нормам, воспринимается потребителями более позитивно, что повышает ценность и репутацию брендов<sup>1</sup>.

Все современные профессиональные кодексы рекламной деятельности основаны на принципах и положениях Международного кодекса рекламной практики Международной Торговой Палаты (кодекс МТП), пересмотренным последний раз в 1997 году. В документе, в статье «Основные принципы», формулируются основные требования к рекламе. Составители кодекса МТП выделяют такие важные характеристики рекламы, как законность, пристойность, честность и правдивость. Каждая из указанных характеристик в отдельности и все они вместе являются в определенной степени характеристиками этичности рекламы.

Практически без изменений нормы кодекса МТП действуют в ряде стран, в частности, Швеции, Румынии, Турции и других.

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<sup>1</sup> Özkan A. Strategic importance of ethic values in advertising and concept of self-regulatory [Special Issue] // European Journal of Research on Education – No. 2. 2014. – P. 1–9.

Например, в принципах международной рекламной практики, действующих в Турции, приоритетной для рекламной деятельности является защита личности и общества<sup>1</sup>.

В Румынии постепенно вводятся новые инструменты этической ответственности рекламодателя. Например, разработан специальный знак «Marca Etică», свидетельствующий об этической рекламной компании. Знак подтверждает, что рекламная компания продукции соответствует требованиям «Кодекса Практики Рекламы Румынского Агентства по рекламе (РАС)»<sup>2</sup>. Уже есть первые бренды, которые получили право использовать такой знак – Fragedo de la TRANSAVIA, разработанный компанией Transavia Romania. Безусловно, подобная практика является хорошим примером для повышения уровня этической рекламной коммуникации.

Свой ответ на вызовы цифровых технологий готовят в Австралии, где разрабатывают всеобъемлющее руководство по этическим вопросам в цифровом маркетинге, оно станет частью политики по соблюдению этических норм в рекламе. Цифровая реклама в различных ее проявлениях (влоги, блоги, социальные сети и др.) должна быть различима, соответствовать Кодексу этики и отражать его основные принципы<sup>3</sup>:

– реклама не должна вводить в заблуждение или создавать такое впечатление;

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<sup>1</sup> Özkan A. Strategic importance of ethic values in advertising and concept of self-regulatory [Special Issue] // European Journal of Research on Education – No. 2. 2014 b.– P. 190.

<sup>2</sup> Marca Etică [Электронный ресурс] – Режим доступа: Marca Etică – marca-etica.rac.ro/ (дата обращения – 09.09.2023).

<sup>3</sup> Code of Ethics [Электронный ресурс] – Режим доступа: AANA\_Code\_of\_Ethics\_Effective\_February\_2021.pdf/ (дата обращения: 10.09.2023).

– реклама не должна содержать искажений, которые могут нанести ущерб бизнесу или деловой репутации конкурента.

В России в 2023 году разработаны поправки в Российский кодекс практики рекламы и массовых коммуникаций, которые направлены в том числе на ужесточение этических требований к маркетинговым коммуникациям. Под «маркетинговой коммуникацией» авторы документа понимают любые формы коммуникации между участниками рынка, направленные на продвижение товара (включая рекламу). Актуальная редакция документа предусматривает три вида требований к рекламе с позиции этики<sup>1</sup>:

1. Маркетинговая коммуникация должна быть:

- достоверной, т.е. содержать сведения, которые соответствуют действительности;
- добросовестной, не должна злоупотреблять доверием потребителя и/или использовать недостаток у него опыта и знаний;
- отвечать общепринятым принципам морали и нравственности.

2. Маркетинговая коммуникация не должна призывать к унижению человеческого достоинства или к дискриминации, основанной на различных признаках (раса, религия, пол и т.д.).

3. Не допускается в маркетинговой коммуникации некорректное использование научных и технических данных.

Важным элементом регулирования содержания рекламы с позиции этичности остаются как механизмы саморегулирования, так и законодательные инструменты.

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<sup>1</sup> Российский Кодекс практики рекламы и маркетинговых коммуникаций [Электронный ресурс]. – Режим доступа: Microsoft Word – Российский Кодекс практики рекламы и маркетинговых коммуникаций 2023\_16.05.23.docx (sovetreklama.ru) (дата обращения: 10.09.2023).



Принципы борьбы с введением в заблуждение потребителей в мире цифровой информации разрабатываются в Федеральной торговой комиссии (FTC) США и в Управлении по рекламным стандартам (ASA) в Великобритании<sup>1</sup>.

Таким образом, на основе всего вышесказанного представляется возможным сделать вывод о том, что по всему миру требования к этичности рекламы, заложенные в профессиональных рекламных кодексах и в законодательстве, постепенно совершенствуются под влиянием развития цифровых форм рекламной коммуникации. При этом следует выделить две основные тенденции. Во-первых, ужесточение самих критериев этичности, а во-вторых – разработка и применение новых инструментов для повышения осознания производителем уровня ответственности за этичность рекламы своей продукции.

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<sup>1</sup> Pascual Katrina Look Out For These Unethical Digital Ads, May 7, 2020 [Электронный ресурс] – Режим доступа: <https://penji.co/unethical-digital-ads/> (дата обращения: 09.09.2023).

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## Section 3. Legal Sciences



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### **INTERNATIONAL DISPUTES AND THE CASE OF KOSOVO**

#### **Abstract**

International law has a wide scope, just like the states themselves, which require more regulation. All states are created within their territory and are under the power of a sovereign, who deals with the internal problems of this state. Another special moment is when the states enter the international arena to interact with each other. But the problem is that among them there is no sovereign to lead them and to create rules between them. Therefore, the only possibility remains intermediate negotiations. But if these rules established by their will are not implemented, exceeded or misused, who leads? Precisely at this moment, the need for an international regulator such as the International Court of Justice arises. But why are all these conflicts between countries arising? One reason may still be the profit and ambition of many states at the expense of each other. The role of the International Court of Justice is, in accordance with international law, to establish the

legal contexts presented to it by states and to give advisory opinions on legal issues referred to it by the competent bodies of the United Nations and specialized agencies. The nature of this subject gives you the opportunity to learn more about countries and international politics.

**Keywords:** Investigative commissions, International Court of Justice, The principle of state sovereignty etc.

## 1. Introduction

International law has a wide scope and has developed a lot in recent years. An important point is the conflicts<sup>1</sup> which our region has had many of, the freshest case being Kosovo. The Charter of the United Nations prohibits the use of force in relations between states. They must resolve all conflicts between them by peaceful means. Many authors divide disputes into: legal and political. Legal disputes are usually resolved through international judicial processes, and political ones through diplomatic forms. Throughout history, and even now, there have been, and still are, numerous conflicts between states. Conflicts can be of a territorial<sup>2</sup>, economic, ideological, and security aspect. At the same time, forms and tools for solving them have been developed. Even many relevant international organizations have been formed for this purpose (in particular the League of Nations and the United Nations)<sup>3</sup>.

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<sup>1</sup> Yaacov Bar-Siman-Tov. *From Conflict Resolution to Reconciliation*, Oxford University Press, 2004.

<sup>2</sup> Many forms of disputes in themselves simultaneously contain both legal and political elements.

<sup>3</sup> Article 33: The parties to a conflict, the continuation of which may jeopardize the preservation of international peace and security, first try to reach a solution to the conflict through negotiations, analyses, mediations, trials, court decisions, the involvement of regional institutions or agreements or through other peaceful means in the choice of parties”

Classical international law divides the means of resolving disputes into: peaceful and violent. So, if the parties have not been able to solve the problems peacefully then they have started the war<sup>1</sup>, the Statute of the International Court of Justice defines legal disputes between states as: a) differences in the interpretation of any agreement; b) as a matter related to any problem related to international law; c) as an action related to non-fulfillment of international obligations; ç) as a matter related to the realization of compensation to any other international entity. However, political disputes are of a different nature and usually they are related to opposition of different interests between states and these disputes are usually resolved through other forms such as diplomatic means, which are not said to be resolved through the norms of international law. Usually, in these cases, the solutions to the problems are made by balancing the interests of the states in conflict.

## **2. Methodology**

Methodology consists of the logical forms of the knowledge process and the possibility of their application in a certain science or in a certain scientific research. In this paper, the methodology represents the legal and institutional analysis of peaceful ways of resolving international disputes. Research methods are a set of logical and operational procedures, which allow the collection and interpretation of data for the verification of the hypotheses established in the research plan. In this paper, the main methodological approach applied is the normative approach. The paper will be based on the qualitative method, which consists in the collection and processing of data in order to compare and interpret provisions or policies that provide for peaceful ways of resolving international disputes. In this paper, the method of literature analysis, the method of interpretive and comparative analysis, the special case method was used.

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<sup>1</sup> Cassese V. A. *International Law*, Oxford, 2001. – P. 218–222.

In this paper, several scientific research questions will be raised, such as: Have the peaceful ways of resolving international disputes been effective? What are the advantages or disadvantages of using them? What are the responsibilities of the state? How do conflicts arise between states? What is the mission of the International Court of Justice. The paper confronts and compares accountability with other principles and mechanisms by which stakeholders can respond to a violation of international law, such as the use of force and diplomacy. The objectives of the paper are: knowledge of the responsibilities of the state, knowledge of the way the conflict was born, reflection of the UN Charter and the mission of the ICJ, reflection of the reality of a problematic situation such as the case of Kosovo, which would be sent to the ICJ.

### **3. The meaning of conflict**

Before examining the ways of resolving the conflict in a peaceful manner in International Law, we must understand what is the international conflict itself. Conflict can be defined as a difference in the achieved and preferred outcomes of a situation of trying to reach an agreement. Conflict between states<sup>1</sup> is not an unusual circumstance, on the contrary, it is quite common and will certainly always exist. There are always two ways to resolve the conflict. The second way, war, is the solution to the conflict in a peaceful way or in opposition to the first. Practice has shown that resolving conflicts in the first way, i.e. their peaceful resolution, is always the simplest, most economical and therefore the most correct way. While the “solution” by war for many authors is not a solution, but simply a reason to start a conflict.

Thus, the famous Roman writer Seneca, about 2 thousand years ago, wrote about the war: “From the people of war, do not seek

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<sup>1</sup> URL: <https://dspace.aab-edu.net/bitstream/handle>

the cause, but the end". Today this postulate is difficult to accept as political scientists are increasingly looking for the causes of war. However, what will be dealt with in this paper are the ways of resolving the conflict in a peaceful way, without violence, without war, this internationally accepted method and functional at first glance.

#### **4. The emergence of conflicts between states**

People during conflict may be inclined to solve the problem by compromise if the conflict has an essential character in some permanent structure. Whether it is accidental is based on circumstances. But conflicts need not destroy one or both parties when they are in harmony, and a temporary conflict can escalate to the level of violence. Controllable or uncontrollable, the typical case is that of wars. An essential conflict is to say something that is expected of its continuation in the future. When it is required that this conflict be put to an end, it must be controllable. Uncontrollable is to say about its limitation and about the risk of its escalation. The issue of Kosovo in the international arena, one of the Albanian issues discussed so much that it reached the trial at the International Court of Justice is the case of Kosovo. At first glance, there are three things we would like to know about any political conflict. First, can both sides in the conflict survive? Second, will it die out or will it continue to happen? And thirdly, can it be controlled and kept within acceptable limits, or can it escape all control and become itself the master of the destinies of those involved in it?<sup>1</sup> Within the context of the deployment of these three types of political conflicts, Kosovo does not belong to the first type, but relatively has passed the second type and remains to coexist without its will, every day, with the control of the conflict political, which is controlled and kept within acceptable limits, but whose forms of escalation, which are manifested in

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<sup>1</sup> Karl W. Deutch. *The analysis of International Relations*. Englewood Cliffs, NJ: Prentice-Hall, Inc., 1968.

violence against the other community, turn it into, as Dejiç would say, “the god of the fate of those involved in it”.

Initially after the war, the North of Kosovo was put under increased military control by the international community, and it was likely identified as a source of inter-ethnic violence, which produces a political crisis depending on how these forces are organized, how they want to manifest their actions to gain as much political, financial and diplomatic support as possible, etc. Known as Serbian parallel structures in Kosovo, which have consolidated and gained the trust of most members of the community they belong to, have often challenged local and international institutions, reflecting negatively on the political scene, within a decade, they have managed to put into play a part of European diplomacy, which often declares in favor of the ideas for the division of Kosovo or increasing the degree of autonomy for the northern municipalities. When the functioning of the Serbian municipalities is consolidated, will a different approach of the Serbs begin in the integration of the new state of Kosovo<sup>1</sup>, or will the Constitution and territorial sovereignty not be respected? Still without coming up with an answer, the Serbs in the north opened up another dimension of the problem, it turned out that there are quite a few who are rejecting integration into the institutions of Kosovo, and want to become an integral part of Serbia.

Before this undeniable fact, strategies, whether local or international, “crumble” like pyramids built from sand. The game, which continues to appear episodically, in the north, has entered a compromising stage for the institutions of Kosovo, which still do not have or are unable to give the response, because the political context has elements linked to international relations, which calls for unity in coordinated actions, which still remain “conserved” within the

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<sup>1</sup> URL: [https://www.usaid.gov/sites/default/files/documents/1863/CDCS\\_Kosovo\\_2014\\_ALB.pdf](https://www.usaid.gov/sites/default/files/documents/1863/CDCS_Kosovo_2014_ALB.pdf).



framework of diplomatic and military rhetoric. Silence and lack of reaction are phenomena that have accompanied us since the post-war period and those who are considered the opposite of this philosophy cannot say anything else; behind the forms of the offered options, the attitude of not always keeping the sword in one's belt, but to make a police, military reaction, qualified with radical political language: "eradication" of parallel structures and nothing more. More or less, the notion of parallel structures is known, but no one has made any accurate political calculation of the proportion of their extent and even less of the degree of credibility they enjoy from the Serbian community. And this makes the claim to conceive them in terms of "marginalized" groups and without influence, exclusionary and not at all realistic.

