

## Artículo de investigación

## Teaching students of non-linguistic specialties to translate telescopisms into Russian in texts of journalese style

Обучение студентов неязыковых специальностей переводу телескопизмов на русский язык в текстах публицистического стиля

Enseñar a estudiantes de especialidades no lingüísticas para traducir telescopismos al ruso en textos de estilo periodístico

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### Abstract

The relevance of the study is due to the need to teach students of non-linguistic specialties to translate telescopisms from English into Russian when working with texts of journalese style in order to achieve an adequate translation. As it is known, at present, high requirements are imposed to graduates of higher educational institutions, among which, regardless of the area of specialization, readiness for communication in oral and written forms in Russian and foreign languages to solve problems of professional activity. The ability to work independently with special literature in a foreign language, foreign language information resources, technologies and modern computer translation programs for obtaining professional information is the key to a successful career in the globalizing world community. When working with texts of journalese style, students need not only to render an article but also to translate it with a full understanding of the content of the text. The focus is made towards the study and analysis of telescopisms: these words cannot be found in the dictionary, but their meaning in the text is important. To determine the appropriate approach to teaching students of non-linguistic specialties to translate telescopisms, the authors considered various approaches to the definition of blending and telescopisms; studied the functions of telescopisms; viewed the approaches to the

### Аннотация

Актуальность исследования обусловлена необходимостью научить студентов неязыковых специальностей переводу телескопизмов с английского на русский язык при работе с текстами публицистического стиля для достижения адекватного перевода. Как известно, в настоящее время к выпускникам высших учебных заведений предъявляются высокие требования, среди которых, независимо от области специализации, готовность к общению в устной и письменной форме на русском и иностранных языках для решения задач профессиональной деятельности. Способность самостоятельно работать со специальной литературой на иностранном языке, информационными ресурсами на иностранных языках, технологиями и современными программами компьютерного перевода для получения профессиональной информации является ключом к успешной карьере в мировом сообществе. При работе с текстами публицистического стиля студентам необходимо не только оформить статью, но и перевести ее с полным пониманием содержания текста. Основное внимание уделяется изучению и анализу телескопизмов: эти слова не встречаются в словаре, но их значение в тексте важно. Чтобы определить необходимый подход к

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classification of telescopisms; described the ways of translating telescopes in texts of journalese style and elaborated the methodical recommendations aimed at making the translation practice more interesting and successful.

**Keywords:** blending, journalese style, students' translation practice, telescopisms, the English language.

обучению студентов неязыковых специальностей переводу телескопизмов, авторы рассмотрели различные подходы к определению телескопии и телескопизмов; изучили функции телескопизмов; проанализировали подходы к классификации телескопизмов; описали способы перевода телескопов в текстах публицистического стиля и разработали методические рекомендации, направленные на то, чтобы сделать переводческую практику более интересной и успешной.

**Ключевые слова:** телескопия, публицистического стиль, студенческая переводческая практика, телескопизм, английский язык.

## Resumen

La relevancia del estudio se debe a la necesidad de enseñar a estudiantes de especialidades no lingüísticas a traducir telescopismos del inglés al ruso cuando se trabaja con textos de estilo periodístico para lograr una traducción adecuada. Como se sabe, en la actualidad, se imponen altos requisitos a los graduados de instituciones de educación superior, entre los cuales, independientemente del área de especialización, están preparados para la comunicación en formas orales y escritas en ruso y en idiomas extranjeros para resolver problemas de actividad profesional. La capacidad de trabajar independientemente con literatura especial en un idioma extranjero, recursos de información de idiomas extranjeros, tecnologías y modernos programas de traducción por computadora para obtener información profesional es la clave para una carrera exitosa en la comunidad mundial globalizada. Al trabajar con textos de estilo periodístico, los estudiantes no solo deben presentar un artículo, sino también traducirlo con una comprensión completa del contenido del texto. El enfoque se centra en el estudio y análisis de los telescopios: estas palabras no se pueden encontrar en el diccionario, pero su significado en el texto es importante. Para determinar el enfoque apropiado para enseñar a los estudiantes de especialidades no lingüísticas a traducir telescopismos, los autores consideraron varios enfoques para la definición de mezcla y telescopismos; Estudió las funciones de los telescopismos; Visto los enfoques para la clasificación de los telescopismos; describió las formas de traducir los telescopios en textos de estilo periodístico y elaboró las recomendaciones metódicas destinadas a hacer que la práctica de la traducción sea más interesante y exitosa.

**Palabras clave:** mezcla, estilo periodístico, práctica de traducción de los estudiantes, telescopismos, el idioma inglés.

## Introduction

According to Alekseev I.S., Komissarov V.N., Retsker I.I. translation is a complex process, requiring the translator to know not only the norms and methods of translation, various grammatical structures and lexical units, but also being resourceful and mobile (Komissarov, 1990, p.8). This is due to the fact that the language is constantly changing, its word-formation system is altering to a great extent, new words are being formed, and blending is given a special place. According to Gries, it is frequent and one of the most productive word-formation processes (Gries, forthcoming, p.1).

