



EXPRESSIVENESS OF SCIENTIFIC TEXTS

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ABSTRACT

It is generally accepted that the scientific-technical style is characterized by accuracy, conciseness, lack of expressiveness, figurativeness. For greater expressiveness of the text, scientists are increasingly resorting to figurative means. The functions of the image in scientific literature differ from its functions in fiction. A characteristic feature of the style of scientific works is their saturation with terms. The term carries a large amount of logical information. Despite the fact that the authors of scientific works adhere to the standard language of science, the manifestation of the author's individuality is inevitable.

KEYWORDS

Metaphorical communication, linguoeconomics, bear hug, animal world, stylistically, consistency, expressive means of language, bull market.

INTRODUCTION

All texts can be attributed to the main bookish styles: official-business, scientific, publicistic, artistic.

Scientific (special) literature, focused on the use of the scientific style of speech. This includes scientific-technical, scientific-humanitarian, natural science, popular science, educational texts.



The scientific style serves a special sphere of human activity - scientific. Since science performs the function of “development and theoretical systematization of objective knowledge about reality” [1], the main thing for the scientific style of speech is a logical, accurate, unambiguous expression of thought.

Scientific texts are designed for logical, not emotional-sensory perception, therefore, the emotional in the language is not revealed openly, the scientific style “gravitates towards speech means, devoid of emotional load and expressive colors” [2]. They are possible only as some additional means.

The functions of the image in scientific literature differ from its functions in fiction. The image here is a means of explaining scientific concepts. The degree of emotional in the language of science is determined by the field of knowledge to which the text belongs. For example, technical scientific texts are extremely formalized, the author's individuality is hidden here, and therefore emotional elements are minimal here.

The purpose of expression in science is in evidence. This is achieved, for example, by amplifying and restrictive particles, introductory-modal words that actualize the course of reasoning.

Since science is connected with technology, industry, with secondary and higher education, “the languages of science receive their full expression in scientific-technical literature, production-technical documentation and in textbooks. To study the languages of science, a preliminary analysis of the history of the development of these types of literature is necessary, including their classification by style and genre” [3].

It is generally accepted that the scientific-technical style is characterized not only by accuracy,

conciseness, consistency, but also by the absence or insignificant use of figurative means [4].

Strict accuracy requirements applied to a scientific text limit the use of such figurative language tools as metaphor, epithets, artistic comparisons, proverbs, etc. Sometimes such means can penetrate into scientific works, since the scientific style strives not only for accuracy, but also for persuasiveness, evidence. Sometimes figurative means are necessary for clarity, intelligibility of presentation [5].

The scientific style is characterized by a logical sequence of presentation, an ordered system of connections between parts of the statement, the desire of the authors for clarity, accuracy, conciseness, unambiguity while maintaining the richness of the content.

Consistency is the presence of semantic links between successive units of the text.

Only such a text has consistency, in which the conclusions follow from the content, they are consistent, the text is divided into separate semantic segments, reflecting the movement of thought from the particular to the general or from the general to the particular.

Clarity, as the quality of scientific speech, implies clarity, accessibility. According to the degree of accessibility, scientific, scientific-educational and popular-science texts differ in material and in the way of its language design.

The accuracy of scientific speech implies the unambiguity of understanding, the absence of discrepancy between the signified and its definition. Words are used mainly in their direct meaning, the frequency of terms also contributes to the unambiguity of the text.



A characteristic feature of the style of scientific works is their saturation with terms (in particular, international ones). A term is a word or phrase that accurately and unambiguously names an object, phenomenon or concept of science and reveals its content. The term carries a large amount of logical information. In explanatory dictionaries, terms are followed by mark “special”.

Despite the fact that the authors of scientific works adhere to the standard language of science, the manifestation of the author's individuality is inevitable.

In scientific texts, such emphatic elements are often used as: it is ...that, it was until...that, as though, amplifying words (do, as much as, as early as, it is ... that /who/which) and etc.

Set expressions, special phraseology are especially characteristic of a scientific text.

Inexpressive comparisons, which are also found in scientific texts, do not violate the logicity and clarity of the scientific text. Comparison serves the author for a visual and detailed description of the object of study, as well as for highlighting in this object some one characteristic feature, the specifics of which the author wants to emphasize.

The most common figurative means in scientific-technical texts is a metaphor.

The epithet is an important means of creating imagery in a popular-science work. It allows you to give a vivid emotional description of an object or phenomenon.

When translating a scientific text, “neutralization”, “smoothing” of the expressive means of the language takes place, so as not to introduce stylistically alien elements into the Uzbek text. In English and American special texts, bright, stylistically colored vocabulary is

often found, which is not typical for Uzbek scientific-technical texts. The mechanical transfer of emotionally colored lexical units of an English special text into Uzbek will contradict the requirements applied to the Uzbek special text.

The scientific style is typical for texts intended to communicate accurate information from any special area. For all its stylistic remoteness from the living spoken language, the scientific-technical text allows the use of a small number of more or less color-neutral expressive means [6].