### **5. The principle of state sovereignty and the right to self-determination**

Sovereignty is the exclusive right to exercise supreme authority over a group of people, geographical region. In international law, the most important concept of sovereignty (Lipušček, 2008) refers to the exercise of authority by the state. If the question is raised about the specific elements that make up a democratic social community, one inevitably comes to the statement, according to which democracy is the rule of the people. The translation of the word "democracy" from the Greek means the same thing. In every democratic constitution, in one form or another, there is a statement according to which the people are the ultimate bearers of all sovereignty. According to her, power is legitimated in a democratic way only if it came out of the free will and with the approval of the people. If the government of the people through the people is impossible due to internal and external reasons, then it remains as a concretization of the sovereignty of the people, first of all, the election of representatives, who then responsibly lead the government according to the

will of the people and with his approval. Self-determination gives a people the right to define its own political, economic, social and cultural system, without outside interference. Based on this, some think that the right to self-determination belongs to every group that forms a people, that is, every group whose members have social, cultural, spiritual proximity, etc. It is clear that this rule gives this right to the peoples.

The main debate here is which principle limits the other, and the answer depends on a case-by-case assessment. The Kosovo issue is a classic example of this dilemma. Both sides, the Kosovar Albanians and the Serbs, insist on their rights. Based mainly on the historical reason, the former demand the right to self-determination in the form of a state, while the latter demand the right to keep the province of Kosovo in the framework of Serbia. Historical reasons, or historical rights, are an outdated concept. The modern concept of self-determination enables Kosovar Albanians the right to self-determination. State sovereignty is no longer an absolute concept as long as it is directly related to the respect of human rights. Although self-determination cannot be compatible with international law, the Kosovar Albanians have the right to self-determination and their own state as long as they were oppressed by the Milosevic regime. Self-determination continues to be a radical concept of this time, and its application depends on a case-by-case basis, taking into account various factors.

### **6. The case of Kosovo in the International Court of Justice**

In order to appease its public opinion, buy time and slow down the process of recognizing Kosovo, the Serbian government began what appeared to be a cunning diplomatic maneuver. In early October 2008, the Serbian delegation succeeded in passing a UN General Assembly resolution requesting an advisory opinion from the International Court of Justice regarding the compatibility of the “unilater-

al declaration of independence” with international law. Declarations of independence are facts related to the internal constitutional and political order of states, while international law is silent on this issue, neither allowing nor prohibiting such declarations of independence. In addition, Kosovo’s declaration of independence was not really unilateral in its essence, because the words and timing of its adoption were coordinated with the five Western powers, including three permanent members of the UN Security Council. By approving this document, Kosovo announced its intention, but in practice it did not become a sovereign state. According to Serbia’s declaration, the illegality of Kosovo’s declaration stemmed from the violation of the principle of respect for the territorial integrity of states, the inapplicability of the principle of self-determination for Kosovo and the violation of UN Security Council Resolution 1244 (which presupposed the continued sovereignty of Serbia over Kosovo).

Regarding the first point, there are three observations. First, Serbia itself had seriously violated the principle of territorial integrity of a neighboring state (the Ottoman Empire) when its armed forces attacked and occupied Kosovo in 1912. The Ottoman Empire and its legal successor, the Republic of Turkey, did not recognize the leaving of Kosovo and no international treaty was reached regarding this. Thus, the Serbian occupation of Kosovo was itself illegal. It was also illegal, since Serbia made that invasion against the will of the majority Albanian population. This invasion was accompanied by massive massacres of Kosovo Albanians and serious violations of international humanitarian law. Kosovo was not legally annexed to Serbia as it should have been, in accordance with the Serbian Constitution in force in 1903 and then that of the Kingdom of Serbs, Croats and Slovenes in accordance with its “Vidovdan” Constitution. The third invasion (liberation) of Kosovo in 1944 was also accompanied by armed violence against the Kosovar Albanians. The act of annexing the lands of Koso-

vo to Serbia was approved in April 1945 under the circumstances of the law of war, by a “Regional People’s Assembly of Kosmet”, which was appointed, with applause, without a vote and without any speech alone (because there was no question of discussion or debate). The composition of this Assembly was completely unrepresentative (142 appointed members, among whom only 33 were Kosovo Albanians). All the appointed deputies were communists and the majority were Serbs, who represented about 20% of the population of Kosovo. There was no preliminary election or referendum in Kosovo. This Stalinist travesty of legality was thus entirely without democratic legitimacy. Second observation, the real major violation of Serbia’s territorial integrity did not occur in February 2008, but nine years earlier, in March 1999, when NATO began its armed intervention. The Federal Republic of Yugoslavia made a claim at the time against the “illegal use of force” by NATO members. The court rejected this motion and declined to review the legality of NATO’s “humanitarian intervention.” According to the terms of the Kumanovo Protocol signed with NATO in June 1999, the Federal Republic of Yugoslavia withdrew its army, police and civil administration from Kosovo. Thus, in the summer of 1999, the Federal Republic of Yugoslavia lost three elements of its sovereignty: control over Kosovo’s territory, population and borders. The declaration of independence of February 18, 2008 only legislated *ex post facto*, with an internal action, the secession of Kosovo from Serbia. Third, thinking about the process of decolonization, international law has relativized the validity of the principle of territorial integrity. When it conflicts with the right of peoples to self-determination, the latter is given priority. This development is expressed in a number of international legal documents, including the International Convention on Civil and Political Rights and the Declaration of the UN General Assembly on the granting of independence to colonial peoples.

The International Court of Justice issued its non-binding advisory opinion on July 22, 2010. This court avoided dealing with most of the issues raised in Serbia's request and in comments by Kosovo and nearly thirty other states. The International Court of Justice limited its task only to the close examination of the claim presented. It was widely accepted that the opinion of the International Court of Justice would fall somewhere between the two opposing sides and their arguments, completely satisfying neither side. The court surprised many with its straightforward conclusion that Kosovo's declaration of independence had not violated international law, UN Security Council Resolution 1244 and the Constitutional Framework issued by the UN Interim Administration. What was also unexpected was the strong majority of ten votes against four votes by which the opinion of the court was approved. The political impact of the decision of the International Court of Justice was immediately clear, this brought about the loss of Serbian diplomacy and the legitimacy of Kosovo's position. The court has announced that while examining the legal competence, it is not guided by political motives in such matters and does not take it into consideration. The advisory opinion is not binding on the states, to which the highest court of the United Nations responds to the questions of the UN General Assembly: "Is the unilateral declaration of independence by the temporary institutions of government in Kosovo in compliance with international law?"

This is the first time in the history of the UN's highest judicial body that it has declared about a secession attempt. The issue of the legality of the unilateral act of the governing institutions in Kosovo before the ICJ was raised by the UN General Assembly in October 2008 at the initiative of Serbia. During the oral hearing that lasted from December 1 to December 11, 2009 at the court in The Hague, 14 countries, in addition to the Pristina authorities, assessed that the

declaration approved on February 17, 2008 was legal, while 12 other countries, together with Serbia, claimed that international law was violated with the statement. This advisory decision, according to which the declaration of Kosovo's unilateral declaration of independence did not violate international law, is a historic decision for all Albanians. Citing Security Council resolutions, Serbia asserts that the obligation to respect territorial integrity also regulates non-state actors and prevents them from declaring independence, whether peacefully or not. But none of the resolutions he cites support this assertion. The declaration of independence was an ultra vires act by the Assembly of Kosovo 60 will not constitute any violation of international law.

Facts and statistics of the recognition of the Republic of Kosovo It has been recognized by 103 out of a total of 193 UN member states, or by  $\{\{Percentage|103/193\} 53.37\%$  of them. Seeing that many countries have recognized the independence of Kosovo, a simple logic leads me to think how the independence of Kosovo could not be legal, this recognition is not only from the countries of the region but also from distant continents. Such a simple thought makes you wonder how a state that has all the elements of a state can be illegal, even more complete than states that have gained independence for years<sup>1</sup>.

## 7. Conclusions

International law has a wide scope and has developed a lot in recent years. International law aims to resolve disputes on political, diplomatic and judicial grounds. To avoid the chances of getting out of wars, it offers certain measures and tools. Among which the above are peaceful means of resolving disputes. But international law also recognizes some coercive or compulsive means of settling disputes

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<sup>1</sup> Andrew C. Tillman, Brigitte Sauerwein, Jim Patton, Richard M. Ogorkiewicz, Wolfgang Flume, David Miller, Jane's Information Group, 1994.

in exceptional cases when international peace and security is endangered. If negotiations fail and no agreement is reached, the parties may seek other peaceful means to resolve their dispute. Other possible procedures, such as mediation, conciliation are optional and require the consent of both parties to the dispute.

The difference between peaceful diplomatic means of resolving disputes is not clearly defined. There are few characteristics that distinguish them. First of all, the absence of the obligation to choose them, conclusions and reports have a non-binding effect on the opposing parties. On the other hand, the use of some of the judicial means is also optional, but their decisions are binding and they must be implemented. There are differences in procedures between an arbitral tribunal and the ICJ. One of the main characteristics of arbitration is its flexibility and adaptability according to the wishes of the parties, primarily regarding the rules of procedure and the choice of arbitrators. Compared to the ICJ, its procedures are definitely more strict and inflexible, the procedure is defined by the ICJ Statute and the Rules of Procedure, and the Court takes a decision based on the law. Practice confirms that diplomatic means of resolving disputes are the most used, and the list of cases before the ICJ is also remarkable.

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## Section 4. Management



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### **SOME ISSUES OF DELEGATION OF DOCTOR FUNCTIONS TO ADVANCED PRACTICE NURSES IN A PERINATAL CENTER**

#### **Abstract**

The article raises questions about the possibility of delegating the functions of a doctor to advanced practice nurses in the context of a perinatal service. The author analyzes the similarities and differences in the responsibilities of nurses and advanced practice nurses, and identifies what responsibilities of a doctor an advanced practice nurse can perform. As a conclusion, the author of the article summarizes what needs to be done for the delegation under study to take place in the conditions of the perinatal service.

**Keywords.** Delegation, advanced practice nurses, functions, competencies, personnel, shortages, responsibilities, patient.

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## **НЕКОТОРЫЕ ВОПРОСЫ ДЕЛЕГИРОВАНИЯ ФУНКЦИЙ ВРАЧА МЕДСЕСТРАМ РАСШИРЕННОЙ ПРАКТИКИ В УСЛОВИЯХ ПЕРИНАТАЛЬНОГО ЦЕНТРА**

### **Аннотация**

В статье поднимаются вопросы возможности делегирования функций врача медсестрам расширенной практики в условиях работы перинатальной службы. Автор анализирует одинаковое и различное в обязанностях медсестер и медсестер расширенной практики, а также выделяет какие обязанности врача может выполнять медсестра расширенной практики. В качестве вывода, автор статьи резюмирует, что необходимо сделать, чтобы исследуемое делегирование состоялось в условиях перинатальной службы.

**Ключевые слова.** Делегирование, медсестры расширенной практики, функции, компетенции, кадры, дефицит, обязанности, пациент.

Социально-экономические и политические изменения в стране самым непосредственным образом отразились на системе здравоохранения. Так, на сегодняшний день самыми сильными в плане влияния на деятельность медицинских организаций, в частности, перинатальных служб, факторами можно назвать такие, как:

- возникновение сложных иерархических подсистем в системе здравоохранения;
- установление рыночных взаимоотношений в рамках межсубъектной деятельности медицинских организаций;

- развитие платного здравоохранения;
- наличие нарастающей конкуренции между организациями здравоохранения независимо от форм собственности;
- усиление требований к качеству медицинских услуг, как со стороны пациентов, так и со стороны других заинтересованных организаций (например, страховых компаний);
- большое число форм отчетности и требований, которые исходят от управления здравоохранением, а также других организаций, осуществляющих контроль данного вида деятельности;
- постоянно усиливающийся кадровый дисбаланс (дефицит профессиональных медсестринских кадров, отсутствие младшего медицинского персонала);
- дефицит научного управленческого подхода к решению проблем в медицине;
- увеличение количества государственных программ, в частности, отвечающих за развитие сестринского дела;
- внедрение современных медсестринских технологии;
- увеличение потребности в профессиональной дифференциации сестринского дела, а также тенденция к выделению его в самостоятельную отрасль сферы здравоохранения<sup>1</sup>.

Учитывая это, качество работы требует от среднего медицинского персонала определенных знаний и умений в использовании медицинской и компьютерной техники и профессионального владения навыками работы с ними. Обучение медицинского персонала инновационным технологиям является обязательным условием работы для большинства лечебных учреждений, в частности, перинатальных служб республики. Поэтому дальнейшее развитие системы здравоохранения в условиях инновационного

<sup>1</sup> Байгожина З. А. Состояние и перспективы развития сестринского дела в Республике Казахстан – Астана, 2018.

менеджмента нуждается в реформировании, в частности, не только внедрении новейших технологий, но и подготовке кадров к умению применять указанные технологии.

Важно понимать, что сегодня представление о медицинской сестре становятся наиболее шире, чем просто о помощнике врача, а ее обязанности не ограничиваются «автоматическим» исполнением врачебных предписаний. Медсестра занимает статус высокопрофессионального и взаимозаменяемого участника общей лечебной деятельности на любом этапе. В этой связи, актуальным в деятельности перинатальных служб является вопрос делегирования функций врача медсестрам расширенной практики.

Для указанного делегирования медсестры расширенной практики должны обладать определенными компетенциями.

Компетенции должны давать сотрудникам перинатальной службы возможность участвовать во всем непрерывном спектре медико-санитарных услуг с тем, чтобы они могли выполнять разнообразные функции, которые будут им поручены.

В настоящее время в деятельности перинатальной службы имеют место четыре группы компетенций, чтобы обеспечить основу для делегирования функций врачей медсестрам расширенной практики. Такие компетенции, как умение работать в команде и непрерывное обучение, связаны с организацией работы перинатального центра, а полноценная коммуникация и ориентированность персонала на потребности людей относятся к компетенциям, связанным с предоставлением услуг. И, наконец, защита интересов пациента – это компетенция, которая соответствует ценностям, присущим системе здравоохранения, в которой осуществляет свою деятельность перинатальная служба.

Исходя из указанного, представляется возможным выделить различия в компетенциях между медсестрой и медсестрой расширенной практики перинатального центра.

Таблица 1. – Одинаковое и различное в обязанностях медсестер и медсестер расширенной практики

№	Медсестра	Медсестра расширенной практики
1	Своевременная подготовка родильных залов и подготовка пациентов к процедурам	Выявление беременностей высокого риска и направление таких пациенток к соответствующим медицинским специалистам
2	Стерилизация и подготовка процедурных инструментов до и после использования	Оказание поддержки и консультирование рожениц после таких событий, как выкидыш, мертворождение и неонатальные аномалии
3	Стерилизация и подготовка процедурных инструментов до и после использования	Обучение и сопровождение младших коллег
4	Рекомендации по охране здоровья во время родовспоможения	Проведение курсов и мастер-классов по беременности и послеродового периода.
5	Проведение рутинных осмотров, таких как сбор образцов у пациентов и измерение их артериального давления и температуры	Наблюдение и мониторинг родового процесса и консультирование матерей по поводу возможных способов справиться с болью

*Примечание: составлено автором на основе данных источника<sup>1</sup>*

В таблице 2 показаны обязанности врача, которые может выполнять медсестра расширенной практики.

