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TERMS OF SPECIFIC PURPOSE FUNCTIONING IN THE CONCEPTUAL SPHERE OF FILM PRODUCTION

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The article deals with the terms of special purpose functioning in the conceptual sphere of film production industry. A brief description of the sphere of film production has been provided, as well as terms of special purpose classification according to their structure. A short characteristic of the conceptual sphere was given. Terminological system of the field was divided into thematically-conceptual groups which correspond to the conceptual systems of the field of film production. Models of terms representation and types of the terms within these groups were studied. Also the consideration was given to the means of terms translation from English into Ukrainian language in the field of film production. We have studied means of terms translation which were offered by V.N. Komissarov, L.V. Barkhudarov, J.I. Retsker and V.I. Karaban. After having analyzed all the ways of translation of the terms in conceptual field of film production we can conclude that the most frequently used means of translation of terms of special purpose in the field of film production in all thematic groups is equivalent, and the least used mean is antonymic translation, which was used only once.

Key words: term of special purpose, conceptual sphere, LSP (language for special purposes), film production, transformations, means of translation, models of linguistic representation, conceptual category.

Introduction. In modern linguistics a steady increase of concern with the terminology problems appears, and this is not by accident, because the development of linguistic means that provide communication in specific spheres is inextricably connected with the progress in science and technology, as well as in other fields of human activity.

The manifestation of this trend is an intense interest in languages for specific purposes that are used in different subject areas and are intended for the exchange of information and experience in various fields, as well as in the operation of terms of conceptual areas of these branches.

The **aim** of this article is to determine the conceptual aspect and structural peculiarities of the terms of specific purpose in the conceptual sphere of film production.

As one of the most important means of special knowledge verbalization in science, engineering, manufacturing, education and other sectors, LSP (language for specific purposes), the semantic core of which is terminology, is an integral part of professional communication.

F.M. Berezin and B.N. Golovin offer the following definition of the concept of “a term”, “a term is a word or phrase that has a professional meaning and expresses a professional concept and is used in the process of learning and mastering a certain range of objects and relations between them” [2, p. 136]. Such understanding of communicative and cognitive features of the term makes it possible to consider the specific semiotic space of the professional sphere, where specific properties can exert, especially their consistency.

Notably, most researchers agree that the terms according to their structure can be divided into:

- Simple, consisting of one word (*editor – монтажер*);
- Complex, consisting of two or more root morphemes and written together or with a hyphen (*script-girl – помічник режисера, який веде запис зйомки*);
- Terms-phrases which are also divided into groups according to the number of components:
 - Two-component (*sound director – звукооператор*);
 - Three-component (*natural vision film – стереоскопічний фільм*);
 - Multi-component (*motion picture camera lens – об'єктив кінознімальний*).

Considering terms of special purpose as units of conceptual sphere of film making, we believe it is necessary to give its characteristics. Conceptual sphere of a particular field of knowledge is the set of all concepts of this field of knowledge. Conceptual sphere regulates the phenomena of the logical-psychological level [7, p.3].

As well as extralinguistic reality, the logical structure of thought and language has their units and laws, the conceptual sphere also operates its units – concepts that are able to be grouped into more complex structures, called conceptual categories [7, p. 4].

In the process of its development cinema was distinguished into a stand-alone industry and, which is more important for linguistics, created its own terminological system. Terminological system of film production, like every other, has its own peculiarities and requires detailed analysis and systematization.

Thematically-conceptual groups of terms

Modern scientists study the phenomenon of terms transition into phraseological units: e.g. *theater of cruelty – a term denoting a difficult goal of directors of theater and cinema, to attract the audience not only to view but also to participate in the events depicted.*

Thus, our study reveals the following groups of terms:

1. Names of professions (*art director – художник-постановник*);
2. Movie genres (*horror film – фільм жахів*);
3. Types of movies (*colour film – кольоровий фільм*);
4. Terms relating to sound (*amplifier – посилювач звуку*);
5. Terms relating to lighting (*booster light – допоміжне світло*);
6. Terms relating to shooting of some frames (*angle shot – зйомка у ракурсі*);
7. Terms relating to the process of shooting (*camera line-up – налагодження камери*);
8. Names of technical equipment (*editing bench – монтажний стіл*).