The term "telescopic word formation" was first introduced in Russia by Makovskiy M. M. in 1970. The works of such scientists as G.N. Aliyeva, E.A. Ardamatskaya, K.L. Yegorova, Yu.A. Zhluktenko, S.A. Kolesnichenko, V.M. Leychik, M.M. Makovsky, V.N. Nemchenko, L.F. Omelchenko, D.E. Rosenthal, VB Silina, E.A. Sukhovoi, L.A. Tarasova, M.A. Telenkova, N.Yu. Shvedovoy are devoted to the study of blending. But, according to the linguist Sheveleva A.N., blending as a productive method of word formation has not yet received sufficient coverage either in theoretical or in functional aspect. In her work "The structure and semantics of telescopic derivatives in terms of cognitive

linguistics," the author notes that the formulation of the problem of telescopic derivatives belongs to the foreign linguists of the late 19th century. The first layer of telescopic words was formed in the depths of conversational speech and literary genre. The second layer includes modern words created in the field of scientific terminology, technical innovations, advertising, slang and vernacular (Sheveleva, 2003). Linguists V.A. Itskovich, B.S. Schwarzkopf write in their work that originally the term "blending" was mentioned in connection with the method of forming new lexical units by imposing a morph or morphs of one source component on the morph/morphs of another source component since such an overlay resembles "moving telescope tubes". A similar concept of the phenomenon itself has expanded considerably and has begun to include not only the method of word-formation of new lexical units but also the method of combining parts of the morphs of the original components. However, they note that in the middle of the XX century some linguists did not recognize blending as a special way of word formation, pointed out its border character with respect to other ways of creating new lexical units. Blending was often identified with phrases, abbreviations, prefixes (Itskovich, Schwarzkopf, 1971). Researcher Bakaradze E. supposes that the difference between the viewpoints and approaches can be explained by the fact that blending or blending of words is a comparatively new way of word creation. Most part of telescopic words appeared only in XX century and since then its productivity has increased (Bakaradze, 2010, p. 96).

### Methodology

In the given article modern methodology of scientific research including a set of theoretical and empiric research methods is used. For the successful completion of our research, different resources were used, such as dictionaries, books, scientific and popular articles, internet resources, where we found a sufficient amount of blend words. The study and analysis of scientific sources and methodological literature made it possible to summarize ideas on the problem of blending as a translation difficulty. The approaches to the definition of blending and telescopisms are considered; approaches to the functions and the classification of telescopisms are studied; the ways of translating telescopisms in the texts of journalese style are described, and the features of journalese style are considered. In order to elaborate methodological recommendations aimed at providing theoretical

and practical support for non-linguistic students, the method of generalization is used.

Empirical methods include pedagogical observation, oral and written interviews, interchanges with the teaching staff and students (individual and frontal), testing educational guidelines in the framework of the educational process.

### Results and Findings

In order to determine the approach to teaching the translation of telescopisms into Russian in the texts of journalese style, a theoretical analysis of approaches to defining blending and telescopisms was conducted, the functions and types of telescopisms, ways of their translation, the features of journalese style were studied.

It should be noted that in recent years, blending has become a popular means in the journalese style (Egorova, 1985, p. 56).

The present paper aims at studying the morphological process in English that is commonly referred to telescopic word formation or, in other words, portmanteau or blend words (Bakaradze, 2010, p. 86). Linguist Gries defines that blending involves the coinage of a new lexeme by fusing parts of at least two other source words of which either one is shortened in the fusion and/or where there is some form of phonemic or graphemic overlap of the source words (Gries, forthcoming, p.1). In the research "Principle of the Least Effort: Telescopic Word-formation" Bakaradze E. notes that telescopic word formation, or blending, has been investigated in a variety of studies including Irwin (1939), Adams (1973), Bryant (1974), Algeo (1977), Ginsburg (1979), Bauer (1983), Cannon (1986), Kubozono (1990), Tekauer (1991), Stekauer (1991), Kelly (1998), Kaunisto (2000), Kemmer (2003). In linguistic literature, this way of word formation is also known as blends, blendings, fusions, portmanteau words, blending. Thus it can be concluded that the terms: blends, telescopic and portmanteau words denote the same process of word creation (Bakaradze, 2010, p. 86).

It is assumed that blending in the Russian language is developing under the influence of the English language, where partial and haplological telescopisms are distinguished. Partial telescopisms are created by connecting the stem of the first word to the end part of the second (foodoholic = food + alcoholic) or connecting the initial part of the first component to the unclipped

second component (heliport = helicopter + port). In haplological telescopisms, the segment of the final part of the first component and the initial segment of the second component overlap each other (slimnastics = slim + gymnastics) (Egorova, 1985).