<sup>1</sup> Абабкова М. Какие функции у медсестер расширенной и общей практики, у медсестры специализированной // ЭС «ACTUALIS: Медицина» / <https://vip-med.mcfk.kz>

Таблица 2. – Какие обязанности врача может выполнять медсестра расширенной практики

№	Медсестра расширенной практики	Врач
1	2	3
1	Принимать физиологические роды	Наружное акушерское исследование
2	Оценка шейки матки (вагинальные осмотр)	Внутреннее акушерское исследование
3	Ушивание разрывы промежности 1 степени	Забор биологического материала родовых путей
4	Ушивание разрыва влагалища	Кесарево сечение
5	Ассистирует врачу при выполнении диагностических и лечебных манипуляциях	Участие в качестве первого ассистента
6	Ознакомление процедур с пациентами результаты анализов или назначенное лечение.	Оценка характера родовой деятельности
7	Разъяснение медицинских процедур или результаты анализов пациентам или членам семьи	Ведение и оценка партограммы
8	Мониторинг состояния пациентов и прогресса и переоценка лечения по мере необходимости	Ведение и прием физиологических родов
9	Отслеживание прогресса пациента или реакцию на лечение.	Акушерские пособия при рождении плода
10	Консультировать пациентов и членов сообщества относительно диеты, активности, гигиены и профилактики заболеваний	Амниотомия

1	2	3
11	Предоставлять рекомендаций по здоровью и благополучию пациенток и лицам, осуществляющим уход	Ведение и прием физиологических родов
12	Консультировать мед сестер и младших персоналов по вопросам здоровья или безопасности	Вакуум-экстракция плода
13		Ручное отделение плаценты и выделение последа
14		Ушивание разрывов мягких тканей родовых путей
15		Пособие по Цовьянову при тазовом предлежании плода
16		Акушерский поворот плода на ножку
17		Наружно-внутренний поворот плода
18		Бимануальная компрессия матки
19		Ушивание глубоких разрывов,

*Примечание: составлено автором*

Исходя из вышеуказанного, а также, основываясь на личные наблюдения автора, деятельность медсестры расширенной практики связана с общением с людьми в течение значительной части их рабочего дня. Независимо от того, консультируют ли они пациентов, проводят осмотры или поддерживают связь с другими специалистами, медсестрам расширенной практики

необходимы отличные навыки межличностного общения. Они должны уметь активно слушать своих пациентов, чтобы точно оценить их потребности, а также должны иметь возможность эффективно передавать информацию.

Таким образом, приходит понимание того, что перинатальной службе в рамках перехода в своей деятельности на формат делегирования функций врача медсестрам расширенной практики необходимо:

- Информационные стенды для персонала, где вывешиваются напоминания и размещаются учебные пособия;
  - Привлечение профессиональных ассоциаций к созданию возможностей для повышения квалификации кадров;
  - Привлечение пациентов к участию в мероприятиях в целях учета потребностей и ожиданий пациента;
  - Планы обучения, разработанные совместно менеджерами/лидерами в лечебной работе и персоналом;
  - Онлайн-тесты и курсы для прохождения сертификации.
- Данное обучение должно проходить без отрыва от работы, проводимое сотрудниками по актуальным темам в рабочее время.

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## Section 5. Pedagogy



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### **STUDENT APPROACHES TO BEST ASSIMILATE AND LEARN ESP TERMS**

#### **Abstract**

The challenge ESP students mostly encounter when learning specific terms is the fact that they can use them mostly in professional contexts, other than in everyday usage, and in so doing the memorization of the ESP terms is made harder and needs longer time span.

Thus a survey was carried out to find out the most successful strategies that architecture and civil engineering students use to learn the ESP terms faster and longer. The data collected show the various methods/strategies students apply to practice new vocabulary introduced during the teaching process. The results were made known to all students so they could share approaches and adopt them in their learning procedure.

The assimilation of specific terms is made easier when strategies are combined and used in proper contexts in class and elsewhere.

**Keywords:** approach, strategy, ESP terms, assimilation, students.

## Introduction

According to Basturkmen (2010), in teaching ESP, the student is considered as a language assimilator who is engaged in academic, professional and work aspects and who uses English as a way to fulfil these commitments.

Whipple (1925) described the essential role of the lexicon by stating that: “The increase in the power of reading means the continuous enrichment and expansion of the read lexicon and the increase in the appreciation of word values”.

According to a statement by Mel’\_uk (1981): “Not only every language, but every lexical term is a whole world of its own”.

Duro (2009) points out that in the terminological systems of science and technology, the specialization of word-forming tools is observed as a stressed and dominant tendency, arising from the need and requirements of the systems of different fields of science and technology for terms with structural-semantic features that respond to the categorical classification of the concepts of science and technology phenomena.

While according to DeCarrico (2001), “the lexicon has not always been considered a priority in learning a foreign language”.

As Hirvela (2013) also states, the lexicon occupies a very important place in the native language and in the second or foreign language, since even the words on the pages of books are a starting point for reading. As a result it is not a surprise to see an emphasis on vocabulary in the ESP reading literature.

Kamil and Hiebert (2005) state that vocabulary is not a skill that develops or a skill that can be considered fully mastered. Expanding, developing, refining vocabulary is something that lasts a lifetime. Individuals have different types of vocabulary that they use for different purposes. Failure to distinguish between different types of vocabularies can lead to confusion and disagreement between research findings and instructional implications.

In general, vocabulary is the knowledge of the meaning of words.

The selection of materials is of particular benefit to ESP because they play a key role in exposing students to the language of a particular discipline as it is actually used and as defined by Dudley-Evans and St. John (1998) materials are a source of “real language”.

According to Virginia French Allen (1983), when teaching a foreign language we seem to consider two main questions related to learning:

1. What are the words that students must learn?

(This is the stage that every teacher should think about before starting a teaching process in the auditorium).

The next question comes after the vocabulary is assumed to have been assimilated.

2. How to prove that the vocabulary the student needs has been acquired?

### **Material and Method**

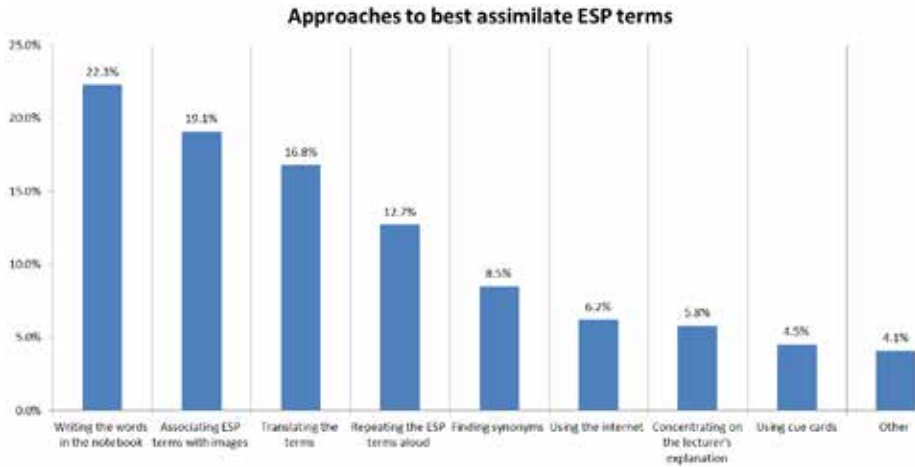
Just as teachers use strategies to help students acquire specific vocabulary, students have their own learning strategies to memorize and learn new ESP words.

To learn more about these strategies, and approaches that best help students assimilate and learn ESP terms, a survey with 207 first year FAU (Faculty of Architecture and Urban Planning, Polytechnic University of Tirana, PUT) and FCE (Faculty of Civil Engineering, Polytechnic University of Tirana, PUT) students highlighted the strategies they use.

Students study architecture, urban planning, civil engineering, hydro-technical engineering, geodetic engineering. They learn English in their studying programme in the first year, first semester of their studies. The textbook is specific for each of the two faculties, “Architecture”, “Civil Engineering”, Career Paths. The book is divided into 3 parts, at the end of each one there is the glossary where

students can find the new words explained in details (the new terms are highlighted in bold in every lesson).

The students' feedback is listed in the graph that follows:



Graph 1. Student Approaches to best Assimilate and Learn ESP Terms

## Results and discussion

From the data collected, it appears that students use a variety of strategies to memorize and learn the new ESP terms and expressions.

Most of the students (22.3%), write the words in the notebook. This is also evident in the classroom, because many of them keep a notebook for the new vocabulary, as they have been used to keeping notes from the traditional way of learning a foreign language in high school or even earlier. But from generation to generation, it is being noted that students are reluctant of writing new words or taking notes.

Interesting was the fact of memorization through visual aids, images, drawings, figures, objects, etc. (19.1%). This is also related to the fact that the surveyed students study architecture, urban planning, and engineering fields of study, and it is understood that they are prone to use the gift of drawing and sketching to memorize specific terms through figures, photos, etc.

Associating ESP terms with visual aids makes the whole process interesting, fun and useful for them.

Translation of ESP terms occupies an important place in memorizing words (16.8%). From personal experience, it must be emphasized that students often find it difficult to find the right Albanian equivalent as there is a lack of ESP dictionaries in every field of study and they can be found only in libraries due to the small amount available. Students find it time consuming going to the libraries to get access of the dictionary they need. Instead they use Google translate which in most cases gives the wrong option.

12.7% of students try to memorize terms by reading them carefully and remembering some examples for each. They also repeat them out loud. Here we can see the application of the advice and suggestions given by foreign language teachers, that reading aloud helps them not only memorizing words faster and longer, but by listening to themselves, students can check pronunciation, intonation, ensure fluency, etc.

It must be pointed out that finding synonyms for ESP terms is very difficult, even though 8.5% of students try to find another word in English or they try to explain the words with other words to give similar meaning so they can remember the new ESP terms longer.

There are also many students who use the Internet to get more information about the words and topics or get the right explanations (6.2%). But, Goggle translate is not always a reliable and accurate source for the translation of terms.

As always, the role of the teacher is essential and inevitable in the assimilation of the lesson. The explanation and the methodology used make it possible for students to assimilate new information and be active actors throughout the learning process (5.8%).

Some students use cue cards with given definitions or drawings which they stick on their books or notebooks and read them whenever they forget or confuse them (4.5%).

There are also cases when students (4.1%) find it useful to form sentences with the given ESP words, listening to tracks, reading aloud etc. When forming sentences with the new words they not only memorize the new terms but at the same time recall and keep alive the vocabulary already assimilated.

The results of the questionnaire were made known to all students. There were strategies that some students had never thought before, and they found them really useful and practical to use, for example using cue cards for new words, listening to tracks or pronounced words many times, reading aloud etc.

### **Conclusions**

Students find it interesting and priceless sharing approaches to best assimilate and learn ESP terms. The strategies students mostly use are:

- Writing words in their vocabulary notebook;
- Associating ESP terms with images;
- Translating them;
- Repeating words aloud;
- Finding synonyms, definition, or explanation of the specific terms;
- Using internet not only for the meaning of the ESP terms, but to get more information related to the terms or the topics. In so doing they enlarge their knowledge related to other fields of study as well;
- Concentrating during the teaching and learning process. Paying attention to the lecturer's explanation and to the information and examples given in class. Doing all assignments given by the teacher, helps students practice the words and memorize them faster and longer;

- Using cue cards helps students focus more on the specific words. They can relate the terms to the topic and vice-versa.
- Forming sentences is an activity most often given by teachers, but as it is noticed, there are students that find it useful.
- Reading aloud and listening to tracks are other ways that help students pay attention to the way specific words are pronounced, the contexts they are used, other words they are associated to, intonation, pitch, and tone of the voice used in specific situations.

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## Section 6. Philology and linguistic



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### **ANWENDUNG EINIGER KOMBINIERTER ÜBERSETZUNGSTECHNIKEN ZUR ÜBERSETZUNG VON MENÜS UND NAMEN THAILÄNDISCHER GERICHTE IN SPRACHEN MIT UNTERSCHIEDLICHEN SPRACHSTRUKTUREN (AM BEISPIEL DER ÜBERSETZUNG INS RUSSISCHE UND DEUTSCHE)**

**Zusammenfassung.** Kombinierte Übersetzungstechniken, die sich auf die Verwendung von zwei oder mehr Übersetzungstechniken zur Übersetzung beziehen, sind von großer Bedeutung bei der Übersetzung von Texten oder Textteilen zu verschiedenen Themenbereichen, einschließlich kulinarischer Texte. In diesem Artikel wird die Anwendung einiger kombinierter Übersetzungstechniken zur Übersetzung von Menüs und Namen thailändischer Gerichte in Sprachen mit unterschiedlichen Sprachstrukturen, einschließlich Russisch und Deutsch, untersucht. Dabei wurde festgestellt, dass verschiedene kombinierte Übersetzungstechniken verwendet werden und die Kombination der Übersetzungstechnik „Erläuterung“ mit anderen Übersetzungstechniken eine sehr wichtige Rolle spielt.

**Schlüsselwörter:** Übersetzungstechniken, Transliteration, wörtliche Übersetzung, Wort-für-Wort-Übersetzung, Erläuterung, Namen der Gerichte.

In Thailand werden in Restaurants und Cafés häufig Menüs mit einer großen Auswahl an Gerichten angeboten. Das Menü umfasst typischerweise Gerichte vom Chefkoch, Signature-Gerichte, kalte Speisen und Snacks, Vorspeisen, Hauptgerichte, Desserts, heiße und kalte Getränke sowie Backwaren und Konditoreiprodukte. Auf dem Menü mit einer umfangreichen Auswahl an Gerichten sind Informationen wie die Zusammensetzung des Gerichts, der Name und der Preis angegeben. Überschriften, Namen der Gerichte und deren Beschreibungen werden oft hervorgehoben. Allerdings werden in lokalen Restaurants selten ausführliche Gerichtsbeschreibungen verwendet.