Considering the field nature of film production conceptual sphere, and the fact that terminological systems, serving the individual subject areas, reflect the knowledge in this area and show it as some form of organized structure, we can conclude that the studied conceptual sphere can be implemented in language with the help of the appropriate terminological sphere.

Thus, we have studied 500 terms in the field of film production and grouped them into the thematic-conceptual groups corresponding to the field conceptual groups that were listed above.

All 8 thematic-conceptual groups of film production industry are given in the Table 1 (see Table 1), as well as quantitative and percentage correlation of terms in these thematically-conceptual groups are presented there.

Table 1.

Correlation of terms in the field of film production according to their thematic-conceptual groups

Group	Example	Translation	Quantity	Percent
Names of professions	Still man	Фотограф знімальної групи	63	12.6%
Movie genres	Scientific film	Фільм науковий	17	3.4%
Types of movies	Dubbed film	Фільм дубльований	25	5%
Terms relating to sound	Incidental sounds	Шуми, шумові ефекти	41	8.2%
Terms relating to lightning	Main light	Світло основне, малююче	27	5.4%
Terms relating to shooting of some frames	Camera tilt	Нахил кінокамери	90	18%
Terms relating to the process of shooting	Film rupture	Обрив фільму	157	31.4%
Names of technical equipment	Camera stand	Штатив жироскопічний	80	16%
Total			500	100%

According to the information from the table the largest group of terms is the one related to the process of shooting (31.4%) and the least is a group of terms related to the movie genres (3.4%). This is because of the process of film shooting involves a great variety of aspects that should be showed with the help of lexis.

Structure of terms

We have analyzed the structure of terms in the field of film production. In our study, we have determined that the largest group includes the terms-phrases, which consists of 334 terms (*shooting day – знімальний день*), and the smallest group is complex terms, which includes 26 units (*dollyshot – зйомка у русі*).

In addition, in the course of study we found 140 simple terms (*episode – епізод*). The three-component terms of 17 units (*far distance shot – план дальній*), and one multi-component term (*motion picture camera lens – об'єктив кінознімальний*) were also detected Among the group of terms-phrases.

Detailed correlation of the terms according to their structure is given in the Table 2 (see Table 2).

Table 2.

Quantitative analysis of the terms in the field of film production according to their structure

	Simple terms	Complex terms	Terms-phrases			
			Two-component	Three-component	Multi-component	Total
Names of professions	Actor актор, кіноактор 14	Cameraman оператор 7	Chief electrician головний освітлювач 41	Amateur film maker кінолюбитель 1	-	42
Movie genres	Western вестерн 2	-	Period film фільм історичний 15	-	-	15
Types of movies	Actualityкіно репортаж 3	Newsreel кінохроніка 1	Instructional film фільм навчальний 18	Large screen film широкоекранний фільм 3	-	21
Terms relating to sound	Amplifier посилувач звуку 11	Post-synchronization озвучення подальше 2	Recorder room апаратна звукозапису 28	-	-	28
Terms relating to lightning	Gaffer освітлювач головний 9	Cat-walk освітлювальне риштування підвісне 2	Flood light світло загальне 16	-	-	16
Terms relating to shooting of some frames	Action дія фільму 20	Background план другий, задній 5	Back lot знімальний майданчик натурний 59	Bird's eye view зйомка з верхньої точки, з «висоти пташиного польоту» 6	-	65
Terms relating to the process of shooting	Budget кошторис на створення фільму 60	Screenplay сценарій, кіносценарій 8	Set construction побудова декорації 86	Sound recording studio ательє звукозапису 3	-	89
Names of technical equipment	Backing задник 21	Gyro-tripod штатив кінокамери 1	Hand camera кінокамера ручна 54	Motion picture camera апарат кінознімальний; кінокамера, камера 3	Motion picture camera lens об'єktiv кінознімальний 1	58
Total	140	26	316	17	1	334
500						

Models of terms language representation

We have also studied models of language representation of terms in the film production field. Overall, we have selected 24 models: 3 models of simple terms (N, N + Prep, Ving), 7 models of complex terms (Adj + N, Adj + Ving, N + N, N + Adj, N + V, V + N, Ven + N), 6 models of two-component terms (N + Adj, N + N, N + Ving, V + N, Ven + N, Adj + N), 5 models of three-component terms (Adj + N + N, N + N + N, N + Prep + N, Adj + Adj + N, N + Ving + N) and one multi-component term (N + N + N + N).