Philologist A.N. Sheveleva writes that blending as a productive method of word formation has not yet received sufficient coverage either in theoretical or in functional aspect. In addition to the extremely controversial interpretation of the status of lexical units, formed as a result of using this method of word-formation, the well-known difficulty in analyzing them causes an ambiguous interpretation of the term telescopism or telescopic word (Sheveleva, 2003). Professor V.M. Leichik defines the process of truncation and addition of parts of the words blending and considers it to be a completely independent word-building type (Leichik, 1982). According to philologist E.A. Sukhova blending is as a subspecies of compressive word-formation, which consists in combining two full words connected by a determinative relation with simultaneous truncation of one of them or both and creating a new, single formally and semantically, monolithic unit (Sukhova, 2003). Researcher V.N. Nemchenko writes that blending is the formation of derivative (complex-contracted) words from the initial and final parts of the words of a motivating word combination (Nemchenko, 2003, p. 105). In her dissertation researcher A.N. Sheveleva relies on the opinions of scientists on the problem of defining the concepts of blending and telescopisms. Linguist L.A. Tarasova considers blending an independent way of word formation. The broadest interpretation of such lexical structures is presented in the works of scientist E.A. Ardamatskaya, who considers telescopisms to be lexical units, formed from any fragments and contractures. Researcher G.N. Aliyeva describes telescopisms as the result of inter-word blending, when "the beginning of another word is overlapped on the end of the stem of one word. Thus, there arises a compound word of a special type, including the semantics of the two combining words in its meaning, and their stems in its stem. Linguist K.L. Egorova narrows the boundaries of the term telescopic word and notes that two words are involved in its formation, overlapping one on the other in such a way that in the neologism the whole sounds, morphemes, syllables turn out to be common to both sources. The meanings of words overlap each other in such a way that it is sometimes difficult to define which one is determinative. As a result of this interaction, one qualitatively new stylistically

labeled meaning appears, which includes all other concepts. Linguists S.A. Kolesnichenko, L.F. Omelchenko suppose that the basis of the creation of telescopic words is premeditation caused not only by the need to designate newly emerging concepts but also by the desire for originality, the desire to make an expressive speech. Condensed semantics and singularity of such words make it possible to use them in feuilletons, political and moral fables, satirical poems, in newspaper and magazine publications to create a sharpness of expression and comic effect. According to the scientist Yu.A. Zhluktenko, a distinctive feature of the structure of a telescope word is that at least one of its components is represented not by a whole, but by a clipped stem, its fragment. This is the difference between blending and word composition (Sheveleva, 2003). Linguist V.V. Shadrakhina writes that referring telescopic words to abbreviations is controversial, since most telescopisms, unlike abbreviations have no correspondence in free word combinations, but are formed due to the establishment of associative links between two syntactically isolated words (Shadrakhina, 2003).

From the above we can state that lexical units obtained as a result of blending are called telescopisms (V.M. Leichik, L.F. Omelchenko); telescopic words (M.A. Velskaya, A.M. Vinokurov); words-ingots (Yu.K. Voloshin, A.Yu. Muradyan); summaries (E.Ya. Alyanskaya). The way of creating new words is called insertable word formation (I.M. Berman); telescopic word formation or blending (L.F. Omelchenko, L.A. Tarasova, T.R. Timoshenko); word fusion (Yu.K. Voloshin, A.Yu. Muradyan).

Having studied a number of scientists' opinions about the concepts of blending and telescopisms, the authors came to the conclusion that blending is an independent way of word formation. When working with students, blending will be defined as a method of word formation, in which a new word arises from the fusion of complete or clipped stems of several words. The meaning of a new word includes all or a part of the meaning of its structural components. Thus telescopism is defined as the result of this method of word formation.

Among the most important functions of telescopisms in the process of speech thinking and communication it is necessary to single the following ones:

1) the function of shortening the sound circuit, which allows increasing the number of messages

transmitted per unit of time. For example, the telescopic name amazol is three times shorter than the full name amidopirin-and-dibazol mix;

2) the function of designation of logical concepts that are more complex than those that are meant by an ordinary word, while preserving the motivation of the meaning: bionics (biology + electronics) - the direction of cybernetics that studies the structure and livelihoods of biological organisms in order to create electronic devices, patterns and mechanisms systems. A large amount of meaning is given in just three syllables; at the same time, the elements of bio-and-onics are easily recognized as symbols of biology and electronics;

3) the function of the designation of linguacultural concepts, the meaning of which is determined by the constituents of the sign. Thus, the word Coca-Colonization (Coca-Cola + colonization), the global expansion of Coca-Cola products (and, more broadly, Western consumer goods) with its internal form conveys the idea of aggressively conquering markets, which is the main idea of this concept;

4) the function of the language game, for example, in the form of guessing the values of contaminants:

"What do you think sexonomy is?"

"Well, I'll buy it" ("give up").

"It's Thailand economy".

"Why?"

"It's based on brothel taxation, chiefly";

5) the function of creating a comic effect: alcohololiday - spree;

6) expressive and emotive-evaluative function: bohunk = Bohemian + Hungarian, a guest worker from Central or Eastern Europe;

7) suggestive function (in advertising, etc. sticks upon memory, and influences emotionally): Beatles = beetles + beat;

8) modeling function (semantic adhesion of parts recreates the designated object in its essential features): fictomercial = fiction + commercial is literary work with hidden advertising of goods;

9) cumulative function (increases semantic capacity): snobody = snob + nobody is socially and culturally insignificant, but with claims of significance.

