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CULTURAL AND NATIONAL SIMILARITIES AND DIFFERENCES OF INTERLANGUAGE EQUIVALENTS

Culture as a complex concept, which lies in the sphere of interests of almost all humanities, is of particular interest in the linguistic context. Language is a tool of communication pattern, which expresses the cultural mentality of the people. Citing the German philosopher R. Konesmann, Kusse H., Chernyavskaya V. E. believes that the discourse of culture is language, based on various areas of communication. Language, as well as culture, is a complex phenomenon that represents a semantic concept in all spheres of human life, reflects cultural characteristics and reveals the rich cultural experience of individual peoples. In this regard, the linguist analysis of multi-system languages is interesting. The purpose of this article is a comparative study of multi-system languages in a practical and theoretical way. The paper presents different languages comparative study, contrastive research has a theoretical applied and practical significance. Forms of knowledge about the world have been presented in the concept of «measurement» in different structural languages. One of the tasks of contrastive researches is to reveal the cultural and national similarities and differences of the inner form interlanguage equivalents. The facts of cultural and national similarities and differences of two or more languages in order to detect convergence and discrepancy are very popular from the point of linguistic universals.

Key words: culture, communication, linguistics, interlingual equivalents, idioms.

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Тілралық баламалардың мәдени және ұлттық ұқсастықтары мен айырмашылықтары

Мәдениет барлық гуманитарлық ғылымдардың мүдделері саласындағы күрделі ұғым ретінде тілдік контексте ерекше қызығушылық тудырады. Тіл қарым-қатынастың негізінде жатыр және халықтың мәдени менталитетін білдіреді. Неміс философы Р. Конесманн, Х. Куссе, В.Е. Чернявская «мәдениет – тіл дискурстың негізінде әр түрлі байланыс салалары жатыр» деп санайды. Тіл, мәдениет сияқты, адам өмірінің барлық салаларында семантикалық тұжырымдаманы білдіретін күрделі құбылыс, мәдени ерекшеліктерді көрсетеді және жеке халықтардың бай мәдени тәжірибесін ашады. Осыған байланысты әртүрлі жүйелік тілдерді лингвомәдени талдау қызықты. Мақалада әртүрлі жүйелік тілдерді практикалық және теориялық тұрғыдан салыстырмалы зерттеу қарастырылған. Әлемнің тілдік бейнесі әртүрлі құрылымдық тілдердегі «өлшем» тұжырымдамасында ұсынылған. Контрастивті зерттеулер мәдени өрнекті салыстыруға және салыстырылатын тілдердің ұлттық мазмұнына негізделген. Контрастивті лингвистика тілдердің ұқсас емес, қарама-қарсы ерекшеліктеріне ерекше көңіл бөледі. Салыстырмалы зерттеулердің міндеттерінің бірі – тілралық эквиваленттердің ішкі формасындағы мәдени және ұлттық ұқсастықтар мен айырмашылықтарды анықтау. Конвергенция мен ашақтықты анықтау үшін екі немесе одан да көп тілдердің мәдени және ұлттық ұқсастықтары мен айырмашылықтары фактілері лингвистикалық әмбебаптылық тұрғысынан өте танымал.

Түйін сөздер: мәдениет, коммуникация, тіл білімі, тілралық сәйкестіктер, идиомалар.

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Культурные и национальные сходства и различия межъязыковых эквивалентов

Культура как сложное понятие, находящееся в сфере интересов практически всех гуманитарных наук, представляет особый интерес в языковом контексте. Язык лежит в основе коммуникации и выражает культурную ментальность народа. Цитируя немецкого философа Р. Конесманна, Куссе Х., Чернявская В.Е. считают, что в основе дискурса культура – язык лежат различные сферы коммуникации. Язык, как и культура, сложное явление, которое представляет смысловой концепт во всех сферах жизнедеятельности человека, отражает культурные особенности и раскрывает богатый культурный опыт отдельных народов. В этом плане интересен лингвокультурологический анализ разносистемных языков. В статье рассматривается сопоставительное исследование разносистемных языков в практическом и теоретическом ключе, приведены идиомы и их значение в культуре. Языковая картина мира представлена в концепте «мера» в разноструктурных языках. Контрастивные исследования основаны на сравнениях культурного самовыражения и национального содержания сравниваемых языков. Одной из задач сопоставительных исследований является выявление культурных и национальных сходств и различий внутренней формы межъязыковых эквивалентов. Факты культурного и национального сходства и различия двух или более языков в целях выявления конвергенции и расхождения очень популярны с точки зрения лингвистической универсальности.

Ключевые слова: культура, коммуникация, языкознание, межъязыковые эквиваленты, идиомы.