Models of terms language representation in the field of film production is presented in the Table 3 below (see Table 3).

Also in the process of study, we have discovered means of terms translation in the field of film production from English into Ukrainian, which were offered by Komissarov [4, p. 172], Barkhudarov [1, p. 190], Retsker [6, p. 63] and Caraban [3, p. 298]. They are: equivalent, transcoding, calque, permutation, substitution (replacement), substantiation, generalization, omission, addition, antonymic translation, descriptive translation, compensation and modulation.

The most common mean of terms translation is equivalent, with the help of it 282 terms were translated (frame – кадр), 13 terms were translated with the use of descriptive translation (continuity girl – який проводить запис зйомки), transcoding was used to translate 5 terms (*western* – *вестерн*), compensation was applied 25 times (*miniature work* – *домакетка*), modulation – 35 times (*rain effect* – *подряпини повздожні*),

Table 3.

Language representation of the term models in the conceptual sphere of film production

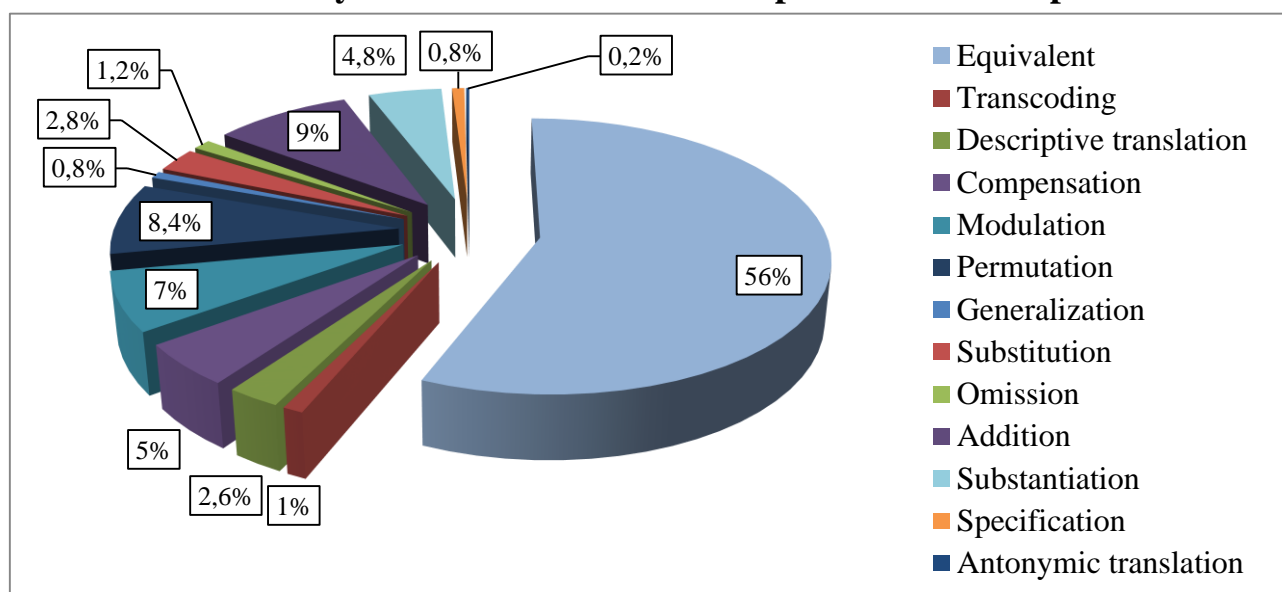
Term type	Model	Example	Translation	
Simple	N	Scene	кадр	
	N+Prep	Change over	переключення проєкційних постів	
	Ving	Panning	панорамування	
Complex	Adj+N	Sharp image	зображення різке	
	N+Adv	Breakdown	сценарій режисерський	
	N+N	Cinemagoer	глядач, кіноглядач	
	Adj+Ving	Foreshotening	перспективне скорочення	
	Prep+N	In-betweener	художник-фазовщик	
	Part+N	Over-exposure	перетримка	
	V+Prep	Stand-in	дублер актора для установки світла та інших підготовчих робіт	
Terms-phrases	Two-component	N+Adj	Intermediate positive	дубль-позитив, позитив проміжний
		N+N	Unit manager	директор картини
		N+Ving	Film treading	зарядження кіноплівки у фільмовий канал
		V+N	Follow shot	зйомка у русі
		Ven+N	Speeded-up action	ефект прискореного руху
		Adj+N	Fine cut	монтаж остаточний
	Three-component	Adj+N+N	Narrow gauge film	плівка вузька
		N+Prep+N	Film on art	фільм мистецькознавчий
		N+N+N	Bird's eye view	зйомка з верхньої точки, з «висоти пташиного польоту»
	Multi-component	N+Ving+N	Film valuation board	оцінна комісія
	Multi-component	N+N+N+N	Motion picture camera lens	об'єktiv кінознімальний