Thus, the following functions of telescopisms are distinguished: shortening the sound circuit, designation of logical concepts, designation of linguacultural concepts, language game, creating a comic effect, emotive-evaluative, suggestive, modeling and cumulative. Many telescopisms perform more than one function at a time.

Professor V. M. Leichik in his work "People and Words" writes that telescopic neologisms are characterized by originality of form and content, as well as the presence of the foundations of multilingual origin. Their semantics is based on the meanings derived from the meanings of their constituent elements. Although it is believed that telescopisms are single neologisms and that they cannot be created by any derivational pattern, nevertheless, there are many classifications of telescopisms in English (Leichik, 1982).

To single out the main types of telescopisms, the authors considered several classifications of telescopisms, which made it possible to determine which classification is the simplest and understandable for the students of non-linguistic specialties.

In her work, the scientist V.V. Shadruxhina relies on the classification of L. Soudek who distinguishes four classes of telescopic words:

Class A. Adjoining (components of which are adjacent to each other);

Class B. Overlapping. Both fusion elements have a common part in the place of their connection;

Class C. Inserted (one word is inserted in the structure of the second);

Class D. Graphic. The phonetic structure of the word does not change, and only a graphic image allows you to fix another word inserted in it (Shadruxhina, 2003).

In the thesis of Sheveleva A.N. among the units formed by means of blending, the following four structural formulas were identified [10]:

1. fusion of the part of one word with the second full one, for example, clefairy (clever fairy), venomoth (venomous moth), machop (man chop), tentacruel (tentacles cruel) and others;

2. blending of the part of one word and the part of the second word. For instance, charmander (chameleon salamander), parasect (parasite insect), squirtle (squirrel turtle), but there are examples of other combinations: venusaur (venomous dinosaur), snorlax (snore relax). It is usual to clip the end of the first word and the beginning of the second, but in one case the fusion of the first two parts of words is found: e.g. machamp - man champion or marcial arts champion);

3. fusions of two words, having a common element - the letter, which is simultaneously a part of both words, are referred to a separate group. This way of fusion contributes to a closer structural and semantic unity of these words: golduck (gold duck), magikarp (magic carp), horsea (horse sea);

4. fusion of the whole word with the clipped part of the second word: bulbasaur (bulb dinosaur), Goldeen (gold queen), Charmeleon (char chameleon).

According to Sheveleva A.N. the following models of telescopicisms' creation can be singled out:

1. telescopic words consisting of two or more fragmentation elements. Usually such formations are called full telescopicisms, for example: dinter - lunch interview = dinner + interview; Russell - satellite launched in the USSR = Russian + satellite; phonematic - automatic telephone = telephone + automatic; rosetry - prose and poetry = prose + poetry. Full telescopicisms can be a combination of the initial fragment of one source word with the final fragment of the second, and this type is represented most completely, for example, swacket = sweater + jacket; radionics = radiation + electronics; dawk = dove + hawk; hesiflation = hesitation + inflation. A fragment of the original word can be a large part of a word or include only a few letters or even one letter. The telescopicisms formed by unifying the initial fragment of one source word with the initial fragment of the second source word are much less numerous, for example, stabex = stabilize + exports; zedonk = zebra + donkey; hazhem = hazardous + chemical;

2. telescopic words consisting of the full stem of the first source word with a fragment of the stem of the second one, for example, neologisms: artmobile - a travelling auto show of paintings and sculptures = art + automobile; oil berg - 1. supertanker, 2. large amount of oil spilled into the sea = oil + iceberg; datamation - automatic data processing = data + automation; neutercane - strong wind storm = neuter + hurricane;

3. telescopicisms consisting of a clipped fragment of the stem of the first source word with the full basis of the second, for example, teleplay - a play written for broadcast on television, the drama = television + play; teleprinter - teletype, telegraph direct printing = teletype + printer; educreation is a pedagogical theory of combining learning with upbringing = education + creation; ecopolitics - 1. study of politics from the point of view of (in terms of) economics, 2. study of politics from the point of view of environmental impact on it = 1. economic + politics, 2. ecological + politics;

4. formations with overlapping of both elements on each other at the junction of both components and overlapping can be either in pronunciation or spelling, or both. Such telescopicisms are usually called haplologic. Their characteristic feature is the presence of a common element at the junction of the combined components. Neologisms:

barococo - a mixture of baroque and rococo = baroque + rococo; blandlubber - lover of fresh food (without spices) = bland + landlubber; as well as businesspeak - commercial trade jargon = business + speak (Sheveleva, 2003).

