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**ЛУГАНСЬКОГО НАЦІОНАЛЬНОГО
УНІВЕРСИТЕТУ
ІМЕНІ ТАРАСА ШЕВЧЕНКА**

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Бершак Н.О. Особливості перекладу англомовної реклами косметики

Статтю присвячено аналізу структури англомовних рекламних текстів косметики та особливостям їх перекладу на українську мову.

Ключові слова: рекламний текст, структура рекламного тексту, особливості перекладу.

Бершак Н.О. Особенности перевода англоязычной рекламы косметики

Статья посвящена анализу структуры англоязычных рекламных текстов косметики и особенностям их перевода на украинский язык.

Ключевые слова: рекламный текст, структура рекламного текста, особенности перевода.

Bershak N.O. The peculiarities of cosmetics advertising texts translation

The article deals with the structure of advertising texts of cosmetics and peculiarities of their translation into ukrainian language.

Key words: advertisement text, structure of advertisement text, peculiarities of translation.

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L. N. Bunina

**COMMUNICATIVE SIGNIFICANCE OF GESTURES IN
CHINESE AND EUROPEAN CULTURES**

Different gestures have different meanings. different nationalities have specific gestures and emotions. however, due to the different background and

culture, even the same gesture and emotion has different meaning for different people in certain contexts. thus, it is very useful to understand people by understanding their basic nonverbal communicative skills.

The cross-cultural comparison of nonverbal communication has been paid considerable attention in the past decade. such scholars as a. cohen, a. giannini, c. knott, and r. miller made a great contribution to the empirical studies concerning the nature of such nonverbal behaviors and acts as agreements, refusals, sorrows, and happiness.

body language refers to the body movements that can be used to communicate, including gesture.

The goal of the article is to analyze and compare the communicative significance of gestures in european and chinese cultures and their realization in different nonverbal cultural communities.

Gesture means we communicate and express by the movement and manners of our hands and fingers [1, p. 123]. without gestures, our world will be static and colorless. in our daily life, everyone makes gestures, but many gestures have distinct regional and cultural features.

Gestures can be particularly troublesome sometimes, for a slight difference in making the gesture itself can mean something quite different from that intended. a wrong interpretation of a gesture can arouse quite unexpected reactions. gesture has so much potential for communication.

China is one of the largest countries in the world, the birth place of ancient culture and civilization. in general, one may say that by the influence of confucius' philosophical thinking, the chinese have become more reserved or at least the gestures expressing emotions are comparatively less expressive. as the verbal language, the nonverbal register of gestures lasts for a long time, but in different historic times, there are different gestures. from a historical point of view we will distinguish between dead and contemporary gestures. dead gestures are gestures which have existed in ancient times and which are not used or understandable today. like verbal language, the gesture has birth and death. every gesture is born based on a specific cultural background. for example, china is a country with many nationalities. among them, the "hanna" nationality, with over 90% population, is the biggest one. in the past centuries, "hanna" was conquered by other nationalities. in that period, the living custom of chinese people was influenced by the ruling class. for example, in qing dynasty, chinese people had special, in modern eyes, strange ways of expressing meaning which were influenced of the "mang" nationality (the ruling class at that time). these gesture categories are archaic gestures which are still used somewhere in china [2].

In 1970s (the culture revolution), china was under the leadership of mao, people used series of gestures and emotions to show their loyalty to him and their confidence in the revolution. these gestures were popularly used at that time. the gestures occurred everywhere, between different people when they talked about mao. for example, people use these special gestures and emotion when they took pictures of themselves.

The language is changing, but also some gestures are changing in the process. however, some old gestures, as well as some archaic words and expression, are still used today, such as the gesture equal to the expression “thank you for serving me!”. this gesture appeared during the qing dynasty when emperor qianlong visited south china with civil clothes, that is, in secret of the common people. during the visit, the emperor served tea to his officers, but since they were in public they couldn't use the “koutou” gesture and that is why they invented a more discreet gesture of showing respect and subordination [3]. here the fingers move up and down continuously, thus, metaphorically depicting repeated bowing, not with heads down to the ground but with fingers to the table. from that time, the gesture was spread generation by generation. being conscious of the meaning of this gesture may be very important in certain intercultural contexts since the same sequence of finger movements on the table express nervousness and impatience in many european and western countries.

Contemporary gestures are gestures which are currently used in one social community. since china is a very large country there are significant linguistic and cultural differences between the distant regions. most typical is the distinction between north and south china. however, most studies have been concentrated on analyzing differences in verbal communication, habits and traditions but not on differences and similarities between gestures.

Furthermore, there are different things we want to express and do with gestures. we will distinguish between: gestures of emotion, on one side, which we will define as emotive nonverbal acts, thus echoing the definition of speech acts, such as promise, agreement and gestures of counting, on the other.