permutation was used 42 times (*sharp image – зображення різке*), generalization – 4 units (*camera truck – операторський автомобіль*), substitution was used 14 times (*model shot – зйомка макетна*), omission was used 6 times (*film loop – петля*), addition – 45 times (*film processing – обробка кіноплівки у лабораторії*), 24 terms were translated with the help of substantiation (*printing station – копіювальна фабрика*), specification was used 4 times (*electrician – освітлювач*) and antonymic translation was used only 1 time (*lack of sharpness – нерізкість*).

Having analyzed all the ways of translation of the terms in conceptual field of film production, we built a diagram that indicates – the ratio of means of terms translation in the field of film production (see Diagram 1).

Diagram 1.

Correlation of ways of translation in the conceptual field of film production



Taking into account data from the diagram, we can conclude that the most frequently used mean of translation of terms of special purpose in the field of film production in all thematic groups is equivalent (56%), and the least used mean is antonymic translation, which was used only once.

Conclusion. Such a large amount of terms translated with the help of equivalent can be explained by the fact that film production industry is developing very quickly and its vocabulary is very popular so that the industry is gradually coming into wide use.

As to the terms structure, structural features of terminology in the field of film production is one of the ways to ensure consistency in this terminological system. Terminological system of the film production field, according to its structure, is represented with simple, complex and multi-component terms. We have determined that the largest group is multi-component terms, which consists of 334 terms. In the process of study, 24 models of terms language representation were also identified. The most productive term type is complex terms, where 7 models were detected.

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А. В. Поліщук. Функціонування термінів спеціального призначення у понятійній сфері галузі кіновиробництва.

У статті розглядаються терміни спеціального призначення у понятійній сфері галузі кіновиробництва, типи, моделі мовної репрезентації та способи їх перекладу з англійської мови на українську. Подається коротка характеристика галузі кіновиробництва та класифікація термінів спеціального призначення за їх структурою. Також була подана характеристика понятійної сфери. Терміносистема галузі була розподілена за тематико-понятійними групами, що відповідають концептуальним системам галузі. У цих групах досліджувались моделі мовної репрезентації термінів, а також типи термінів. Крім того були проаналізовані способи передачі термінів у галузі кіновиробництва та подане їх відсоткове співвідношення.

Ключові слова: термін спеціального призначення, понятійна сфера, МСП (мова спеціального призначення), кіновиробництво, трансформації, моделі мовної репрезентації, понятійна категорія.

А. В. Полищук. Функционирование терминов специального назначения в понятийной сфере кинопроизводства.

В статье рассматриваются термины специального назначения в понятийной сфере отрасли кинопроизводства, их типы, модели языкового отображения и способы перевода с английского языка на украинский. Подается краткая характеристика сферы отрасли кинопроизводства и классификация терминов специального назначения согласно их структуре. Также была подана характеристика понятийной сферы. Терминосистема отрасли была поделена на тематико-понятийные группы, которые соответствуют концептуальным системам отрасли. В этих группах рассматривались модели языковой репрезентации терминов, а так же типы терминов. Кроме того, были проанализированы способы передачи терминов в отрасли кинопроизводства и подано их процентное соотношение.

Ключевые слова: термин специального назначения, понятийная сфера, ЯСП (язык для специальных целей), кинопроизводство, трансформации, языковые модели, понятийная категория.