Bei der Betrachtung der Besonderheiten der Übersetzung von Menüs und Namen der Gerichte ist zu berücksichtigen, dass sie durch den sprachlichen Stil dieses Textgenres geprägt werden. Das Menü nimmt eine herausragende Rolle in der gastronomischen Kultur ein. Die Sprache für Menüs wird üblicherweise so gestaltet, dass sie einen positiven Eindruck bei den Gästen des Restaurants, Cafés, der Bar usw. erzeugt. Jeder Name eines Gerichts ist eine Art von Werbung. Das Menü kann je nach Ausrichtung des Restaurants unterschiedliche Formen annehmen. Bei der Erstellung des Menüs werden viele psychologische Faktoren berücksichtigt. Der Name eines Gerichts und die Beschreibung werden so präsentiert, dass sie lebendige und ungewöhnliche Bilder in der Vorstellungskraft des Besuchers hervorrufen. Gleichzeitig ist es wichtig, um den Bestellvorgang nicht zu verzögern. Bei der Übersetzung von Namen der Gerichte müssen zunächst die Ausrichtung des Restaurants, die möglichen Auswirkungen einer solchen Übersetzung auf den Verbraucher (Vermeidung falscher Assoziationen bei der Übersetzung

von Namen der Gerichte) und die Verständlichkeit des vorgeschlagenen Gerichts berücksichtigt werden<sup>1</sup>.

Es ist von besonderem Interesse, einige Aspekte der Übersetzung von Menü und Namen der Gerichte zu untersuchen, da ein Übersetzer nicht nur die grundlegenden Informationen übertragen muss, sondern auch die implizite Bedeutung von Namen der Gerichte berücksichtigen sollte. Es ist auch wichtig, sich um die ästhetische Seite der Übersetzung zu kümmern, indem man Namen für Gerichte wählt, die ansprechend klingen und die Kunden zur Bestellung anregen. Im Folgenden werden einige besondere Merkmale hervorgehoben<sup>2</sup>:

1. Bei der Übersetzung der Namen der Gerichte müssen die Traditionen des Landes, in dessen Sprache übersetzt wird, respektiert werden.

2. Viele Gerichte der nationalen Küche haben keine Entsprechung in anderen Ländern. In solchen Fällen sollte der Name beibehalten werden, jedoch ist es unbedingt erforderlich, eine ausführliche Beschreibung anzugeben.

3. Für viele Gerichte und Getränke gibt es keine Übersetzungseinträge von Namen in Wörterbüchern. Daher ist es notwendig, Wege zu finden, um eine korrekte Übersetzung zu ermitteln.

4. Die Herausforderung bei der Übersetzung der Namen der Gerichte besteht darin, sowohl die geschmacklichen Eigenschaften als auch die lokale Originalität des Menüs zu vermitteln, um den Kunden anzusprechen. Andernfalls könnte der Kunde möglicherweise keine Bestellung aufgeben.

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5. Die Namen der Gerichte werden in der Regel nicht einfach als die wörtliche Übersetzung der Originalwörter übersetzt.

Was die Besonderheiten der thailändischen Gerichte und die Problematik bei der Übersetzung ihrer Namen betrifft, ist zu beachten, dass die thailändische Küche eine Vielzahl von traditionellen Gerichten bietet, deren Übersetzung bestimmte Schwierigkeiten aufweisen kann. Dies ist auf die Einzigartigkeit der thailändischen Sprache und die kulturelle Spezifik zurückzuführen. Einige thailändische Gerichte haben Namen, die aufgrund des Fehlens einer vollen Entsprechung von Wörtern und Konzepten schwer genau in andere Sprachen übersetzt werden können.

Es gibt verschiedene Übersetzungstechniken, um kulinarische Texte (auch die Namen der Gerichte) zu übersetzen, wie zum Beispiel wörtliche Übersetzung, Transkription, Transliteration, freie Übersetzung, wörtliche Übersetzung + Erläuterung usw<sup>1</sup>.

Für die Übersetzung der Namen der thailändischen Gerichte wird vorgeschlagen, die Transliteration als eine häufig verwendete Übersetzungstechnik zu verwenden. Transliteration ist der Prozess der Umwandlung von Feldern oder Zeichen von einem Alphabet in ein anderes, wobei die phonetische oder klangliche Äquivalenz der Wörter erhalten bleibt. Dies ermöglicht es, Wörter oder Phrasen in einer Sprache unter Verwendung des Alphabets einer anderen Sprache zu schreiben<sup>2</sup>.

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<sup>2</sup> Kornai, András. „Transliteration.“ *Language and Linguistics Compass* 3.1 (2009): 68–84; Сдобников, В.В. Перевод и коммуникативная ситуация [Текст]: монография / В.В. Сдобников.– Москва: Флинта: Наука, 2015.– 461 с.

Bei der Übersetzung von Namen der thailändischen Gerichte werden häufig folgende kombinierte Übersetzungstechniken angewendet:

### 1. Transliteration + Erläuterung

- ต้มยำกุ้ง [tôm jam kûŋ] wird ins Russische übersetzt als «Том Ям Кунг» (кисло-острый тайский суп с креветками) und wird ins Deutsche übersetzt als „Tom Yam Kung“ (scharf-saure thailändische Suppe mit Garnelen);

- ต้มข่าไก่ [tôm khà: kàj] wird ins Russische übersetzt als «Том Кха Кай» (тайский суп с кокосовым молоком, курицей и галангалом) und wird ins Deutsche übersetzt als „Tom Yam Kung“ (thailändische Hühnersuppe mit Kokosmilch und Galgant);

- ข้าวผัดทะเล [khâ:w p<sup>h</sup>àt thá? le:] wird ins Russische übersetzt als «Кхао Пхат Тале» (жареный рис с морепродуктами по-тайски) und wird ins Deutsche übersetzt als „Khao Pad Tale“ (thailändischer gebratener Reis mit Meeresfrüchten);

Die kombinierte Übersetzungstechnik „Transliteration + Erläuterung“ wird auch weit verbreitet bei der Übersetzung von Namen thailändischer Süßspeisen verwendet;

- ทองหยิบ [thɔ:wŋ jìp] wird ins Russische übersetzt als «Тхонг Йиб» (сгущённый золотистый желток яйца в сиропе) und wird ins Deutsche übersetzt als „Thong Yip“ (gepresstes goldenes Eigelb in Sirup/ goldene Blüten in Sirup);

- ทองหยอด [thɔ:wŋ jò:t] wird ins Russische übersetzt als «Тхонг Йоод» (золотистая капля желтка яйца в сиропе) und wird ins Deutsche übersetzt als „Thong Yod“ (goldene Tropfen aus Eigelb in Sirup/ eingepinkelte Goldeierwolche in Syrup);

- ฟอยทอง [fɔ̃:j thɔ:wŋ] wird ins Russische übersetzt als «Фой Тхонг» (золотистые нити из яичного желтка в сиропе) und wird ins Deutsche übersetzt als „Foi Thong“ (goldene Fäden aus Eigelb in Sirup);

- ขนมหม้อแกง [kʰà nǒm mǎː kɛːŋ] wird ins Russische übersetzt als «Кханом Мо Гэнг» (традиционный тайский запечённый сладкий десерт с кокосовым пудингом) und wird ins Deutsche übersetzt als „Khanom Mo Gaeng“ (traditionelle thailändische gebackene süße Nachspeise Kokosnuss-Pudding).

Bei der Übersetzung der thailändischen Süßspeisennamen besteht die Möglichkeit, auf eine Transliteration zu verzichten und stattdessen ausschließlich eine „Erläuterung“ zu verwenden. Die Verwendung von transliterierten Namen kann jedoch die Klangschönheit beeinflussen und wird als Erhaltung oder Übertragung von der kulturellen und nationalen Eigenart betrachtet. Um die kulturelle und nationale Eigenart bei der Übersetzung zu bewahren, „ist es sinnvoll, nur diejenigen spezifischen Elemente beizubehalten, die der Leser oder Nutzer der Übersetzung als charakteristisch für die fremde Umgebung wahrnehmen kann“<sup>1</sup>.

## **2. Transliteration + Angabe des Originalnamens oder der Herkunft + Erläuterung**

Es ist anzumerken, dass zahlreiche thailändische Gerichte auf Grundlage ausländischer Rezepte entwickelt wurden, insbesondere chinesischer Herkunft. In der thailändischen Sprache haben diese Gerichte oft ihre ursprünglichen Namen und Herkunftshinweise verloren. Dennoch werden bei Übersetzungen in Sprachen mit unterschiedlichen Sprachstrukturen normalerweise die Originalnamen beibehalten.

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<sup>1</sup> Левый, И. Искусство перевода, М., Прогресс, 1974.– С. 130.; Коновалова, Э. К. Сложность отображения национального колорита при переводе оригинального текста / Э. К. Коновалова, Е. О. Григорян.– Текст: непосредственный // Филологические науки в России и за рубежом: материалы I Междунар. науч. конф. (г. Санкт-Петербург, февраль 2012 г.).– Санкт-Петербург: Реноме, 2012.– С. 206–209.– URL: <https://moluch.ru/conf/phil/archive/26/1735/> (дата обращения: 07.07.2023).

- ข้าวมันไก่ [k<sup>h</sup>â:w man kàj] wird ins Russische übersetzt als «Кхао Ман Кай»/ « курица с рисом по-хайнански» (изысканная курица на пару с рисом) und wird ins Deutsche übersetzt als „Khao Man Kai“ / „hainanesischer Hühnerreis“ (Gourmet-gedämpftes Huhn mit Reis).

In manchen Fällen erfolgt beim Übersetzen der Verzicht auf eine Transliteration, stattdessen wird der Originalname oder die Herkunftsangabe des Gerichts zusammen mit der Beifügung einer Erläuterung angeführt. Die Kombination von Übersetzungstechniken ist „Angabe des Originalnamens oder der Herkunft + Erläuterung“.

- ข้าวมันไก่ [k<sup>h</sup>â:w man kàj] wird ins Russische übersetzt als «куриный рис по-хайнаньски» (изысканная курица на пару с рисом) und wird ins Deutsche übersetzt als „hainanesischer Hühnerreis“ (Gourmet-gedämpftes Huhn mit Reis).

Neben der Transliteration als einer häufig verwendeten Übersetzungstechnik können auch andere Kombinationen angewendet werden, bei denen andere Übersetzungstechniken beteiligt sind.

### 3. Wörtliche Übersetzung + Erläuterung

Die wörtliche Übersetzung, auch als „ad-litteram-Übersetzung“ oder „Wort-für-Wort-Übersetzung“ bekannt, ist eine einfache Übersetzungstechnik. Bei der Verwendung dieser Technik wird der Text Satz für Satz oder Wort für Wort aus einer Ausgangssprache in eine Zielsprache übersetzt, ohne Rücksicht auf die grammatikalischen oder idiomatischen Unterschiede zwischen den beiden Sprachen zu nehmen. Bei einer wörtlichen Übersetzung werden die Wörter eins zu eins übertragen. Es ist jedoch von großer Bedeutung, dass der Übersetzer dabei beachtet, ob diese wörtliche Übersetzung tatsächlich in die Zielsprache passt<sup>1</sup>.

<sup>1</sup> Petersson, Malin. Wörtlich oder nicht? Die Übersetzung von Nominalphrasen mit erweiterten Attributen und Nominalisierungen in einem

- ข้าวต้มปลา [k<sup>h</sup>â:w tôm pla:] wird ins Russische übersetzt als «рисовая каша с рыбой» (рисовая каша по тайски с рыбой) und wird ins Deutsche übersetzt als „Reisbrei mit Fisch“ (thailändischer Reisbrei mit Fisch).

Es ist erwähnenswert, dass in den russischen und deutschen Kulturen Reisbrei verschiedene Erscheinungsformen annehmen kann. In Russland wird Reisbrei üblicherweise mit Früchten, Beeren und ähnlichem serviert, während in Thailand Reisbrei mit Fisch, Hühnchen und Schweinefleisch gegessen wird. Darüber hinaus unterscheiden sich auch die Zubereitungsmethoden und Zutaten. Daher empfiehlt es sich, bei der Übersetzung zusätzlich eine Erläuterung beizufügen.

#### **4. Verwendung eines bekannten oder internationalen Namens + Erläuterung**

Bei der Übersetzung der Namen einiger thailändischer Gerichten werden oft bekannte oder internationale Namen hinzugefügt, obwohl diese Gerichte in Thailand entwickelt wurden. Der Grund dafür liegt darin, dass der Zubereitungsprozess und/oder das Aussehen des Gerichts Ähnlichkeiten mit internationalen oder bekannten Gerichten aufweisen können. Die Erläuterung, in Verbindung mit der Verwendung eines bekannten oder internationalen Namens, ermöglicht es, diese Gerichte von anderen internationalen Gerichten zu unterscheiden.

- ข้าวหมกไก่ [k<sup>h</sup>â:w mòk kàj] wird ins Russische übersetzt als «бирьяни с курицей» (пряный желтый рис, приготовленный на пару с курицей) und wird ins Deutsche übersetzt als „Hühnchen Biryani“ (gewürzter gelber Reis, der mit Hühnchen gedünstet).

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kunsthistorischen Text Avancerad nivå. 2010. 30 – S; Halounová, Adéla. Die Übersetzung in der Theorie und der Praxis Handbuch der Übersetzungsanfänger. Magisterská diplomová práce. Masarykova univerzita, Filozofická fakulta, Ústav germanistiky, nordistiky a nederlandistiky Překladatelství německého jazyka. 2011. 30 – S.



- ข้าวหมูแดง [k<sup>h</sup>â:w mǔ: dɛ:ŋ] wird ins Russische übersetzt als «шашлык из свинины с рисом» (жареная красная свинина в соусе с рисом) und wird ins Deutsche übersetzt als „Schweinefleischspieße mit Reis“ (gegrilltes rotes Schweinefleisch in Soße mit Reis).

Anhand einiger der oben genannten Analysen und Beispiele wird deutlich, dass verschiedene kombinierte Übersetzungstechniken zur Übertragung von Namen der thailändischen Gerichte in Sprachen mit unterschiedlichen Sprachstrukturen verwendet werden können. Es hat sich gezeigt, dass die Übersetzungstechnik „Erläuterung“ oder „Hinzufügen ausführlicher Informationen“ ein integraler Bestandteil dieser Kombination von Übersetzungstechniken ist.

Nach Ansicht des Autors erleichtern die vorgestellten Modelle kombinierter Übersetzungstechniken den Prozess der Übersetzung von kulinarischen Texten, einschließlich der Namen von Gerichten und der Zubereitung bestimmter Speisen. Der Autor vertritt die Auffassung, dass es möglicherweise zusätzliche Modelle kombinierter Übersetzungstechniken gibt, die den Übersetzungsprozess in diesem und anderen spezifischen Themenbereichen ergänzen könnten.