If you put your right hand on the position of the heart means it “sincere promise” but since a promise is a promise only if it is sincere [4, p. 95]. the ancient chinese thought that the calculating functions and the memory of human beings are based in the heart, thus this gesture is a typical iconic metaphor.

When chinese meet a professor they should lower their heads and bend slightly to show respect. the same posture is used when a young man is greeting an old man.

Shaking hands is not used between people of radically different status, but between socially equal people, friends or businessman. we now offer a few examples in chinese, european and other cultures to see how gestures communicate.

1. Different meaning of hand-waving. in most areas of asia, including chine, people would wave hand to say goodbye or hello to others. while in south america, people would run nearer if they see such a gesture. waving hand means “no” or “nothing” in europe. their formal way of saying hello is stretching out arm with the hollow of palm outwards and moving fingers up and down. in greece, waving the whole hand is a kind of insult to the person nearby, which may cause unexpected trouble.

2. Call for coming. when signifying “come here”, the chinese would extend their open hands palms down, toward the person with all fingers crooked in a beckoning motion. such a gesture of the same meaning can also be seen in japan and brazil. but in britain, it means “go there”. and in english-speaking countries such as britain and america, it means calling in the animals [5]. when british want to indicate “come here”, they would extend their closed hands, palms up, with only their forefingers moving back and forth. in china it means calling in the children or animals, or an expression of provocative behavior.

3. Number expression. either in china or other countries, people would like to indicate numbers with fingers, but their way of expression is quite different from each other. chinese often stretch out index finger to indicate “1”, while the european and american people use thumb. to indicate number “2”, chinese stretch out their index and middle fingers, whereas an american people uses his thumb and index finger, which is used to indicate number “8” in china. the chinese always use one hand to express the number 0 to 10, but the europeans or americans always uses both hands. for example, a chinese always stretches out the thumb and little finger to express “6”, while if a european or american wants to express “6”, one would open the whole fingers of one hand and plus another thumb of the other hand [6].

4. Showing shyness. more or less, people always feel shy when they speak in the public. they don't know where to place the hands. in some english-speaking countries, people often stretch out their arms, crossing downwards and grasping their fingers backwards, and turning face beside at the same time. while in china, people would rub their hands quickly and then put their hands beside and cannot help quivering. or they may put their hands on the table or play with their fingers.

5. “V sign” in communication. during world war ii, winston churchill, the british prime minister, held up his index finger and middle finger to form a “v” sign, to indicate “victory”, and with his palm outwards. this sign has spread across all over the world. if one forms the same sign in britain, only to change the direction of palm, say, from outwards to inwards, such a sign will enrage others. the result comes from a story long ago. in wars between britain and france more than 650 years ago, when the french captured the british archers, the french would cut their middle and index fingers, making them handicapped. finally, the british defeated the french. the british winner raised their hands, straightening their middle and index fingers with the back of hand outwards showing to the french captive: “our fingers are intact”, thus to keep the palm inwards when showing the “v” sign is to ridicule or scoff at others [7]. in new zealand, “v” sign refers to sex, especially with the palm inwards, while in america, it means the same as “victory” meaning whether the palm outwards or inwards. sometimes, western people might stretch out their index and middle fingers, with them curving and straightening. this gesture means not “victory” nor “happiness”, but a quotation mark when quoting other's words. it is blank in chinese gestures.

6. Different meanings of “ok”. when something is all right, people often make a gesture to mean “ok” – making thumb and index finger a circle, with other three fingers stretching out. this gesture comes from america, meaning praise and promise. it is widely used in europe, especially among students. while in some areas of southern france, greece, its meaning is right the opposite. in southern france, if a gardener of graperies see the “ok” sign by guests when he pour wine for the guests, his face will turn black immediately. the sign here means poor quality products rather than praise for the mellow wine. it will be much worse if such a sign is seen in malta and greece, where the “ok” sign is a voiceless and vile abusive language [8]. the “ok” sign employs different meanings in different countries. in japan, it means “money”. and it is equal to “no problem” in thailand. in some countries as belarus, norway, spain, denmark, and ukraine, the sign would be taken as an insult. it can also express other meanings when accompany with other actions. for example, in colombia, people would put this circle on nose to indicate homosexuality. to mean obscene, the paraguayan often use this sign, with wrist bent and other three fingers downward to the earth. and if one put the index finger through the “o”, it is also a kind of insult to others. such an “ok” is not always ok everywhere. one needs to learn the culture carefully when communicating with foreigners to avoid making errors.

