

PICTOGRAPHIC WRITING TODAY

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The paper discusses pictography as it is used nowadays and outlines its significant characteristics, proving that it can't be considered to be proper writing

What is pictography? Is it writing or just a way of communicating?

Linguistics proves that writing is a part of language. We can say that a language consists of meaning, wording and expression. And the expression may take the form either of sound or of writing. Many people assume that whatever is spoken can also be written, that writing is simply an alternative form of expression to speech.

In the broadest sense, the assumption is true. That is to say, a writing system is capable of representing all possible wordings in the language: 1) by providing ready-made expressions for the majority of elements and; 2) by providing the means or rules of creating expressions for elements that are not already there: borrowings and individual neologisms. Yet, there are various aspects of spoken language that have no expression in writing: rhythm, intonation, degrees of loudness, variation in voice quality or timbre, pausing and indexical features by which we recognize that it is Mary talking and not Jane, the individual characteristics of a particular person's speech. So in writing many things are omitted or left out. But whether they are omitted or not any system of writing represents language, but not things of the world.

Many people think that pictography is one of possible means to express meanings, that is, they think that pictography is a writing system too. That is why pictographic systems are traditionally called writing systems. Numerous books inform us that pictography is the most ancient system of writing [1, p. 199]. Exploration has revealed many primitive pictures and signs that resemble writing. Human figures, various geometric signs and other shapes have been found carved or painted above and below ground on rocks, buildings, tombs and other objects in many parts of the world. Most unhappily, their significance is generally unknown. And it is not surprising. Because there is a great deal of possible ambiguity when it comes to interpreting or reading

pictograms. The problem can be illustrated with a modern pictogram, such as the road sign . Without knowing the content the sign could be "read" in all kinds of ways – someone has been, or will be, or is digging (cleaning) stopping a landslide – or even (as was discovered) struggling to, put up an umbrella on a windy day.

So the question arises: are pictograms and pictographic messages a writing system? Of course, they are bearers of meaning. But they are not language, that's why it is actually impossible to read them identically. The variety of reading happens because pictures may be, and perhaps always are a form of communication, that is they are symbolic acts directed at other people. But they are not forms of language. The word language with reference to pictures can only be used metaphorically, just as when we talk of music or mathematic signs as a kind of language.

In the strict form of the word any unit of a writing system represents language, not reality or objects of reality. Thus letters of Latin alphabet represent sounds. In other languages they may represent syllables or words. Thus, Egyptian hieroglyphs often represent syllables. Chinese signs represent morphemes or one-syllabic words. But sounds, syllables, morphemes or words are units of language. So the writing systems that use them point to linguistic units, not the object of the world. Contrary to that, pictures or pictographic signs represent the objects of the world, that's why pictography is not writing, though it is usually named by that word. So, when we have a message, recorded in any linguistic system of writing we can read the text composed of it over and over again exactly as it is written, which is impossible with pictographic message. Obviously linguistic systems of writing are much more effective than pictographic and there is no wonder that pictographic writing is mainly referred to as the most ancient system of conveying meaning which is not used today in written texts.

But is it really not used today? Suffice it is to look through modern books to say that pictures are widely used nowadays in the form of various illustrations to what is conveyed in the text. The same is true about electronic writing which is often accompanied by specially designed pictographic signs the most widely used of which are smiling and angry signs. Many users enjoy to brighten up their messages with them.

But what about writing proper? Do common people ever turn to pictorial signs when writing for their various needs? Our hypothesis is as follows. Since writing systems are unable to convey all meanings expressed

in oral messages people may wish to turn to pictography so as to reveal more adequately what they mean to say with the help of their writing.

The aim of our research was to look into how contemporary students do writing nowadays, when taking notes of lectures, writing essays, or reproductions, preparing for their exams.

All in all we examined 110 hand written texts (notes of lectures, the so-called rough-papers for essays and examination preparation lists). 34 of them that is about 30% contained pictorial signs.

Remarkably about 15% of the pictorial signs were totally disconnected with what the students were supposed to write. Another 55% had some connection with it, and yet another 30% had obvious connection with it. Why did the students turn to pictures instead of writing? Our study allowed us to find out the following motives.

1. Drawing helps thinking. When you draw something you can go much deeper into what you wish to convey.
2. Drawing can reveal much deeper your plan and how you feel about it.
3. Drawing helps writing to be more economical.

It is obvious that our study is preliminary and incomplete. Further investigation will allow us to give much more adequate description of the reasons for using pictography nowadays. Anyway however incomplete our data makes it possible to claim that elements of pictographic writing keep being an important part of contemporary writing.

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UDC 811.111'25(047)=111

NEWS DISCOURSE: LEXICAL PROBLEMS OF TRANSLATION

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News discourse poses a challenge for translators. The article deals with the main lexical problems of news translation. It also describes basic techniques and standard methods that help to solve some widespread problems on the lexical level.

Due to the process of globalization the English language has conquered the world. Nowadays English is the language of education, politics, art, business and mass media. Every day brings us something new and it immediately spreads all over the world by different web-sources on the Internet. There exists a vast variety of websites that are streams of modern life. They tell us what is happening in the world, introduce new ideas, describe new technologies, etc. It should be mentioned that online versions of mass media have their own peculiarities.

On a website we can find articles of any genre: straight news and feature stories, featurized news stories, human interest stories, in-depth interviews and reportages, essays and exposé (i.e. investigative articles), personal profiles and op-ed articles, service and how-to articles, cock-and-bull far fetched improbable implausible stories and many others. Almost all of them contain not only factual information, but the author's attitude as well. The biased opinion of the author is often expressed in a very subtle way with the help of language means: the choice of words, different stylistic devices, sentence structure, etc. What is more in the news discourse we come across a lot of no-equivalent words, such as realia and idioms or phraseological units, abbreviations, international words, neologisms, etc. All these peculiarities cause different problems for translators.

In our research of the news discourse we deal only with the lexical problems of translation. Lexical problems of translation arise from the equivalence of the meanings of the words. Scientists single out three principal types of lexical correspondences between two languages: 1) complete correspondences, 2) partial correspondences and 3) the absence of correspondences [1]. It should be mentioned that complete correspondences of lexical units of two languages can rarely be found. That is why translators often resort to partial correspondences when a word in the language of the original conforms to several equivalents in the