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- rungen in einem kunsthistorischen Text Avancerad nivå. 2010.– 30 – S.
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## **“RESPECT” IS AS ONE OF THE TYPES OF SPEECH ACT**

### **Abstract**

This article is devoted to some issues related to the problems of “respect” in communication and its role in sociolinguistics as one of the types of speech act.

**Keywords:** concept, linguistics, language, nation, communication, interact, addressee, respect, language means, phenomena.

In world linguistics, the scope of research focused on the study of language units in relation to the human factor is broadening.

In particular, in modern linguistics it is important to linguistically name the phenomena that take place in reality, to study the linguopragmatic features of the semantic field of “respect”, which is one of the main means of their communicative realization. It is also urgent for today’s linguistics to prove that paradigmatic and syntagmatic relations, which are important in determining the systemic characteristics of language and its levels in the field system, are formed in the combination of cognitive and communicative activities.

It is known from the history of world linguistics that linguistic means that express the semantic field of “respect” are divided into different groups depending on what type of person we are talking about: there are linguistic means that glorify women, men and children. Given the division into such groups, they can be said to be functional-pragmatic types of language tools. The economic, social and political processes taking place in the life of our people are, first of all, reflected in the word stock of the language. As a result, our

language is enriched with new concepts and terms and expressions that express them. Particular attention is paid to research aimed at revealing the pragmatic, culturological features of language tools, which represent the semantic field of “respect” in such processes.

The need to increase the effectiveness of reforms in the spiritual sphere in our country requires enhancing the work in this direction to a qualitatively new level. The means that make up the semantic field of “respect” are also an integral part of human speech acts and it is natural that there is a growing interest in studying its place in the communication process. Indeed, “in today’s era of globalization, it is natural that every nation, every independent state gives priority to ensuring its national interests, in this regard, first of all, the preservation and development of their culture, ancient values, mother tongue”<sup>1</sup>. In carrying out this general task, the question of determining the expression of “respect” through verbal and nonverbal methods is pending. The main task is to express respect for the specially adapted forms of language means that make up the semantic field of “respect”, for example: -s: *dadamlar keldilar* (*Dad has come*); non-specific forms also represent respect in the process of performing another task: for example, saying a name is in fact a sign of a formal attitude, but it also represents respect – *Ahmad Ulugovich!* The factors determining this position have not been studied in a monographic way.

The concept of national identity is the sum of the needs of socio-philosophical, cultural and political interests of each nation, people, past and present values, traditions, language, culture, belonging to a particular state. It is well known that language is associated with a great social need from the perspective of its origin. People who

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<sup>1</sup> Ўзбекистон Республикаси Президенти Ш. М. Мирзиёевнинг. “Ўзбек тилининг давлат тили сифатидаги нуфузи ва мавқеини тубдан ошириш чора-тадбирлари тўғрисида” ги ПФ-5850-сон Фармони. Манба: URL: <http://lex.uz/docs/4561730>

make up a society can only live by saying something to each other, expressing opinions, conveying, as well as interacting with each other in some way. In this process, they address each other with linguistic means expressing respect and non-verbal tools in a way that is specific to women, men, and children, depending on their career status, reputation, and occupation.

The historical development of society, the allocation of labor has gradually led to the division of people into separate groups and strata, and each group, class has its own forms of addressing. For example, mutual “respect” between the common people and the aristocracy, the glorification of the individual, and as a result developed and formed the means of language that form the semantic field of “respect” for the person’s status, reputation, profession. Language means of “respect” began to have their own characteristics in different regions where the same language is spoken.

The relation of language phenomena to the social factor is established by European linguists<sup>1</sup>. Later, to this phenomenon was paid attention in Russian and Uzbek linguistics. Views were expressed on the role of addressing and honour in the speech process in the works of such scientists as N. I. Filicheva, A. A. Ufimtseva, N. Khomsky, G.S.shchur, A. Vezhbitskaya, V. V. Babaytseva, N. S. Valgina, V. V. Kolesov<sup>2</sup>. The role of gestures in the process of

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<sup>1</sup> Швейцар А. Д. Современная социолингвистика. Теория, проблемы, методы. – М.: Наука, 1976. – 176 с. Швейцар А. Д., Никольский Л. Б. Введение в социолингвистику. – М.: Наука, 1978. – 216 с.

<sup>2</sup> Филочева Н. И. Синтаксическое поле. – М.: Наука, 1977. – 204 с.; Уфимцева А. А. Опыт изучения лексики как системы. – М.: Изд-во АН, 1962. – 288 с.; Хомский Н. Синтаксические структуры. Новое в лингвистике. Вып. 2. – Москва, Наука, 1962. – 412 с.; Щур Г. С. Теория поля в лингвистике. – М.: Наука, 1976. – 256 с.; Вежбицкая А. Понимание культур через посредство лексики и прагматики. – М.: Наука, 2001. – 288 с.; Вежбицкая А. Семантические универсалии и описание языков. Пер. с англ. Шмелова А. Д. – М.: 2001. –

addressing and addressing in children's language is studied in the dissertation of AG Gadjieva<sup>1</sup>.

While the social significance of addressing in relation to dialogic speech was studied by H. Doniyorov, B. Yuldashev, form of addressing, communication etiquette and stable speech habits were studied by S. Muminov, Sh. Rahmatullaev compared the existing forms of addressing in Uzbek with those in Russian<sup>2</sup>.

A. Gulamov and Sh. Rahmatullaev paid special attention to the aspects of some morphological units expressing respect, in particular, the plural affix *-s*<sup>3</sup>. Scholars such as N. K. Dmitriev, E. V. Sevortyan, A. N. Kononov, F. Abdullaev, K. Nazarov have commented on the fact that the meaning of respect can be expressed

568 с.; Бабайцева В. В., Максимов Л. Ю. Современный русский язык. Ч. 3. Синтаксис. Пунктуация. – М.: Наука, 1987. – 256 с.; Валгина Н. С. Синтаксис современного русского языка. – М.: Высшая школа, 1991. – 416 с.; Колесов В. В. Язык города. – М.: Высшая школа, 1991. – 192 с.

<sup>1</sup> Гаджиева А. Г. Лингвистический анализ детской речи (на материале азербайджанского языка). Автореф. ... канд. дисс. филол. наук. – Баку, 1989. – 24 с.

<sup>2</sup> Дониёров Х. Қипчоқ диалектарининг лексикаси. – Тошкент: Фан, 1979. – 111–112 б.; Йўлдошев Б. Ҳозирги ўзбек адабий тилида фразеологик бирликларнинг функционал-услубий хусусиятлари: Филол. фан. докт. дисс. ... автореф. – Тошкент, 1993. – 49 б.; Мўминов С. М. Ўзбек мулоқот ҳуққининг ижтимоий-лисоний хусусиятлари. Филол. фан. д-ри ... дисс. автореф. – Тошкент, 2000. – 57 б.; Исқандарова Ш. М. Ўзбек нутқ одатининг мулоқот шакллари. Филол. фан. номз. дисс. автореф. – Самарқанд, 1993. – 24 б.

<sup>3</sup> Ғуломов А. Ўзбек тилида кўплик категорияси. – Тошкент, 1944. – 56 б.; Раҳматуллаев Ш. Ҳурмат формаси // Ўзбек тили ва адабиёти. – Тошкент, 1973. № 1. – Б. 28–30. Зикриллаев Ф. Ўзбек тили морфологияси. – Бухоро, 1994. – Б. 23.; Зикриллаев Ф. Фёълнинг шахс, сон ва ҳурмат категорияси системаси. – Тошкент, Фан, 1990. – 111 б.; Зикриллаев. Г. Семантико-функциональное исследование системы предикативных категорий узбекского глагола. Автореф. дисс. ... докт. филол. наук. – Ташкент, 1990. – 54 с.

through possessive affixes<sup>1</sup>. A. Khojiev, S. Usmanov, R. Kungurov, Y. Tojiev, R. Ikramova<sup>2</sup> enumerated the meaning of respect among some means of modal meaning and called it “modal form”, “subjective form of assessment”, “tools of miniaturization”. It appears that the morphological means of expressing respect have been studied blended with other category means. G. Zikrillaev studied it by linking it to the category of person-number within the group of verbs<sup>3</sup>. H. Khojieva studied the means of expressing the meaning of respect as a whole, and found that these means are not only mutually meaningful, but also ambiguous and economical<sup>4</sup>.

B. Yusupov expresses his thoughts about the features of the meaning of respect in the framework of pronouns. In addition,

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<sup>1</sup> Дмитриев К. Н. Категория принадлежности. ИСГТЯ, 4. II.– М.: 1956.– С. 22; Севортян. Э.В. К проблеме частей речи в тюркских языках // Вопросы грамматического строя.– М.: 1960.– С. 146.–154.; Кононов А. Н. Грамматика современного узбекского литературного языка.– М.: 1960.– С. 130.; Абдуллаев Ф. К вопросу о генезисе притяжательных и падежных аффиксов // Вопросы узбекского языка и литературы.–Ташкент, 1961.– С. 30–31; Назаров К. Притяжательные аффиксы в узбекских народных говорах: Автореф. ... канд.дисс филол. наук.–Ташкент, 1963.– 29 с.

<sup>2</sup> Ҳожиёв А. Ҳозирги ўзбек тилида форма ясалиши.– Тошкент, 1979.– 80 б.; Усмонов С. Ўзбек тилида сўзларнинг грамматик формалари. // Низомий номидаги ТДПИ илмий асарлар.– Тошкент, 1964.– 42-китоб.–Б. 126–127; Қўнғуров Р. Субъектив баҳо формаларининг семантик ва стилистик хусусиятлари.– Тошкент, Фан, 1980.–165 б.; Тожиёв Ё. Ўзбек тили морфемикаси.– Тошкент, ТошДУ, 1992.–68 б.; Икромов Р. Ўзбек тилида отларнинг синтетик, аналитик ва функционал формалари.– Тошкент, Фан, 1985.– 120 б.

<sup>3</sup> Зикриллаев Ф.Н. Феълнинг шахс, сон ва ҳурмат категорияси системаси.– Тошкент, Фан, 1990.– 111 б.

<sup>4</sup> Ҳожиёва Ҳ. Я. Ўзбек тилида ҳурмат майдони ва унинг лисоний нутқий хусусияти. Филол. фан. номз. ... дисс.– Самарқанд, 2001.– 150 б.

on the aspects of the semantics of respect related to pronouns, K. E. Maitinskaya dwells on the use of pronouns in non-relative languages. M. S. Uzina wrote about the fact that pronouns in Persian express respect<sup>1</sup>. D. Hakimov's article "Lexical and semantic features of the pronouns *siz* and *sen*"<sup>2</sup> complements the existing views about the expression of the meaning of respect in the Uzbek language through pronouns.

Sh. B. Sadikova studies the meaning of respect as a lexical-grammatical category as a socio-linguistic phenomenon. The meaning of respect is genetically classified and divided into original and relative types of respect. The structure, meaning, function and forms of the means that make up the category of respect are analyzed<sup>3</sup>.

The application of the concept of syntactic field in grammar is artificially (theoretically) associated with attempts to model the relationships between syntactic structures that actually exist in the minds of language users. In the division of syntactic fields it is necessary to have a set of linguistic means that are expressively different, but partially or completely consistent in the content plan, that is, have common invariant semantic features. Also, semantic invariance, functional closeness, leads to a functionally collaborative relationship in a particular syntactic field. The approximate syntactic models in the field plan form a field and serve the general area of

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<sup>1</sup> Юсупов. Б. «Местоимения в староузбекском литературном языке» (XV–XVI вв.), – Ташкент: Фан, 1991. – 142 с.; Майтинская. К. Е. Местоимения в языках разных систем. – М.: 1969. – 153 с.; Узина М. С. О местоименном функционировании вежливых эквивалентов местоимений *баңдэ* и *инджанэб* в современном персидском языке // Теория и типология местоимений. – М.: 1980. – 128 с.

<sup>2</sup> Хакимов. Д. *Сиз ва сен олмошларининг лексик-семантик хусусиятлари* // *Ўзбек тили ва адабиёти*. – Тошкент, 2003. – № 5. – Б. 77–79.

<sup>3</sup> Содиқова Ш. Б. *Ўзбек тилида хурмат категорияси. Монография*. – Тошкент, 2010. – 128 б.



the language. It is well known that in the semantic field words do not enter into internal relations and connections as a whole with the sum of all their fields, but with their separate meanings. Meaning can be viewed as a differential-semantic feature of words or a set of components. In solving the problem of the semantic connection of words in the field, it is necessary to consider the following: if the meanings of the words have a common part (the sets intersect), the two words are considered to be related to each other. In this case, the meanings in the semantic field must be interspersed with the general components, i.e., the parts that are in zero, equivalent, and specific opposition. If the relationship between the sets corresponds to four types of opposition, then the opposition between the elements of the set is only zero and disjunctive. In semantic fields, the relationship of polysemantic word meanings has a special place. It is now said that polysemous word meanings form an interconnected and interdependent microsystem, and that within a polysemous word there can also be semantic homonymy, i.e., meanings that are not part of a common semantic<sup>1</sup>. F. A. Litvin argues that the meanings of polysemantic words can include the following three types of relationships: intersection, addition, semantic homonymy<sup>2</sup>. It should be noted that only intersecting and joining relations unite meanings into one semantic field. Semantic homonymy, on the other hand, divides itself into different areas. Accordingly, Professor Sh. Iskandarova says that the relationship of intersection and joining is important for the study of polysemous words as a semantic structure of the field, the “scope of concepts”. The polysemy of a word, both through

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<sup>1</sup> Искандарова Ш. М. Ўзбек тили лексикасини мазмуний майдон сифатида ўрганиш (шахс микромайдони). Филол. фан. д-ри. ... дисс.– Тошкент, 1999.– 238 б.

<sup>2</sup> Литвин Ф. А. Многозначность слова в языке и речь.– М.: Высшая школа, 1984.

its basic meaning and in its addition, always lies at the center of the semantic field they create, and all other meanings are directly or indirectly subordinated to it. Although the proposal to take its main meaning as a semantic invariant of a polysemous word among the explanations of common meanings is introduced by most scholars, it is only one of the lexical-semantic variants of the word and its use in speech negates other variants<sup>1</sup>. Kuznetsova E. V. examining the lexicon of the verb, the invariant of the polysemous word suggests that it be called a “generalized meaning,” considering it necessary to obtain a separate modification of it rather than a simple general meaning as a “semantic standard”.