Some authors present the correlation of cultural and national features of equivalents in such a way that culture and national specific are more abstract parts of compared units. Comparative researches are more specific: on the one hand comparative studies provide materials for typological and contrastive researches, while typology provides ideas of explaining corresponding convergence and discrepancy to comparative linguistics. In some theories, the concept of contrastive linguistics is narrowed, and in this case it is opposed to other forms of juxtaposition of languages. Of course, in the practical use of the data of contrastive linguistics, it is more important to set up cultural differences than similarities. The subject of contrastive research is the difference of the compared languages. Such differences exist at all levels of the language. We compare in contrastive linguistics phonetic and phonological, lexical, phraseological, morphological, syntactic systems of two languages from the point of intercultural communication. The results of such studies are useful in teaching foreign languages.

Contrastive research is based on comparisons of cultural expression and the national content of the compared languages. The discussion of its various aspects we will continue in the future: such discussions testify the vitality of sciences and the connection of linguistic and culture. The development of the contrastive researches has evidences by the increasing number of publication different levels. In

Germany and in Kazakhstan much attention is paid to multilingualism, the needs of teaching German, English and other languages in modern conditions. The issue of contrastive researches and their interconnections has been actively discussed.

The development of culture studies did not fully justify this distinction. According to modern concepts in the language comes to the light ethnic and cultural features of native speakers. On the one hand, it acts as the main factor of ethnic and cultural integration and on the other hand, it is the main differentiating feature of an ethnic group. In this case, cultural information encoded in linguistic units is far from limited in the framework of one language and nationally specific means of expression. The components of culture contains national specific code, include traditions as stable elements of culture, as well as customs and rituals that perform the function of given society. The culture through language reflects national pictures of the world, national characteristics of cognition of a certain culture. The ability of communicative functions of the language forms intercultural communication. Intercultural communication characterizes the academic skills of a person by written and oral speech. The ability to communicate in the foreign language needs knowledge on the field of intercultural communication. The main rules are distinguished:

1) compliance with generally accepted language standards;

2) attribute of an individual style of speech;

However, in real life, intercultural communication does not always correspond to these factors. There are various forms of deviation from the correct norm of intercultural communication. High culture and knowledge of intercultural communication presupposes not only its correctness, but also the ability to choose the most effective, most appropriate language tools for a given situation. In the process of the development, a person more and more completely masters the language and culture of communication.

Every person who will communicate in the foreign language follows a general line of speech behavior. The accepted norms and conventions of public life directly affect the speech behavior. In the intercultural communication it is important to respect other person and to show goodwill. When representatives of different cultures meet each other, people have a natural tendency to perceive their behavior from the standpoint of their culture. They measure them from their standpoint. There is a certain stereotype of behavior, a generalized idea of the typical traits that characterize any people and society.

National-cultural specificity is typical for all or most representatives of any society. There are no genetically determined mental and moral features of a nation that have remained unchanged over the centuries. National-cultural specificity exists, if we understand it as a stable complex of values, attitudes, behavioral norms of society.

Intercultural communication presupposes the existence of certain communication models. If this condition is met, the so-called communicative code comes into force, which is a system of principles that give the speech behavior of communicants during the communicative act, based on a number of categories and criteria.

The cultural specificity of speech reflects national character of personality. Of particular interest we see the correlation between ethnic group, culture and language.

The above components are necessarily closed on the linguistic personality, subject of speech and the carrier of certain features of a national character. Even if a person had, due to certain circumstances, to live away from his ethnic homeland, as a rule, the language serves as a connecting link with the sources. Each nation has a certain set of behavioral stereotypes, in one way or another inherent in the members of this historically established society. The typology of behavior is determined by many factors, of which the most significant are culturally related,

that is, associated with the national characteristics of the origin, formation and development of the culture of a particular ethnic group.

It is argued that the cultures of different peoples are united among themselves by the unity of human thinking and diverge due to the different methods applied to this single thinking. V. von Humboldt wrote that a person's cognitive abilities and the ideas about the world are determined by a specific language. The different division of the world by languages is expressed, in particular, in the fact that to express the same concepts, one language uses separate words, and the other uses descriptive means. Development of communicative skills and the ability to reveal cultural and national features in the foreign language classroom depends on experiences in intercultural communication.

Similarity of languages and its genetic, areal, cultural features are the real basis for the comparisons. The study of unrelated languages reveals differences on cultural and national levels. Very important is the concept of universal features of languages. In their structure, universal implications in the language and culture consist of two simple, so-called absolute universals, related to each other by the implicative conjunction "if". This kind of language universals is harder on their linguistic nature than absolute, since they reflect certain relationships, according to the language and culture. It is much more important than the identification of separate, independent linguistic universals. The goal of linguistic universals is to identify the cultural and national features of individual universals. The priority and importance of this type of universals in the language and culture is indicated by different scholars (Kursisa, 2011). Only on the basis of comparative and typological studies it is possible to reveal differences between culture and language (Rösler, 2011). In other words, the quantitative implications are very important by universals. It's true, that linguists point out to establish dependent implicative relations between all languages and cultures, because they are excessively high and impossible, so the scope of such problems, in particular with regard to the universal implications should always be limited. *Die Sprache ist ein systematisch strukturell organisiertes Mittel der Kommunikation. Die Einheiten der Sprache sind eng miteinander verbunden. Da die Einheiten der Sprache in den strukturellen, semantischen, funktionalen, praktischen Beziehungen über verschiedene Qualitätsmerkmale verfügen, spricht man über verschiedene Möglichkeiten und Fähigkeiten in der kommunikativen Realisierung der Sprache* (Marion, 2011).