7. Attention of the use of “fig” sign. in brazil, if people expect for a good luck, they usually clench the fist, with the thumb going through the index and middle fingers. this gesture is known as “fig” gesture. while in belarus and ukraine, they are saying: “you will get nothing.” and it is a rude behavior in costa rica and guatemala. absolutely it is a humiliation to others in romania.

8. Use of fingers. in china, people extends index finger to indicate the number “1”, “10”, “100”, “1000” or such integer. and in some other countries as japan, south korea, philippines, sri lanka, indonesia, saudi arabia and mexico, this signal means only “1”. most people would consider it impolite to only use index finger to point at someone or something. it is only part of it. when communicating with others of different cultural background, people must pay special attention to index finger. in czech, denmark and germany, to draw others’ attention, people would raise index finger and keep other fingers down. when making this sign, one must keep the whole hand still and with palm outwards. the same sign is used by americans to ask someone to wait for a moment. in france, it means: “could you answer the question?” the burmese use this sign to express a request. while in singapore, it means the most important thing. and in australian pub, people would sign it to ask for another glass of wine [9].

Chinese always curve index finger to express number “9”. while in japan, people use it to refer to someone as a thief. and in thailand, singapore and malaysia, it indicates death. in mexico, it is related to money or an inquiry of the price and quantity. in the united states, people curved index finger to the temples to indicate that someone is crazy or mental disabled. while in netherlands, they think that tap at the temples means one has plenty of brains.

if an italian wants to remind you that there are some dangers, they will pull the lower-eyelid slightly with index finger. when noticing such a sign in italy, one should look out. people from different countries have different understanding to this indication. the british may think that what they have done has been seen through. and the latinamericans will consider this action as a sign of solicitousness or courteousness.

There is a special sign in france – shaving chin with index finger, especially when a female refuse the purchaser she doesn't like. in a french café, one would meet a girl smiling and shaving her chin, charming and lovely. the purchaser would be sensible and quit when he sees the gesture. a very interesting thing can be found in mexico. people are sure to employ index finger to measure the height. in mexico, they use hand to measure the height of animals. the dutch would like to shave along the bridge of the nose times to indicate that someone is stingy or mean. and they tap their forehead or act as driving the flies before to show that one is crazy. when they mean that there is a phone for you, they would circle above the ear with index finger. the action is quite similar to the gesture used by american – circling around the temples – to indicate someone is crazy. the index finger can also have other meanings. in china, people always stretch out the index finger and draw circle around one's own face, as if they are scratching, but the finger is straight. such a gesture means “disgraced”. while in america, to indicate the same meaning, people would like to stretch out both index fingers, with palm downwards, and rub one finger's back with another finger. there is an idiom in english: keep one's fingers crossed, which means to wish somebody good luck. the fingers are index and middle ones. the index finger is very important in communication. to use it correctly, people can get more convenience [10].

Attention of the use of middle finger. “the finger” (flipping the bird – to make a rude sign at someone by raising your middle finger and keeping your other fingers down) is mostly used as a sign of obscenity. a civilized person should never use it. in the gestures, it is a taboo to point at person or thing with the middle finger. in english-speaking countries, middle finger stands for a male's reproductive organ; extending middle finger is a lascivious action. for 2000 years the rome people continuously call the middle finger “the frivolous finger”. in fact, stretching out the middle finger alone means no good in most countries. generally it is used to express the meaning of “disagreement”, or “curse”. in us, australia, tunisia, this kind of hand signal means: “does that kind of relations”, an expression of insult. it indicates dirty behavior in france, and aggressive in saudi arabia. singaporean people take it as an insult. in the philippines, it means curse, the anger hatred and despise. in china, it means the opposite party is “talking nonsense” or a kind of insult of the opposite. however, in burma and nigeria, stretching out the middle finger means “one”, and “middle” in tunisia. though the middle finger is rude when using alone, it can work with other fingers to form a good or neutral meaning. in argentina, people touch the thumb and middle finger lightly and tap them with index finger, which means “be quick” or “a lot of”. in america, people

often cross the middle and index fingers to hope for good luck or indicate that what the person has said is just opposite to the fact. since such kinds of gestures are not widely used, one is expected to pay enough attention to them [7].

Use of little finger. the little finger also plays a great role in communication. stretching out little finger takes different meanings in different areas. in china, this gesture means “slightly”, “not worthy of mentioning”, “worst”, “end”, “the reciprocal first”, and extends to mean “despite”. it means woman, girl or lover in japan. in korea, it means wife, concubine or girlfriend. while in the philippines, indicates a short person, youth or an unimportant person. in burma and india, it indicates that someone wants to go to the toilet. it means a coward man in england and friends in thailand and saudi arabia. in america, korea and nigeria, it can also be used when people bet. in burma and india, this gesture is to ask for a while to go for a washing. it is a usual action that a female curves her little finger when holding a cup. chinese consider this action to be graceful; at least it will not cause negative response. while in english-speaking countries, people would take it as a meaning of affection [11]. it means that she does not want to make her hands dirty or she cannot touch things casually, and etc.