Along with the models of telescopicisms' formation, Sheveleva A.N. presents the classification of telescopic words dividing them into three types:

1) telescopic words, with the total number of meanings is equal to the sum of the meanings of the components, for example: Oxbridge = University of Oxford and Cambridge = Oxford + Cambridge; colorcast - color television transmission = color + broadcast; helibus = helicopter-bus = helicopter + bus; neologisms: vodkatini = martini, diluted vodka = vodka + martini; and dizohol = a mixture of diesel fuel and ethyl alcohol, diesel fuel + alcohol; Fringlish = English with French pronunciation and a mixture of French vocabulary = French + English;

2) telescopic words that make up the only meaning that is based on them. This is a new, more complex and often giving additional information about the subject or an explicit action: macon = lamb + bacon is not lamb with bacon, but lamb cooked according to the method of cooking bacon; cinegoer - regular cinema = cinema + goer; Euratom - European Atomic Community = Europe + atom. Neologisms; auto train - a train equipped to transport passengers and their cars = car + train;

3) telescopic words with one basic component complemented in meaning by the second component. The second component is usually basic: aerobation = air + navigation; American = American + animal; dopelomat = doping + diplomat. Less commonly, the basic component is the first one, cf.: cinemusical = cinema + musical; criticular = critical + particular; girlsical = girl + musical (Sheveleva, 2003).

Most telescopic words are nouns, adjectives and rarely verbs. Telescopicisms express various concepts and phenomena in the field of science, technology, politics, social phenomena, space research, transport, art, aviation, economics and finance, education, health, agriculture, radio, and television, etc. A characteristic feature of telescopic words is that they are mainly found in American English (Sheveleva, 2003).

Having considered different classifications of telescopicisms, the authors came to the conclusion that when teaching non-linguistic students to translate telescopic words in texts of journalese style, it is appropriate and reasonable to use to the classification according to which telescopicisms

are divided into the following types: fusion of the part of one word with the second full one; merging of the part of one word and the part of the second one; fusion of two words, having a common element - the letter, which is simultaneously a part of both words; fusion of the whole word with the clipped part of the second word.

It is necessary to pay attention to the fact that when working with journalese style texts, students need not only to understand the meaning of telescopisms but also to perform an adequate translation of these lexical units. Accordingly, special attention should be paid to teaching different ways of translating telescopisms from English into Russian.

Scientists identify the following methods of translating telescopisms: transliteration, transcription, descriptive translation, calquing and using the equivalent.

1) transliteration is a translation technique in which the letters of the source language are translated by means of constituting letters in the target language, i.e. translation of the original by recreating the graphic form (Komissarov, 1990, p. 250);

2) transcription is the reproduction of the sound form of the word of the source language in the target language (Komissarov, 1990, p. 250);

3) descriptive translation is when a word in the source language is replaced by a phrase describing its meaning, i.e. giving a more or less complete explanation or definition of this meaning in the target language. This method of translation is used in cases where there is no other way to transfer a language unit due to the lack of equivalents and analogues in the target language. A descriptive translation is usually used in parallel with transcription and is used when translating terms, cultural names, unique objects, etc. (Komissarov, 1990, p. 248);

4) calquing is a method of translating the original by replacing the component parts - morphemes or words (in the case of stable phrases) - with their lexical equivalents in the target language. The essence of calquing is to create a new word or a stable combination in the target language, copying the structure of the original lexical unit (Komissarov, 1990, p. 247);

5) using an equivalent, a word or phrase that has full compliance in another language. Equivalents are complete (covering the meaning of a foreign language completely) and partial (equivalents refers only to one of the meanings); absolute - belonging to the same functional style and having the same expressive function as the word of a

foreign language, and relative - corresponding in meaning, but having a different stylistic and/or expressive coloring (Komissarov, 1990, p. 251).

The final and significant aspect that needs to be considered when teaching the translation of telescopisms is the study of the peculiarities of the texts of journalese style. Researcher V.I. Konkov in his work "The Speech Structure of a Newspaper Text" writes that the journalese style occupies a special place in the style system of a literary language since in many cases it has to rework texts created within other styles. Scientific and business speech is focused on the intellectual reflection of reality; artistic speech presents its emotional reflection. Journalism plays a special role; it is aimed at satisfying both intellectual and aesthetic needs (Konkov, 1997, p. 11-12).

Scientist A.S. Mikoyan in his work "Problems of Translation of Media Texts" considers information communication to be the main function of mass communication. This data communication is quite rarely completely neutral, i.e. absolutely free from elements of exposure to the audience. In most cases, data communication is supplied with a direct or veiled expression of assessment, linguistic means and speech techniques that provoke the audience to a certain reaction to the communicated information, means of drawing attention to the information or to the point of view expressed in the message (Mikoyan).