Generalized meaning is the basic specific meanings that arise on the basis of the development of their content in a given situation. General meaning as a separate lexical-semantic variant differs from the main meaning in terms of semantic structure and text type (general meaning occurs in a broader text than the specific meaning), and differs from other secondary meanings in its proximity to the main definite meaning and its special role in the secondary synonymous paradigm. The peculiarity of the semantic fields that make up the meanings of a polysemous word is that they relate to a single word as a unit of expression plan. But with the means of the plan of expression, the particular meanings of the polysemous word must also be differentiated. The main means of this distinction is text<sup>2</sup>.

“Verbal communication is a process of interaction of the speaker and listener (communicators) activities, information, interests, abilities, knowledge, skills, abilities, combined with linguistic and non-

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<sup>1</sup> Искандарова Ш. М. Ўзбек тили лексикасини мазмуний майдон сифатида ўрганиш (шахс микромайдони). Филол. фан. д-ри. ... дисс. – Тошкент, 1999. – 238 б.

<sup>2</sup> Кузнецова Э. В. О статусах слова. Исследования по семантике. – Уфа, 1983.

linguistic means, effective and multi-faceted, multifaceted pragmatic value. At first glance, the separation of large-scale macro units of a verbal communication system seems like a simple task. In practice, however, the problems encountered in performing this task are more complex. The difficulty of distinguishing a macro-unity is that it is in a hierarchical structure and the relationships of the parts that make up this hierarchy have structural, semantic, cognitive features<sup>1</sup>.

Sh. Safarov emphasizes that the knowledge of objects and events in reality, in other words, the formation of consciousness is a process that goes through several stages, and agrees with the views of D. P. Gorsky: “Knowing and perceiving objects and events in reality is a complex activity that involves a number of logical and spiritual actions. The first stage of this activity is, of course, the act of separating a particular object from a series of other objects. To distinguish one object from another, it is necessary to find its distinguishing features. In the next stage, the emotional symbol of the object is formed based on the comparison of the distinguishing features. In the next step, similar aspects of the symbol that appears in memory with other symbols stored in memory are explored. Finally, an important step in knowing reality is the act of generalization”<sup>2</sup>.

The formation of the macro-unity of the communication system is based on semantic and content integrity. This wholeness is a cognitive-linguistic phenomenon, which is called a *transaction*. J. Sinker and M. Culthard distinguished transaction as the highest unit of the communication system, implying that this unit contained the smallest units of the system<sup>3</sup>. However, this distinction in the

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<sup>1</sup> Тоирова Г. И. Ўзбек прагмалингвистикаси. Ўқув луғати. – Тошкент, 2016. – 59 б. – Б. 26.

<sup>2</sup> Сафаров Ш. Когнитив тилшунослик. – Жиззах: Сангзор, 2006. – Б. 15.

<sup>3</sup> Sinclair D., Coulthard M. Towards an Analysis of Discourse: The English used by Teachers and Pupils. London: Oxford Univ. Press, 1975.

unity of the communication system is nothing more than an approach to the analysis of this system in the form of a “phrase and a higher level of speech.” In this case, it is natural that the researcher’s attention is drawn mainly to the formal relationships of linguistic units that occur in parts of the text and in the oral speech process. In the analysis of the unity of communication, it is impossible not to take into account the relationship between formal and functional features, as well as the content indicators that form on the basis of this relationship. The communicative content that is purposefully expressed and the informative content that is formed in the listener’s perception (perception) without being related to the speaker’s desire do not contradict each other, on the contrary, they become a factor that ensures the effectiveness of communication.

The combination of communicative and informative content ensures the integrity of the macro unit of the communication system. It is now recognized that only discourse has such a feature of integrity<sup>1</sup>.

Discourse (French *discours*), widely used in Western linguistics, was originally analyzed as a higher level of language than the sentence. V. A. Zvegintsev, who noted the influence of “centrifugal force” in linguistic activity, called the discourse “a linguistic region hidden behind the clouds”<sup>2</sup>.

Discourse is a process of expression of opinion, material realization of written or oral form of linguistic possibilities, joint use of linguistic and non-linguistic means, a set of linguo-ethno-psycho-situational factors.

Linguistic means that express respect in every language have emerged as a result of historical, cultural development. The forms

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<sup>1</sup> Stubbs M. *Discourse analysis: The sociolinguistic analysis of natural language.* – Oxford Univ. Press, 1983.

<sup>2</sup> Звегинцев В. А. *Язык и лингвистическая теория.* – М.: МГУ, 1976.

of expression of the concept of respect, the means of expression, are the product of a particular historical process. The fact that respect is related to language development, communicative attitude, form of expression, and manifestation characteristics requires its study as a semantic field. Language means expressing the semantic field of respect are manifested in the socio-linguistic situation, in the linguistic concepts that have morphological, syntactic, lexical means in terms of speech expression, the event that takes place in the process of communication.

We know that every work of art brings with it many innovations in our spiritual life. They teach the reader a new look at what is going on in life, arming him with a new idea. Everyone expresses their opinion differently. By saying this “new word or phrase” he realizes his purpose through the existing lexical-expressive means. But any new meaning does not always lead to the emergence of new words, phrases, expressive structures. However, as a result of various research, new words or new content can be discovered on their own. These are traditional means of artistic representation, which help to accurately embody in the imagination of the reader-listener the quality, character, shape and style of the created image or scenery. For example: Valodat va nasabi: valodati sekkiz yuz sekson ikkida, Hisor viloyatida edi. Sulton Mahmud mirzoning ikkinchi o'g'lidir. Sulton Mas`ud Mirzodin kichik, Sulton Ali mirzo va Sulton Husayn va Sulton Vays mirzodinkim, xon Mirzo bilan mashhurdir, ulug' onasi Pashabegim edi. (*The origin: was born in 882 in Hisar province. He is the second son of Sultan Mahmud Mirza. Sultan Mas'ud Mirza was the youngest, Sultan Ali Mirza and Sultan Husayn and Sultan Weiss Mirza were famous with Khan Mirza, and his great mother was Pashabegim*).

Shakl va shamoyili: ulug' ko'zluk, ko'ba yuzluq, o'rta bo'yliq, turkman chehraliq, malohatliq yigit edi. (*Appearance: he was a hand-*

*some young man with big glasses, a big face, a medium height, a Turkmen face).*

There are also linguistic means used in relation to a person in power, which are among the sentences that form the basis for a secondary nomination. First of all, respect should be distinguished from flattery. Because they can be positive or negative. Respect is positive, for all languages have a set of tools that make up a particular system. We called that set of linguistic means as the semantic field. Nihoyat, Ulug'bek qilichi o'tkir chiqib, mag'ribdan mashriqqacha qanot yozgan hududsiz saltanat xiyol osoyish topgan edi, toju taxt valiahdi shahzoda Abdullatif o'z padari buzrukvoriga qarshi shamshir ko'tarib chiqdi. (*Eventually, Ulugbek's sword came out sharp, and the boundless kingdom, which spread its wings from west to east, found peace*). Rajab oyining boshlarida a'lohazratlari lashkar tortib Jayhun tomon o'tlanishga majbur bo'ldi (*At the beginning of the month of Rajab, His Majesty was forced to draw an army and march towards Jaihun. Ammo davlatpanoh Jayhun bo'ylarida lashkar tortib turganida dorulmulkda sodir bo'lgan fitnalar uni Samarqandga qaytishga majbur etdi*<sup>1</sup>. (*However, when the state was drawing troops to the shores of Ceyhan, the conspiracies in Dorulmulk forced him to return to Samarkand*).

In accordance with the rules of the palace law, the author selects and uses the necessary text for the same text from the father and son microfield:

*son – prince – Abdullatif – valiahd (successor);*

*father – king – Ulugbek – padari buzrukvor (the great father) – governor*

This shows that Abdullatif is an ungrateful, ignorant son who cannot rise to the level of the Crown Prince, who puts his own interests above those of the country, and that Ulugbek is a real governor who puts the interests of the people and the state in any case.

<sup>1</sup> Ёқубов О. Улуғбек хазинаси. – Т.: 1994. – Б. 4.

The culture of a well-rounded person, his thinking, his attitude, his way out of the situation stand out. In the process of interpersonal and interpersonal relationships, conscious reliance on an abnormal social situation or event is an important stage of maturity in self-improvement, realization, management, evaluation, self-command, respect, honor, glorification, politeness, and flattery.

It is recognized that respect can be studied by G. N. Zikrilaev as a functional-semantic field or grammatical-lexical field, in which case the morphological means expressing it form the core of this field<sup>1</sup>. However, in the works of the scientist, the expression of respect through the essence of noun and adjective is not analyzed. The joint use of different categories of means of respect in speech (speech) is not described (there are several examples of the use of verbs with nouns). The expression of respect by phonetic and non-linguistic means, the contribution of auxiliary words in its expression is not mentioned at all. Furthermore, there is no idea that there are meanings that are inextricably linked with respect and that it is appropriate to treat them with respect. If we say that the category is based on a common meaning for the means, then it is important both theoretically, practically and methodologically to study such meanings, that is, to combine all the common meanings into one category, system or field. The nature and means of expression of the meaning of respect allow us to say that in modern Uzbek there is a category of respect or a field of respect. However, given the positive personal attitude of respect, the fact that in the Uzbek language this attitude is different from respect, as well as the presence of means of expressing a negative attitude, it must be acknowledged that the boundary of respect falls into a wider category or level. In other words, it seems reasonable to

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<sup>1</sup> Зикриллаев Г. Феълнинг шахс, сон ва ҳурмат категориялари системаси.– Тошкент: Фан, 1990.– 111 б.

assume that there is a field of personal attitude in the modern Uzbek language<sup>1</sup>.

Differences in the habit of communication between women and men are observed at almost all levels of the language system. Firstly, we will talk about the units in the stages of the communication process.

“Ancient Turkic peoples considered treating one’s name with respect a sign of respect and esteem for that person. The main way of such respect is not to call a person by name. Accordingly, among most of the Turkic peoples, there were customs that young people could not call the elderly people by their names, and the wife could not name the husband, and the husband could not name the wife. Such a custom, especially for women, was strictly adhered to in terms of etiquette. For example, in the past, in many families in Fergana, it is still common for a woman to call her husband by the name of one of her children (mostly the eldest child) and to use expressions such as “my son’s father”, “my husband”, “my master”. When a husband speaks of his wife, it is accustomed that he uses the words such as “your bride,” “your daughter,” “your sister,” and “my family.” “It’s very common in many nations around the world, including Armenians and Koreans, Georgians and Azerbaijanis, Kazakhs and Turkmen”<sup>2</sup>.

*Наммайоқ қий-чув бо’либ кетди.*

– *Xudoga topshirdim, bolam!*

– *Tezroq keling, dadasi*<sup>3</sup>.

*(There was a commotion everywhere.*

<sup>1</sup> Ҳожијева Ҳ. Я. Ўзбек тилида ҳурмат майдони ва унинг лисоний нутқий хусусияти. Филол. фан. номз. ... дисс.– Самарқанд, 2001.– Б. 87

<sup>2</sup> Мўминов С. М. Ўзбек мулоқот ҳуққининг ижтимоий-лисоний хусусиятлари. Филол. фан. д-ри ... дисс. автореф.– Тошкент, 2000.– 57 б.

<sup>3</sup> Ҳошимов Ў. Икки эшик ораси.– Т.: “Шарк”, 1996.– Б. 110.



*“I trust you to God, my son!”*

*“Come quickly, the father.”*)

In this example, we see respect for a man by a woman referring to her husband as *“the father”* (*dadasi*).

– *Bizni kutdirma, o’g’lim.*

*Otabek mag’lub bir boqish bilan bu so’zni aytkuchi otasig’a qaradi va yalinchoq bir ohangda javob berdi:*

– *Men sizlarning orzularingizni bajarishka – agar xursandchilig’ingiz shu bilan bo’lsa – har vaqt hozirman. Ammo bir bechoraga ko’ra-bila turib jabr ham xiyonat... Hoji o’g’lining maqsadig’a darrov tushuna olmadi va so’radi:*

– *Kimga, xotiningg’ami?*

– *Yo’q, sizning oladiring’an kelingizga. O’g’lingizning vujudi bilan orzuingizni qondirish oson bo’lsa ham kelingiz qarshisida meni bir jonsiz haykal o’rnida tasavvur qilingiz<sup>1</sup>.*

*(«Don’t keep us waiting, my son).”*

*Otabek looked at his father, who said this with a defeated look, and replied in a begging tone: – I am always ready to fulfill your dreams – if you are happy with it. But clear oppression towards a poor person is also a betrayal ...*

*Haji could not immediately understand his son’s purpose and asked:*

*“To whom, your wife?”*

*“No, to your soon-to-be bride.” Imagine me instead of a lifeless statue in front of your bride, even if it is easy to fulfill your dream with your son’s body).*

However, in this example, the word *“your bride”* shows Otabek’s indifference to Zaynab.

In conclusion, the national mentality, communicative character, politeness and national specificity in Uzbek and English culture are

<sup>1</sup> URL: <http://www.ziyouz.com> kutubxonasi Қодирий А. роман “Ўткан кунлар”. – Б. 73.

reflected in the psycholinguistic influence of the addresser on the addressee in the communication situation of the representatives of both peoples. Speech etiquette is the most important factor in expressing respect.

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## **THE MUTUAL INFLUENCE: HOW ROMANCE LANGUAGES HAVE SHAPED AND BEEN SHAPED BY CULTURES**

### **Abstract**

This article explores the historical and cultural origins of Romance languages, focusing on their significant influence on and by various cultures and investigates the dynamic exchange and evolution of vocabulary and expressions, demonstrating how they reflect the unique identities of different societies. Furthermore, it delves into the profound connections between literature and identity, highlighting how Romance languages have shaped cultural narratives and contributed to the construction of collective identities. Through a thorough analysis of these points, this article uncovers the intricate interplay between languages and cultures, emphasizing the lasting impact and mutual influence they have on one another.

**Keywords:** Romance languages, cultural origins, lexical influence, semantic influence, cultural vocabulary, expressions, literature, identity, historical exchange, cultural narratives, collective identities.