In china, people pat his or her own stomach lightly with one or both hands open to signify “i am full”; but in england and ukraine, they raise their hands to throats, with fingers extended and palm down while saying “i am full up to here”. besides, the actions patting on the children’s heads, in european cultures, is considered rude, intrusive and offensive, sometimes, it may even arouse a strong dislike and repugnance; on the other hand, it means no harm, and is merely sign of friendliness or affection in chinese eyes. so when the european mothers meet such things in china, they could be quite embarrassing and awkward [12, p. 87].

And people from european countries turn around their rings constantly to show nervousness or uneasiness. now people from taiwan and hong kong also have this gesture. but if people in the mainland of china act like this, they will be regarded they are showing off richness. it is clear to see the same gesture with different meanings in different cultures, and people from different cultures will express same meaning by different gestures.

Even seemingly obvious gestures can be misunderstood. using fingers to indicate numbers can vary. in china, most people would indicate “1” by holding up the forefinger. in parts of europe, “1” is indicated by using the thumb, “2” by the thumb and forefinger, and chinese point to their nose to signify “me”, whereas in the united states, citizens are more likely to point to their chests [13]. so it is necessary for people to know the cultural difference to avoid misunderstanding.

Thus, there are many kinds of gestures: rubbing chin, pointing, clenching fist, waving, clenching fist, shaking a finger, folding arms, narrowing eyes, rubbing nose, raising eyebrows, and others. they have many different meanings in different cultures; sometimes they have the same

significance. in chinese and european cultures we can observe some common features in a number of gestures. but there are a lot of them that have absolutely opposite meaning. that is why it is necessary to remember – what may be friendly in one country or region can be an insult in another.

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Буніна Л. М. Комунікативне значення жестів у китайській та європейській культурах

Статтю присвячено порівняльному аналізу комунікативного значення жестів в китайській та європейській культурах. автор на основі конкретних прикладів демонструє змістовні відмінності жестів, які слід враховувати під час невербальних комунікативних актів.

Ключові слова: жести, комунікативне значення, китайська та європейська культури, міжкультурна комунікація.

Бунина Л. Н. Коммуникативное значение жестов в китайской и европейской культурах

Статья посвящена сравнительному анализу коммуникативного значения жестов в китайской и европейской культурах. автор на основе конкретных примеров демонстрирует смысловые различия жестов,

которые необходимо учитывать во время невербальных коммуникативных актов.

Ключевые слова: жесты, коммуникативное значение, китайская и европейская культуры, межкультурная коммуникация.

Bunina L. N. Communicative significance of gestures in chinese and european cultures

The article covers the comparative analysis of communicative significance of gestures in chinese and european cultures on the bases of specific examples.

Key words: gestures, communicative significance, chinese and european cultures, cross-cultural communication.

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**РОЛЬ СОЦІОКУЛЬТУРНОГО КОМПОНЕНТУ У
ВИКЛАДАННІ ІНОЗЕМНОЇ МОВИ: ПОСТАНОВКА ПРОБЛЕМИ**

Соціально-економічні й політичні умови розвитку українського суспільства створили основу для відкритості в міжнародних відносинах і вплинули на освітню політику в цілому й вивчення іноземних мов зокрема. Специфіка сьогодення вимагає осмислення того глобального завдання, на вирішення якого спрямовано навчання іноземній мові як засобу міжкультурного спілкування. У численних проектах ЄС, Ради Європи, а також ЮНЕСКО закладені принципи "багатомовності", "мультилінгвізму" і "мультикультурності", проголошені в якості основних для систем національної освіти. Безперервно розширюються контакти, мобільність населення, особливо молоді, що навчаються в різних країнах, припускають не тільки усунення конфліктів, але й розуміння специфіки міжкультурного спілкування у швидко мінливому світі.

Але крім володіння мовою необхідні знання про культуру тієї або іншої країни. Якщо раніше увага дослідників в основному концентрувалося на формуванні вмінь у рамках комунікативної компетенції, то зараз іноземна мова розглядається і як засіб засвоєння соціокультурного досвіду представників іншої лінгвокультурної спільноти. Як показує практика навчання іноземній мові, інтерес до іншомовної культури пояснюється нагальною потребою успішного спілкування, яке неможливо без урахування культурних аспектів у структурі й змісті комунікації як визначальної умови адаптації особистості до нових умов життя. Дійсно, у реальнім спілкуванні мовні засоби не є єдиним інструментом розуміння. Уявлення про культуру,