Scientist A.S. Mikoyan distinguishes the following language and style features of the media language:

1) a high degree of standardization of the means used: a large percentage of stable and clichéd expressions, various journalistic stamps, metaphors, standard terms, and names, etc. (this feature is characteristic of news materials and reflects the desire of their authors to create an impression of objectivity and impartiality);

2) expressiveness of the language as a way of attracting the reader's attention, expressing attitudes towards the communicated information, arranging appraisal accents, etc.; the presence of evaluative epithets; direct appeals to the reader;

3) saturation of the most diverse realities (social, political and cultural life) and quotes;

4) the use of colloquial, slang and profanity (the latter is more characteristic of written media texts and is used to express a certain attitude, for example, ironic, the author of the material, creates a certain image and stylistic (for example, humorous) effect, and in the so-called the press

"- also for shocking the audience and / or attracting a certain category of readers);

5) widespread use of figurative phraseology and idiomatic vocabulary (both literary and colloquial, and colloquial);

6) widespread use of other stylistic means, methods, and figures of speech - such as hyperboles, litotes, figurative comparisons, metaphors;

7) a special feature of written media texts (and a special translation problem) - newspaper and magazine headlines based on puns, quotations, allusions and deformed idioms (Mikoyan).

Linguist O.V. Belova in her lectures on the culture of speech writes that in a journalese style the book layers of vocabulary that have a solemn, civil-pathetic, rhetorical coloring are given a special place. The researcher also notes that publicistic works are distinguished by an extraordinary breadth of subject matter, they can be devoted to any topic that turns out to be in the public eye. This undoubtedly affects the linguistic features of this style: there is a need to include special vocabulary, requiring clarification, and sometimes detailed comments. On the other hand, a number of topics are constantly in the center of public attention, and the vocabulary related to these topics becomes publicistic. Thus, a number of lexical units peculiar to a journalese style is formed in the vocabulary of the language (Belova, 2011).

Notable morphological features of a journalistic style are: the singular is often used instead of the plural; the imperative form of the verb in journalism is used as a means of attracting the attention of the interlocutor; sometimes stylistically sublime forms can be used; the Present Tense verb is used to report events planned for the future. This form makes it possible to emphasize the relevance of upcoming events; the past tense form is more frequent in comparison with other book styles and is used to report what happened; typical use of derived prepositions: in progress, on the basis, in quality, on the base, on the way, to the side, in the spirit, in the interests, taking into account, in the conditions, in the direction, in the cause; journalism is characterized by frequent use of the inverse word order, which allows putting the message subject in the first place in a sentence; in order to strengthen the emotional impact, to support the expressed idea, rhetorical questions are raised.

The main features of journalese style texts are the presence of cliché expressions, stamps, metaphors, saturation with realities, the use of

colloquial vocabulary, the wide use of stylistically marked vocabulary, etc.

The practical part of the research was conducted on the basis of Surgut State University in the period from 2015 to 2017 in groups of 1 and 2 courses of the Institute of Economics and Management. More than 60 students studying the English language within the Federal Educational Standard took part in the experiment. The study included several stages:

1. At the first stage, the teacher and the students selected English articles from the internationally known press such as The BBC <https://www.bbc.com/news> and the Guardian <https://www.theguardian.com/international> with a total volume of 300,000 characters.
2. At the second stage, the students worked independently identifying telescopicisms and defining their types according to the classification of telescopicisms proposed by the teacher (extracurricular and classroom work).
3. At the next stage the frequency of the methods of formation of telescopicisms used in the texts under consideration (classroom work) was considered;
4. Further on, the revealed telescopic words in newspaper and journalistic texts were translated in order to determine the most used methods of translating.
5. Then, the frequency of different methods used in translation of telescopicisms in the texts under consideration was counted in order to identify the most used methods of translation (extracurricular and classroom work).
6. Lastly, the methodical recommendations on the translation of telescopicisms into Russian in the texts of journalese style for the students of non-linguistic universities were elaborated.

At the first stage, the teacher together with the students selected and distributed the articles in the specialization "Economy" for the further written translation from English into Russian and defining telescopicisms in the texts.

At the second stage during the studies, all the telescopicisms were systematized according to the proposed classification. 10% of all of telescopic words were found in the headlines. e.g.,

- 1) US economy 'facing stagflation' (BBC official website). Stagflation - economic stagnation with increasing unemployment and increasing inflation = stagnation + inflation (merging of 2 fragments).
- 2) US Senate stages 'talkathon' (BBC official website). Talkathon - verbal marathon =