Universals raise languages and cultures as sciences to a new level, giving them a new cognitive quality, improving their cognitive, methodological capabilities, expanding their horizons. In this article we would like to compare some phraseological units from the point of their national and cultural features. For example: *better late than never*, *in for a penny, in for a pound*, as brave as a lion, as cool as cucumber (Kursisa, 2011). These are expressions are reflecting originality of the national culture, national mentality.

The cognitive and logical approaches to the study of language and culture show the differences in the two types of cognitive and logical activities.

In the foreign language classroom we study idioms and set phrases which are different from lexical units in connection with national and cultural features. Idioms as a part of language are difficult to study and very closed to the type of the language and national differences. Mostly the semantic of idioms is connected with the difficulty of their linguistic nature. Scientific researches show the typical and categorical features of idioms: multi-component, integrity to the systems of culture and language. Idioms belong to the secondary nomination system, in comparisons to lexical units. Lexical units play more important role by increasing the language and by developing communicative skills. For expression of accusations in each language we can find idioms which reveal opinions to the actual situation. We cannot deny the importance of expression in many situations in everyday life. In these expressions we are able to give our positive or negative assessments and share our experiences. Cultural element exists in all languages. Generalization of knowledge and expediencies is a necessity in conceptual and mental activity. Generalization means that the phenomena of the world have the integrity and similarities. The regular form of consolidation of knowledge and expediencies about the world is connected with national and cultural features, which has assessments in the summarized form. The similarities and differences from the point of national and cultural features reveal the typological and gender communities of idioms of the compared languages. The native and foreign languages are studied as a structural organized system. The native and foreign languages are structurally, semantically, functionally and practically different. The existence of all lexical and phraseological units in two forms and types and using them in oral and written speech are relevant to idioms too (Kursisa, 2011).

In the native and foreign languages we communicate by using different types of words and idi-

oms, which are known as expressive and free stable phrases. There is objective reason for it: in each compared language there is a developed system of idioms. These idioms are increasing during all the history of formation and functioning of the language system. The idioms have their own functions in the oral and written communication. Diese Merkmale werden bei der kommunikativen Realisierung der Sprache zum Vorschein treten. Phraseologismen nehmen in diesem Sinn den besonderen Platz, da tatsächlich die Sätze nicht gebildet oder die Aussagen nicht formuliert werden können, die nur aus den Phraseologismen bestehen würden. Im Unterschied zu den Phraseologismen haben die Wörter, als die Einheiten des lexikalischen Systems solche Blockierung in den Gesetzmäßigkeiten der Organisation der Rede und damit in der Kommunikation nicht. (Marion, 2011).

Idioms are the part of communication such all language units of the linguistic system. Language units have correlation with each in the language system and the correlation between levels is known as paradigmatic. For the base of unification of language units we need categories, macro concepts and micro fields, the function of them are different. The function of the language is to fix and express the results of human's consciousness, linguistic and vocal sense, meaning, notion, which exist in every linguistic sign.

The study of foreign languages includes many new methods. In this case we remember the first researches on the field of relationship, which describes the types of connections and relations that exist between the words in the given field. The concept and the linguistic field have methodological basis and theoretical significance. The theory of field approach reveals many paradigmatic relations. In addition, a research tool of the field was intended to confirm the theoretical postulate that not a single word has its own independent value, and it only gets the value in the field. The specific meaning of the word in this case depends on the neighbors – the words of one semantic, what other qualities surround it. (Rösler, 2011).

There are many important factors which influence the structure of the field. First of all by each research it is important to define the volume and the content of linguistic field. Second task is to reveal the type of linguistic meaning, concepts, language function, and what degree of generalization they have. The point of linguistic researches is to identify the generalized meaning and the aim is to find the universals and describe logical processes which focus on expression of the meaning.

Composition of idioms has quantitative and qualitative feature by the representation of the field and depends not only of the central unit or idiom of the field, but also on the cognitive and logical elaboration and evaluation of the corresponding field. The main research task is to establish the structure of given concept and the main types of semantic relations and connections between all units among the field (Kursisa, 2011).

Each language describes the world different, and each language divides the world in its own way (Rösler, 2011). Among the variety of stable phrases, idioms have been considered from the point of expression. From linguistic researches we know that each language society expresses in the context of their world picture. Among the structural-typolog-

ical approach to the study of idioms in related and unrelated languages of different languages should be named the basic theory of nomination, language modeling, field approach, descriptive linguistics, linguistic derivation and theory of motivation.

The phraseological system of state phrases of different languages reveals the reality and relevance of universal linguistic patterns: similarities and differences between languages and to facilitate the teaching and learning of foreign languages. Similarities are based on general linguistic laws and regularities of the human tongue.

Idioms discover and describe logical, cultural and cognitive structures of human languages, which are the main feature of the person with the abstract-logical categorical thinking.

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