### **1. Historical and Cultural Origins**

Romance languages, a branch of the Indo-European language family, have a rich historical and cultural significance. The historical and cultural origins of the Romance languages can be traced back to the Roman Empire in the 5th century CE., which exerted significant influence over Western Europe for several centuries. During the expansion of the Roman Empire, Latin became the dominant language spoken by the ruling elite and used in administration, trade, and communication. As the empire extended its reach, Latin

spread and underwent linguistic changes as it interacted with local languages and dialects. Over time, Latin evolved into what is known as Vulgar Latin, a colloquial form spoken by the common people rather than the educated elite. Over time, these changes resulted in distinct regional languages, including Italian, Spanish, Portuguese, French, and Romanian<sup>1</sup>.

As the empire declined, various migratory movements and invasions, such as the Barbarian invasions and the Moorish conquest of the Iberian Peninsula, played a crucial role in shaping the linguistic and cultural landscape of Europe. These movements led to the incorporation of new words, phonetic changes, and grammatical innovations into the evolving Romance languages. The fragmentation of the Roman Empire into various successor states led to further linguistic divergence. Germanic, Celtic, and Arabic influences, among others, began to shape the evolving Romance languages. These influences varied depending on the regions where Latin was spoken and the cultures that intersected with it. The presence of Germanic tribes, such as the Visigoths, Lombards and Ostrogoths in different parts of Europe left distinct traces in the Romance languages. They adopted Latin as their administrative language and consequently, Germanic languages influenced Latin, and in turn, Latin influenced Germanic languages. These influences can be seen in the pronunciation, vocabulary, and even grammatical structure of romance languages<sup>2</sup>.

As the Romance languages developed, they became a reflection of the cultural, social, and historical contexts in which they evolved. Each language developed its own unique characteristics, dialects,

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<sup>1</sup> Tariverdieva, M.A. Historical role of Latin in formation of Roman languages and culture / Vestnik of Moscow State Linguistic University. Humanities. – № 169 (811). 2018. – P. 152–157.

<sup>2</sup> Solntseva A. V. Romance languages: history of formation and classification problems / Verhnevolzhski Philological Bulletin. 2020. – № 3(22). – P. 124–132.

and regional variations, reflecting the diverse cultures and societies that nurtured them.

## 2. Cultural Vocabulary and Expressions

One of the key ways that Romance languages have both shaped and been shaped by cultures is through their cultural vocabulary and expressions. These languages have adopted words from other languages and adapted them to represent new concepts, technologies, and cultural phenomena. Each language has borrowed words and phrases from different cultures, creating a linguistic mosaic that mirrors their historical interactions. These borrowings not only enriched the vocabulary but also provided insights into historical intercultural connections and contact with other languages have influenced their vocabulary and meaning. The Romance languages have influenced each other through language contact. For instance, Spanish and Portuguese had an impact on each other due to their geographical proximity and historical connections. This influence can be seen in shared vocabulary and similar grammatical structures. Spanish and Portuguese absorbed Arabic words during the period of Moorish rule in the Iberian Peninsula<sup>1</sup>. As a result, these languages incorporate numerous words and expressions from Arabic, particularly in areas such as agriculture, science, mathematics, and architecture. Words like “azúcar” (sugar), “arroz” (rice), and “algoritmo” (algorithm) were borrowed from Arabic and have become integral parts of the Spanish vocabulary<sup>2</sup>. Meanwhile, Portuguese also borrowed extensively from indigenous languages during its colonization of Brazil, resulting in a unique vocabulary that is distinct from other Romance languages.

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<sup>1</sup> Chistyakova M. A. Main stages of the Iberian culture as a synthesis of Eastern and Western traditions / M. A. Chistyakova.– Modern Research of Social Problems.– № 11(55). 2015.– P. 321–328.

<sup>2</sup> Al-Khatib M. T. Arabic Influence on The Spanish Language / Scienceosphere.– № 11–2. 2022.– P. 346–349.



Similarly, French adopted numerous phrases from the Norman invaders of England in the 11th century. This Norman influence on the French language resulted in the adoption of words relating to law, government, and social hierarchy. Words like “roi” (king), “parlement” (parliament), and “château” (castle) entered the French vocabulary as a result of this cultural influence.

As for the Italian, this language exhibits cultural vocabulary and expressions influenced by its various regional dialects as well as its history as a center of art, literature, and the Renaissance. The Italian language’s use of expressive words and phrases, known as “figurative language,” is a testament to its rich cultural heritage. This includes idioms and expressions such as “prendere in giro” (to make fun of), “farsi dare una mano” (to lend a hand), and “prendere il toro per le corna” (to face a problem head-on).

In summary, the cultural vocabulary and expressions found within Romance languages reflect the rich tapestry of cultural influences that have shaped these languages over time. The borrowing and adaptation of words from other languages demonstrate the dynamic relationship between language and culture. These linguistic interactions have not only enriched the vocabulary of these languages but also provide a glimpse into the historical and cultural assimilation that has occurred within the societies that speak them.

### **3. Literature and Identity**

Literature plays a vital role in shaping and reflecting cultural identity. The rich and diverse literary traditions of the Romance languages have not only been influenced by culture but have also profoundly influenced the cultural identity of the communities that speak these languages. The literature of any language holds within it the values, beliefs, and experiences of a community. It serves as a medium through which individuals and communities express their identity, articulate their history, and explore their collective

consciousness. In the case of Romance languages, literature has further amplified the distinct cultural identities of the communities that have nurtured these languages.

From the birth of the Romance languages in the Roman Empire, literature has mirrored and shaped the cultural and social landscape of its speakers. In ancient Rome, Latin literature was instrumental in consolidating the empire's identity. Works such as Virgil's "Aeneid" not only praised Rome's glorious past but also aimed to instill a sense of pride and patriotism among its citizens. These works fostered a distinct Roman cultural identity, even as Latin continued to evolve<sup>1</sup>.

As the Romance languages emerged from Latin, vernacular literature became a vital tool for building an individual cultural identity for each community. Renowned literary figures, such as Dante Alighieri in Italian, João Guimarães Rosa in Portuguese, and Federico García Lorca in Spanish, not only crafted masterful works but also pioneered new ways of expressing cultural elements unique to their respective communities. These literary pioneers shaped the cultural identity of their societies by promoting their language and exploring themes closely tied to their cultures, such as folklore, mythology, and local history<sup>2</sup>.

Literature in Romance languages also serves as a means of preserving the collective memory and cultural heritage of their communities. Through a wide range of genres like epic poetry, novels, and theater, the literature of these languages showcases the shared history, struggles, and triumphs of the respective societies. More-

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<sup>1</sup> Andreose A., Renzi L. *The Cambridge History of the Romance Languages* – Cambridge: Cambridge University Press, 2013. – P. 283–334.

<sup>2</sup> Skuratov I. V. *Romantic Languages: The Interaction of Literature and Culture of Peoples* (30 JUNE 2020) / *Key Issues of Contemporary Linguistics*. – № 1. 2021. – P. 160–162.

over, the influence of literature transcends national borders and fosters a sense of unity among Romance language-speaking communities. Literary movements like Romanticism, which originated in Germany but permeated throughout Europe, influenced the literary traditions of Romance languages and fostered a sense of commonality among these communities.

### **Conclusion**

In conclusion, the mutual influence between Romance languages and the cultures they are associated with is a dynamic and continuous process. From their historical origins and cultural vocabulary to their literature and regional variations, these languages serve as important conduits for understanding the rich and diverse cultures that shaped them. As languages continue to evolve, reflecting the changing world and cultural contexts, the link between language and culture remains inseparable, creating a dynamic and evolving linguistic tapestry. The reciprocal relationship between language and culture is a powerful force that has shaped and continues to shape the Romance languages. From their historical origins to their lexical borrowings, cultural concepts, literary traditions, and sociolinguistic dynamics, the Romance languages have been both influenced by and have influenced the rich and diverse cultures they are embedded in. This intertwined relationship highlights the importance of understanding language as a reflection and vehicle of culture, fostering a deeper appreciation for the societal context in which these languages thrive.

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## **THE IMPORTANCE OF TRANSLATION OF ENGINEERING TERMINOLOGY IN ESP CLASSES AND THE CHALLENGES FACED BY THE LECTURERS**

### **Abstract**

As ESP lecturers to engineering students, we have often been in the dilemma of whether to provide students with source language definitions of the terms or to switch to target language equivalent. The first is most of the time provided by the textbooks in the form of glossaries by the end of the book while for the second one, additional work is required by the lecturers who have to consult bilingual terminology dictionaries and be well-versed in the respective fields even though not pertaining to it. The issue is if such dictionaries exist per each field of Engineering in Albania and if not, what solution should be given to it. Consultancy with the experts of the field is another way and the easiest used so far is making use of loan words which again puzzles the student in understanding the concept.

**Keywords:** translation, terminology, English for Specific Purposes (ESP), challenges.

### **Introduction**

Based on the so far experience of teaching ESP, coming up with an Albanian equivalence to certain terms, apart from defining them in English, is very important to the better acquisition of language in

general and the lexical content of specific fields of study. Translation, defined by J.C. Catford<sup>1</sup> as the placement of textual material in one language (SL) by equivalent textual material in another language (TL) is a complex process which has to stick to three main concepts; that of a translator who has to do with a proficient command of source and target language and a very good command of the subject matter. Precision is key to translation especially when it comes to engineering branches since mistakes might lead to costly errors, huge damages, life-threatening situations etc. However, such effects are present when dealing with engineering documents, whereas, in teaching, improper translation leads to misleading concepts and information for the student. People can also graduate in Engineering translation which is the ideal career path for those wanting to work with specific engineering documents such as manuals, labels, technical reports etc. Translation in ESP classes was considered for many years as a deterrent to communication Olivia Chirobocea-Tudor<sup>2</sup>, a restrictive activity lacking creativity as strongly related to the teacher-centered approach. With the introduction of the Communicative approach and separation from the Grammar translation method, the focus switched to the definition of the words, thus encouraging real-life communication in the target language. Nowadays translation is considered as a teaching aid since it really helps students in a better comprehension and acquisition of specific terms as stated by Vanessa Leonardi<sup>3</sup> maintains that translation is more and more frequently evaluated as a positive form of interference aimed

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<sup>1</sup> Catford J.C. A linguistic theory of translation. Oxford University Press-1965.

<sup>2</sup> Chirobocea, O. A Case for the Use of Translation in ESP Classes. *Journal of Languages for Specific Purposes*. – Issue 5. 2018. – P. 68.

<sup>3</sup> Leonardi, V. Teaching Business English Through Translation. *Journal of Language & Translation* – 10–1. 2009. – P. 143.

at enriching rather than harming learners' competence and performance skills. This is the reason why in certain situations, switching to translation in ESP classes is inevitable even though sometimes for engineering students the terms might be the same as in English since it is an international language and a language from which Albanian has borrowed many terms, especially in the field of technology or the recently developed fields of knowledge. Based on a study on translation and translation activities in a language classroom done by Cenaj, M.<sup>1</sup> most students found the use of native language in ESP classes practical and over 50% of the teachers included in the study used translation activities mostly for lexical units but rarely.

### **Method and material**

The method used in this paper is the observational and descriptive one, based on the first-hand experience of over 10 years of working with ESP textbooks and facing the challenges of terminology translation. The corpora used is taken from the English engineering textbooks and the bilingual dictionaries.

### **How is the translation process dealt with in ESP classes?**

With translating in ESP classes, we infer the switch into the Albanian equivalent terminology related in our case to the various engineering fields since the level of English in those classes is upper intermediate or advanced, thus translation is done in accordance with the students' needs. There is no need to translate grammar or sentence structures anymore because the students at this point are more than familiar with the grammatical structures in English and they might even be at a point in which they think in English. Viktorija Mažeikienė<sup>2</sup> refers to Kavaliauskienė and Kaminskiene

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<sup>1</sup> Cenaj, M. Reconsidering translation as a learning tool in ESP classroom. *European Journal of Literature and Linguistics*, 2016. – P. 25.

<sup>2</sup> Viktorija Mažeikienė. Translation as a method in teaching ESP: an inductive thematic analysis of literature. *The journal of Teaching English for*

who maintain that translation activities are especially important at intermediate and advanced levels as translation is regarded as the fifth skill alongside reading, speaking, listening and writing. This is why translation in such cases is needed only when encountering specific terms in English. Some of the techniques used while translating engineering terms are the borrowing technique, adaptation technique and common equivalent technique.

There are many fields such as the one of Information technology, Telecommunication, Electronics etc., in which terminology has mostly been borrowed from English language because there is no Albanian equivalent for that, or the term has been internationalized.

Some examples of words borrowed from English and translated and used the same in Albanian with sometimes minor phonetic adaptation, the spelling of the words or morphological changes are: desktop, motherboard, pointer, router- adapted in Albanian as ruter, pixel or (piksel), shortcut, software or (softuer), videoconference or (videoconference), website, Bluetooth, hotspot, laser or (lazer), wi-fi, firewall, host computer-(kompjuter host) etc.

The above-listed terms are to a certain degree very familiar to many people because even though they belong to the IT field, those words with the advancement of technology are widely used in everyday life. However, when used in textbooks and by the future specialists their concept must be very clear, and since there is lack of Albanian equivalent terms, their English definition is crucial to their better acquisition and in this case, that is the only teaching technique used alongside the use of pictures, photos or schemes when possible.

Acronyms and abbreviations are used the same such as HTTP, hyperlink, HTML, POP3, URL, RAM, SIMM, VPN, PIN, ISP and this is obvious since it is technical language used worldwide



and some terms have been internationalized for the sake of ease of communication among specialists. Consequently, they are used the same even in Albanian but read and pronounced in accordance with the Albanian phonetic system and not the English one.

Some terms are used either in English or sometimes given the Albanian equivalent because there is lack of standardization. Such are these terms: attachment-bashkelidhje, database-bazë të dhënash, email-poste elektronike, laptop-kompjuter portative (rarely used like this), mouse-miu (almost never used despite the Albanian translation even in the informatics bilingual dictionary), wireless-pa kabël (rarely used), broadband-brezgjere, download-shkarkim, upload-ngarkim, ebook-liber elektronik, ejournal-reviste elektronike, voicemail-email zanor, integrated circuit-qark I integruar, clip art-figure, kompjuter desktop- kompjuter tavoline, etc.

For other terms belonging to 'consolidated' fields, if they may be considered so, switching to Albanian translation is very easy because their equivalents already exist in Albanian as the fields of study are older than that of IT or telecommunication. Examples of such terms easily translated into Albanian are: wedge-pykë, deforestation-shpyllëzim, inclined plane-rrafsh i pjerrët, irrigation-vaditje, welding machine- saldatriçe etc.