- talk + marathon (fusion of a complete stem with a fragment).
- 3) Oxbridge fails to boost number of state pupils (BBC official website). Oxbridge - Oxford and Cambridge Universities = Oxford + Cambridge (merging of 2 fragments).
  - 4) The remaining 90% were found directly in the texts of the articles. Let's consider some of them:
  - 5) It's part of the Coca-colonization of life in France (BBC official website). Coca-Cola + colonization - the global expansion of Coca-Cola products (by its inner form conveys the idea of aggressively conquering markets) (fusion of a fragment with a full stem).
  - 6) Eco-politics have a long history in Tasmania, with the Tasmanian Greens claiming to be the world's first Green party (BBC official website). Ecopolitics = 1. economic + politics studying politics from an economic point of view, 2. ecological + politics studying politics from an environmental point of view (fusion of a fragment with a full stem).
  - 7) The British Library owns one of the few remaining dictabelts, and it has now transferred Mandela's words to a CD (BBC official website). Dictabelt is a plastic tape, which is recorded by voice recorder = dictation + belt (fusion of a fragment with a full stem).
  - 8) Labor attacked boundary changes as "gerrymandering" (BBC official website). Gerrymander = Elbridge Jerry + salamander - electoral fraud (merging of 2 fragments).
  - 9) The new upgraded "clean room" is where they manufacture the six tone Eurostar E3000 satellites, which are broadcast on television, radio and broadband internet channels worldwide (BBC official website). Eurostar = European + star (fusion of a fragment with a full stem).
  - 10) Speculation Greece will default and fail to pay back its borrowings has pushed interest rates on debts due for repayment in 10 years to 15%, meaning it has to pay almost 12% more to raise cash than its fellow Eurozone member, Germany (BBC official website). Eurozone = European + zone (fusion of a fragment with a full stem).
  - 11) Medical insurer Medibank Private may also be sold off (BBC official website). Medibank - Australia's National Sickness Insurance Program = medical + bank (fusion of a fragment with a full stem).
  - 12) Electrocar public transport and a scheme to track the proper disposal of waste are two of the smartest ideas for using satellite-navigation technology (BBC official website). Electrocar = electrical + car (fusion of a fragment with a full stem).
  - 13) It is also involved in *The Lady*, a biopic of the Burmese pro-democracy advocate Aung San Suu Kyi, and *My Week with Marilyn*, in which Hollywood legend Marilyn Monroe will be played by Oscar nominee Michelle Williams (BBC official website). Biopic - biographical film = biographical + picture (merging of 2 fragments).
  - 14) As Webber wrote in *Order in Diversity*: "By now almost everyone knows that low-density developments on the growing edge of the metropolis are a form of 'cancerous growth', scornfully dubbed with the most denunciatory of our new lexicon's titles, 'urban sprawl', 'scatterisation', 'subtopia', and now 'slurbs' - a pattern of development that 'threatens our national heritage of open space' (BBC official website). Slurb - a suburb built up with cheap apartment buildings = slums + suburb (merging of 2 fragments).
  - 15) "Further to Alex's question about the existence of Ligers, the offspring of a male lion and a female tiger, they certainly do exist, as do tignons, the offspring of a male tiger and a female lion," says Rob Cartwright and far too many more of you" (The Guardian's official website). Tigon = tiger + lion (merging of 2 fragments).
  - 16) A key point is the stabilization of export earnings by providing better access to the IMF compensatory financing facility and/or by reviving the European Union's scheme to stabilize the export earnings (stabex) (The Guardian's official website). Stabex = stabilize + exports (merging of 2 fragments).
  - 17) This will be measured by judges either using a breathalyzer and/or carrying out police field sobriety tests (The Guardian's official website). Breathalyzer - device to check the driver's breath on the content of alcohol vapors = breath + analyzer (fusion of a fragment with a full stem).
  - 18) By taming the steep mountain slopes, the Incas turned a previously unexploited econiche between the lower valleys and the high puna grassland into immensely productive agricultural terrain (BBC official website). Econiche — protected area where an organism or species (plant or

- animal) can survive = ecological + niche (fusion of a fragment with a full stem).
- 19) Glasphalt looks like any other road building material, but 30% is crushed glass. It does not puncture tyres because the pieces are rolled flat (BBC official website). Glasphalt — paving material consisting of a mixture of glass and asphalt = glass + asphalt (fusion of two words, having a common element - the letter, which is simultaneously a part of both words).
- 20) This led to the decision to invest heavily in offshore exploration and turn to a new fuel, gasohol, produced from sugarcane alcohol to substitute petrol (BBC official website). Gasohol - a mixture of gasoline and ethyl alcohol, used as fuel in internal combustion

engines = gasoline + alcohol (merging of 2 fragments).

According to the number of the considered telescopisms, taking into account the method of their formation, most of the presented telescopisms, 30 are formed by merging of 2 fragments, 20 by fusing a fragment with a full stem, 6 by merging 3 stems with an overlap at the junction and 4 by merging a full stem with a fragment.

In order to determine the most used methods of translation, telescopisms were translated into Russian by the students together with the teacher as a part during practical training. Mostly interesting examples are presented in Table 1.

**Table 1.**  
**The ways of translating telescopisms into Russian in the texts of journalese style**

№	Telescopism	Source	Translation	Way of translating
1	Stagflation	The BBC News	стагфляция	calquing
2	Talkathon	The BBC News	продолжительная дискуссия/дебаты	descriptive translation
3	Oxbridge	The BBC News	оксбридж	transcription
4	Coca-colonisation	The BBC News	мировая экспансия продукции Кока-Кола/ агрессивное завоевание рынков сбыта	descriptive translation
5	Motorcade	The BBC News	автоколонна	using the equivalent
6	Ecopolitics	The BBC News	экополитика	calquing
7	Dictabelt	The BBC News	пластиковая лента для записи в диктофоне	descriptive translation
8	Benelux	The BBC News	Бенилюкс	transcription
9	Gerrymandering	The BBC News	джерримэндеринг/ избирательная география/ предвыборные махинации	transcription / descriptive translation
10	Eurostar	The BBC News	евростар	calquing + transliteration
11	Eurozone	The BBC News	еврозона	calquing
12	Medibank	The BBC News	Медибэнк	transcription
13	Paratrooper	The BBC News	парашютист-десантник/ самолёт для переброски военно-воздушного десанта	transliteration + descriptive translation
14	Bionic	The BBC News	биоэлектронный	transliteration + descriptive translation
15	Electrocar	The BBC News	электромобиль	calquing