Therefore, we can say that emotionality is not characteristic of the language of science, but is possible in it, depending on the topic or nature of the essay. Expressiveness in a scientific text is not excluded, but it is specific. As already mentioned, the scientific-technical style is characterized not only by accuracy, conciseness, consistency, but also by the absence or insignificant use of figurative means. In particular, elements of figurativeness are used in economic texts. The most representative is the thematic group “animal world” [10].

The following figurative means are widely used in English-language scientific-publicistic texts on economic problems: metaphors, epithets, phraseological units, followed by proverbs and sayings, comparisons, allusions. Metaphor is used especially often [11].

«By metaphor we mean multi-level units of secondary indirect nomination - nominative signs (words, phrases), predicative signs (sentences), complex predicative signs (texts), based on the transfer of the formative from a fictitious singular (and, perhaps, a complex denotation) to real single (complex) denotation, between which a common comparison constant is found» [7].



Interest in metaphor arose long ago, when metaphor simply adorned speech.

Economics and linguistics are two spheres of science that unite man. There is a clear relationship between the economic achievements of a country, its culture and language [8]. This fact allows scientists to talk about a new scientific discipline of linguoeconomics, the development of which takes place in two directions: from language to reality and from reality to language.

The language of economic science is a natural language-derived entity that has a deep cognitive-linguistic specialization [9]. The metaphor also came to economics. Metaphorical communication is a good way to correlate complex economic processes with simple ones. The features of the new object are compared and compared with similar characteristics of an already known object from another area. Thus, economic phenomena are likened to the behavior of animals.

The frequency of the use of animal names in the composition of economic terms is not the same. The most common are the images of a bear and a bull. Then follows the cat, dog, turkey, lamb, kangaroo, cow, butterfly, tiger, moth, bee, snake, elephant, shark. Animals symbolize fertility and abundance, instinctive and emotional impulses. It is impossible to find an animal that does not have at least some resemblance to humans. Images of a bear lowering market quotes with a powerful paw and a bull raising them with its horns have existed for more than three centuries [12].

It is believed that the analogy with bulls and bears also arose in connection with the natural behavior of these animals. If the bear sees something, such as a beehive on a tree, it raises its paw and drops what it sees down. The bull tilts its head in order to toss.

In the bull market, prices rise, and therefore, as they say, bullish brokers feel optimistic.

In a bear market, the price of stocks falls, and therefore short brokers are always scowling.

Bull – a bull market player, a person who expects an increase in the prices of securities.

In many cases bull and bear are related to each other, forming pair terms.

* Bull market (market with a trend towards price increase) – Bear market (with a tendency to downgrade). In economic literature, Bear is a seller of financial instruments or a commodity who expects prices to fall. Many terms based on this image are associated with observations of the life of a bear:

* Bear hug – an offer to take over a company made by its director that is so attractive in terms of price and other terms that the directors of the acquired company who might object to the repurchase for other reasons, are forced to agree to it, otherwise they run the risk of facing shareholder protest.

Translation of economic texts presents certain difficulties. And it is hardly possible to say that the translation of economic metaphors is something special, different from the translation of metaphors in general. But the problem of a good translation of metaphors in economic texts is relevant. Unfortunately, these texts are often forced to be translated by economists who know the language and understand what is meant, but do not have education or experience in the field of translation, and beautiful English metaphors are translated very crookedly – sometimes in an “interlinear” way, sometimes simply unsuccessfully.



If economic texts are translated by competent translators without economic education, the opposite situations are possible – a beautiful metaphor is born, but the meaning may be lost or distorted. The world of business contributes to the renewal of the lexical composition of the English language, introducing concepts that reflect modern issues. Often economists use already known concepts, investing in them a slightly different meaning. Therefore, understanding and translating texts of an economic nature is a complex and special job that requires more than just knowledge of a foreign language.

When translating economic texts, it should always be remembered that almost no word is translated by its main dictionary meaning, and, therefore, the context in the broadest sense of this term is a fundamental factor in choosing the right word. You should not start translating without clearly understanding the subject matter of the text being translated and the essence of the processes and phenomena being described. It is always necessary to keep in mind the translation priorities: firstly, it is necessary to convey the meaning of the translated text, secondly, the language into which the translation is being performed must look competent from the point of view of a native speaker, and thirdly, it is necessary to maintain closeness to the source text. Only compliance with all these rules will ensure the correct translation of economic texts [13].

It is important for a teacher to teach students to translate economic texts not only identically to the analogue, but the translation text should not contain unnecessary information. To do this, the teacher must know, explain and interest students in the origin of a particular word, term, metaphor [15].

I would like to give the opinion of a professional translator:

«Breaking spears in search of one or another equivalent of an economic term or concept, on his difficult path, the translator encounters a lot of interesting and very cognitive information, which forms not only a clear idea of the subject of a particular text being translated, but also significantly expands the horizons in the field of economics. At the same time, the translator must be vigilant so as not to drown in this sea of information and not to forget the ultimate goal for which he does all this» [14].

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