However, despite the translation challenges, in order to properly address and make full use of ESP classes as well as to help the student with the acquisition process, translation serves as a very helpful tool in the teaching process.

#### **4. Translation challenges in ESP classes**

Translation is challenging to us as lecturers since there are no translation exercises in the ESP course books and this activity should be introduced by the lecturer when needed. Viktorija Mažeikienė<sup>1</sup> refers

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<sup>1</sup> Viktorija Mažeikienė. Translation as a method in teaching ESP: an inductive thematic analysis of literature. The journal of Teaching English for

to Simões, Guincho and Magalhães (2013: 54 who note that didactic materials for an ESP classroom have to be “home-made” because “It is unlikely to find instant made exercises from course books or the Internet”. Thus translation exercises should be carefully planned and oriented to help the student strengthen one’s lexical competence.

Considering that we deal with technical texts, there is no space for various interpretations of the reading passages but still translation in such cases does bring out the communicative element since sometimes students discuss and have to come up with the exact Albanian terms especially when encountering polysemic terms (terms having a specific meaning in various engineering fields). Leonardi supports the idea that translation is a communicative activity and writes<sup>1</sup> that translation involves interaction between the teacher and the students to discuss rights and wrongs as well as problems related to translation task. If this communication exchange takes place in the L2 before and after the translation this can help students enhance their oral skills.

In the case of technical words, the meaning of which most of the time is one, it is sometimes hard to guess from the context, thus addressing a bilingual dictionary is very crucial for a better comprehension of it. However, as above mentioned, it is sometimes impossible to have such dictionaries per each field of study. Consultancy with a specialist is another way of dealing with this issue but sometimes not that convenient due to the time required and the links needed to do so.

The remaining solution to finding an Albanian counterpart to certain terms is ‘sticking’ to the English term and trying to define it in both languages so as to help the student have a clear concept of the term and if possible illustrate it via any visual aid.

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Specific and Academic Purposes – Vol. 6. – No 3. 2018. – P. 520.

<sup>1</sup> Leonardi, V. Teaching Business English Through Translation. *Journal of Language & Translation* – 10-1. 2009. – P. 143.

## 5. Conclusions

Based on the recent studies in translation as well as our personal experience of teaching ESP to engineering students, translation is and should be used as a teaching method, especially when the focus is the acquisition of lexical content of the language. The exposure to the target language counterpart of terms plays an essential role in accuracy which is crucial in technical fields. Translation activities should be used accurately and be developed to a certain degree in classes as the other language skills.

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## **EXISTENTIALISM IN IRISH POETRY (WILLIAM BUTLER YEATS)**

**Abstract.** The origin of the Existential philosophical trend was laid in Germany in the first half of the 20th century, from where it spread to other countries of the world. And the peak of development was reached in France. Existentialism (philosophy of existence) - the term comes from the Latin word "existencia" and means existence. Existentialism's starting point is people's feelings - what they feel about the world, they believe that people are driven by subjective thinking, they try to find a way to get the human race, in general, and each individual, in particular, out of the moral crisis in which humanity seems to be destined. In the early 20th century, the influence of existential philosophy in Anglo-Irish literature can be seen in the Irish poet and playwright William Butler Yeats's poem "Sailing to Byzantium". Philosophers of the 20th century, who were named as followers of existentialist philosophy, are: French writer and philosopher Albert Camus), one of the founders of 20th century existentialism, German philosopher-Martin Heidegger) and French writer, existentialist philosopher-Simone de Beauvoir. Freedom, free will is suppressed by the weight of the world and circumstances. It is with such moral points of view that the artistic narrative of the Irish writer William Trevor and even more his stories are imbued. In fact, it can even be said that Trevor's fiction echoes de Beauvoir's literary theoretical approach, and what the philosopher developed with his existential thoughts, the Irish writer proved in literature.

**Keywords:** Existentialism; "Celtic Twilight"; Irish Poetry; "Sailing to Byzantium".

## Introduction

Existentialism is particularly interesting among the literary currents that gained an important place in the Western European literature of the 20<sup>th</sup> century. The mentioned current was one of the echoes of the Second World War, and in fact it can be said that the existential ideas arose on the basis of the disappointments of the post-war period, since the existing Conflicts and tensions intensified the feeling of aggression and alienation among people, which affected people of all classes and ages, and left a mark on all areas. The Second World War caused confrontation and many divisions between nations and countries, which had a special reflection on the post-war world. Although the end of the war was a great relief, the consequences and traces left by this war were tragic and severe.

The origin of the mentioned philosophical trend was laid in Germany in the first half of the 20<sup>th</sup> century, from where it spread to other countries of the world. And the peak of development was reached in France. It was a trend that influenced not only philosophy but also theology, art, literature and psychology. The main issues of this modern philosophical direction are the loss or acquisition of the meaning of life by people, faith or disbelief and all the topics that determine and guide the fate of a person in the modern world, all of this is the starting point of the theory of existentialism. Human as an independent individual with thought, action, existence and feelings is the main concept of existential philosophy. “Existentialism is a form of philosophical inquiry that explores the problem of human existence and centers on the subjective experience of thinking, feeling, and acting”. ... shared the belief that philosophical thinking begins with the human subject – not merely the thinking subject, but the acting, feeling, living human individual”<sup>1</sup>.

<sup>1</sup> Macquarie John. *Existentialism, An Introduction, Guide*, Penguin Books, L-N.-Y, 1972.– P. 18–21.

Existentialism (philosophy of existence) – the term comes from the Latin word “*existentia*” and means existence. Although Søren Kierkegaard is considered the first existentialist philosopher from the 19<sup>th</sup> century, he never used this term, and he was the first to use this term to define a philosophical current and to use it. The 20<sup>th</sup> century French existentialist philosopher Jean-Paul Charles Aymard Sartre conveyed his worldview. Based on the above, Jean-Paul Sartre became a key figure of existential philosophy, and in his own opinion, which became the main concept of the current “all existentialists are united by one fundamental doctrine, existence precedes being” (Copleston, F. C. 2009: 19–37) *Being and Nothingness: An Essay on Phenomenological Ontology* (1943), written during Sartre’s early period in France during the Fascist occupation, is considered his most important work. In this work, Sartre’s existential philosophical opinion “existence precedes essence” even became a kind of slogan of this philosophical movement.

Since the starting point for followers of existentialism is human feelings and how they feel about the world, they believe that people are still driven by subjective thinking. They are trying to find a solution to bring the “race” of people, and in particular, each individual, out of the moral crisis in which humanity seems to have found itself thanks to the inevitability of fate. And, the way out of this crisis is not found by existentialists in the transformation of the principles of the social or public order already created and established, but in the ability of the individual, the person, to destroy the false, unreal, disguised “I” embedded in his consciousness and find his own, tiny existence – the source of human existence, which Thanks to him, he is a unique person; He will determine his own meaning in life and will strongly feel independence and the right to choose. A person should be able to take responsibility for himself. After all, existentialist writers in their works described such stories in which

the heroes are immersed in a vortex of loneliness. They experience indifference towards life and their fears, the feeling of alienation deprive them of the ability to perceive values and the meaning of life. However, along with all this, existential philosophical works imbue its characters with feelings of responsibility and freedom. Philosophers of the 20<sup>th</sup> century, who were named as followers of existentialist philosophy, are: French writer and philosopher Albert Camus), one of the founders of 20<sup>th</sup> century existentialism, German philosopher-Martin Heidegger) and French writer, existentialist philosopher-Simone de Beauvoir.

In the early 20<sup>th</sup> century, the influence of existential philosophy in Anglo-Irish literature can be seen in the Irish poet and playwright William Butler Yeats's poem "Sailing to Byzantium" (written in the autumn of 1926, around September 26), where he goes beyond the world with his mind and heart, and thus the reader Pushes towards spirituality which is the path to immortality. The writer argues that man is more than just a physical body and has much more potential to be unique and great and that it only takes hard work and a little effort on the part of man. He believes that people are governed by their own lives, and people themselves are less interested in matters that will help them to lead their own lives, with their own minds. In the poem, the issue of human existence and existence is discussed: from life to death; From youth to old age. Yeats tries to prove how careless old people can become from the opening lines of his poetic creation "Sailing to Byzantium". Similarly, if we include the issues of everyday life, it leads to the neglect of existential and spiritual issues: "That is no country for old men. The young

In one another's arms, birds in the trees  
Those dying generations – at their song,  
The salmon-falls, the mackerel-crowded seas,  
Fish, flesh, or fowl, commend all summer long

Whatever is begotten, born, and dies.

Caught in that sensual music all neglect

Monuments of unageing intellect". He states that the natural reminders of joy and happiness, such as the chirping of birds, are no longer of interest to older people. Life turns into death; Youth in old age and in this, in these changes, he sees the cruelty of the laws of nature. Hence, Yeats attempts to create a new way of life by traveling and leaving his current abode in search of spiritual rebirth: "An aged man is but a paltry thing,

A tattered coat upon a stick, unless

Soul clap its hands and sing, and louder sing

For every tatter in its mortal dress,

Nor is there singing school but studying

Monuments of its own magnificence;

And therefore I have sailed the seas and come

To the holy city of Byzantium." He wants to do something to stop the changes caused by the laws of nature, and the first step to achieve this goal is to reach Byzantium by sea. He believes that spiritual transformation and purification lead to eternal physical health as well. However, it does not rule out that, like all speaking or non-speaking spiritual beings, it will die sooner or later, and here it reflects the probability of its transformation into some speaking piece of art after death: "O sages standing in God's holy fire

As in the gold mosaic of a wall,

Come from the holy fire, perne in a gyre,

And be the singing-masters of my soul.

Consume my heart away; sick with desire

And fastened to a dying animal

It knows not what it is; and gather me

Into the artifice of eternity." It clearly shows the boundless, unconditional obedience to religion, to one's faith and to the divine



forces, and that growing old is not the end of a person's mental development, and the old man's departure to Byzantium is a sign of the search for new opportunities, and even if death overtakes him, his soul is realized in art and there it finds eternity and achieves eternal immortality. Yeats says that he read somewhere that in Byzantium, in the palace of the emperors, there was a tree – made of gold and silver, on which artificial birds sat and sang. Yeats asserts that man has the potential to be more than just a being trapped in a physical body, and it takes at least a little work and effort to make it manifest:

“Once out of nature I shall never take  
My bodily form from any natural thing,  
But such a form as Grecian goldsmiths make  
Of hammered gold and gold enamelling  
To keep a drowsy Emperor awake;  
Or set upon a golden bough to sing  
To lords and ladies of Byzantium  
Of what is past, or passing, or to come.”

Yeats said that he was trying to express his situation with this poem. “Byzantium was the center of European civilization and the source of a spiritual philosophy that embodies the search for spiritual life through a journey to that city” (from a lecture given at the BBC, September 1921.) (“Celtic Twilight” 2010: 255).

At that time, Irish literature, as well as Ireland itself, was under the pressure of English colonization, and therefore the English language dominated. From this time, new nationalist traditions appeared in Ireland, which reflected both faith and lifestyle. In fact, it was defined as a period of change in Irish literature and the country's history. A group of Irish writers made a decision to protect their language and nation from British domination at the cost of all resistance and great efforts. It was during this difficult period that a number of works carrying Irish traditions and national values were

created, and one of the best, most visible representatives of this literary renaissance is William Butler Yeats (1865–1939), who, from the end of the 19<sup>th</sup> century, created a new type of modern Irish literature. in English. For his achievements, Yeats was awarded the Nobel Prize in Literature in 1923 “for his consistently exciting poetry, which expresses the national spirit through the most difficult artistic techniques”<sup>1</sup>.

Existentialism was a certain attitude that was especially relevant in modern mass society, where existentialists have a common concern and personal responsibility in the socio-cultural sphere. The existentialism of the 20<sup>th</sup> century was also greatly influenced by Martin Heidegger, whose guiding thought was the clarification of the sense of being and the ontological problem. According to the philosopher, modern ontology did not understand this problem. According to his view, the horizon of understanding the sense of existence is existential time – temporality (*Zeitlichkeit*), as the past-present future (*Gewesend-gegenwärtigende Zukunft*). It is based on the caring life of man, his historicity and history, world-time in general, as “vulgar” time. The transcendental structure of temporality is the ontological sense of the “care” of existence. Thus, according to Heidegger, the mission of clarifying the true sense of being should be fulfilled by a “fundamental ontology”, a transcendental ontology based on the existential or phenomenological analysis of human being (*Dasein*). It was under the influence of his philosophical opinion that Jean-Paul Sartre and the French writer and also the existentialist philosopher – Simon de Beauvoir.

However, existence is not an abstract concept, and it is through this process that it is possible to determine that each individual has his own specific, individual circumstances in which he exists and

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<sup>1</sup> Union List of Artist Names, 2008.

the belief that each unacceptable circumstance can be overcome by him. Simone de Beauvoir, as a follower of existentialism, throughout his life and work tried to find the meaning of life in an absurd world in which a person is born independently of his own will. He asserts the same in his outstanding work "The Second Sex" that they are not born as women, they become women later. Its most important concepts are associated with: "freedom", "responsibility" and "authenticity", which are crucial terms in de Beauvoir's thinking. In fact, it is the recognition of these concepts by this French philosopher woman that reveals her distinctive style of thinking on the ethical consequences of existentialism and establishes her position as one of the outstanding representatives of this specific philosophical movement.

Simone de Beauvoir goes far beyond Sartre in terms of philosophical considerations, since he also addresses the issue of oppression in his work, which can be seen especially in the concept of his early work, "The Ethics of Ambiguity" (1947), in which he particularly focuses on human situations and emphasizes their tragic condition; Freedom, free will is suppressed by the weight of the world and circumstances. It is with such moral points of view that the artistic narrative of the Irish writer William Trevor and even more his stories are imbued. In fact, it can even be said that Trevor's fiction echoes de Beauvoir's literary theoretical approach, and what the philosopher developed with his existential thoughts, the Irish writer proved in literature.

### **Conclusion**

Existentialism's starting point is people's feelings – what they feel about the world, they believe that people are driven by subjective thinking, they try to find a way to get the human race, in general, and each individual, in particular, out of the moral crisis in which humanity seems to be destined. It turned out thanks to inevitability.

Existentialists look for a way out of the crisis not in the transformation of the principles of the already created and established socio-societal structure, but in the ability of the individual, the person, to destroy the false, inauthentic, disguised “Me” embedded in the consciousness and find his own, true existence.

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