16	Chunnel	The BBC News	транспортный тоннель под проливом Ла-Манш	descriptive translation
17	Biopic	The BBC News	байопик/ биографический фильм	transcription / descriptive translation
18	Slurb	The BBC News	пригородный район/ трущобы	descriptive translation
19	Tigon	The Guardian	тигон	transliteration
20	Stabex	The Guardian	стабекс	transcription
21	Datel	The Guardian	Дейтл/британская служба передачи данных общего пользования	transcription / descriptive translation
22	Boatel	The Guardian	прибрежная гостиница	descriptive translation
23	Breathalyzer	The guardian	алкогольно-респираторная трубка	descriptive translation
24	Paraglider	The BBC News	параплан	transliteration + descriptive translation
25	Econiche	The BBC News	экониша	calquing
26	Glasphalt	The BBC News	гласфальт/стеклоасфальт	transcription / calquing
27	Smog	The Guardian	смог	transliteration / transcription
28	Simulcast	The BBC News	одновременная трансляция	descriptive translation
29	Gasohol	The BBC News	бензоспирт	calquing
30	Vertiport	The BBC News	вертодром	calquing

According to the data analyzed, we can conclude that the most commonly used ways of translating telescopisms into Russian are: descriptive translation (20), calquing (16), transcription (12), transliteration (2), using an equivalent (2). There are also cases when several methods of translation can be used for translation simultaneously (8).

At the beginning of the “Foreign Language” course, the teacher should draw students’ attention to the existence of the words in the texts that may turn out to be a certain translation difficulty for them. A retrospective journey into the history of the word-formation system will allow students to become interested and create an exciting and learning atmosphere in a group. Students will learn that telescopic words or telescopisms appeared in Russia in the middle of the 20th century. For the first time the term “telescopic word formation” was introduced in Russia by M. M. Makovsky in 1970. The works of many scientists such as G.N. Aliyeva, E.A. Ardamatskaya, K.L. Egorova, Yu.A. Zhluktenko, S.A. Kolesnichenko, V.M. Leichik,

M.M. Makovsky, V.N. Nemchenko, L.F. Omelchenko, D.E. Rosenthal, V.B. Silina, E.A. Sukhova, L.A. Tarasova, M.A. Telenkova, N.Yu. Shvedova are devoted to blending. Nevertheless, the term blending is interpreted ambiguously by scientists.

In the methodical recommendations, the authors considered various approaches to the definition, functions, types, methods of translation of telescopisms. Thus, by blending in this work we understand the way of word formation, in which a new word arises from the merging of complete or clipped stems of several words, telescopism is the result of the considered word formation.

The following functions of telescopisms are distinguished: shortening the sound circuit, designation of logical concepts, designation of linguacultural concepts, language game, creating a comic effect, emotive-evaluative, suggestive, modeling and cumulative. Many telescopisms perform more than one function at a time.

There are several classifications of types of telescopisms. In the practical part of this study, the authors used the according to which telescopisms are divided into the following types: fusion of the part of one word with the second full one; merging of the part of one word and the part of the second one; fusion of two words, having a common element - the letter, which is simultaneously a part of both words; fusion of the whole word with the clipped part of the second word.

Scientists identify the following methods of translating telescopisms: transliteration, transcription, descriptive translation, calquing and using the equivalent. We conclude that the most commonly used ways of translating telescopisms into Russian are: descriptive translation (20), calquing (16), transcription (12), transliteration (2), using an equivalent (2). There are also cases when several methods of translation can be used for translation simultaneously (8).

### Conclusion

At present, it is difficult to overestimate the importance of knowing foreign languages. Firstly, knowledge of a foreign language is always desirable when hiring, travelling abroad or passing an internship in another country. Besides, it is an excellent opportunity to look for new perspectives and become an active member of international community. Universities are also interested in comprehensively developed students who are able to realize their professional potential in the process of globalization, informatization and international cooperation (Badelina M.V., Orekhova Ye.Yu., 2018). Consequently, professional competences including the ability to work independently with special literature in a foreign language, foreign language information resources, technologies, and modern computer translation programs in order to obtain professional information are the key to a successful career in the globalizing world community. When working with texts of journalese style, students must be able not only to annotate an article but also to translate it with a full understanding of the content of the text. Based on the research conducted in the Institute of Economics and Management at Surgut State University, the methodical recommendations for translating telescopisms into Russian in the texts of the journalese style for students of non-linguistic universities were elaborated and tested as part of the educational process in teaching the subject "Foreign Language".

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