Ðèòîðè÷åñêàÿ êóëüòóðà ÷òåíèÿ ìèðîâîé ïðåññû â èíòåðíåòå

Àâòîð Àëåêñàíäð Áîðèñîâè÷ Áóøåâ

28.06.2008 ã.
Ïîñëåäíåå îáíîâëåíèå 28.06.2008 ã.

Ñîâðåìåííûå êîììóíèêàòèâíûå òåõíîëîãèè (ñèñòåìà Èíòåðíåò) äåëàþò âîçìîæíûì ïðåäñòàâëåíèå ðàçíîîáðàçíûõ àóòåíòè÷íûõ òåêñòîâ èñòî÷íèêîâ îòêðûòîãî äîñòóïà ÑØÀ. Èçó÷åíèþ ïîäâåðãàåòñÿ êîðïóñ ðàçíîæàíðîâûõ òåêñòîâ âðåìåííîãî ïåðåâîäà ñîâðåìåííîãî àíãëèéñêîãî ÿçûêà ïîñëåäíèõ ëåò &ndash; âîïðîñ, àêòóàëüíûé äëÿ ïåðåâîä÷åñêîé ïðàêòèêè ïåðåâîä÷èêîâ.

Ðàññìîòðèì ñïåöèôèêó ïåðåâîäà òåêñòîâ ïóáëèöèñòè÷åñêèõ æàíðîâ, ñòàâÿùèå âî ãëàâó óãëà ðå÷åâîå âîçäåéñòâèå, ïðîïàãàíäó è äîõîä÷èâîñòü.

Ãàçåòíî-èíôîðìàöèîííûé ìàòåðèàë. Çäåñü ïðåäñòàâëÿåòñÿ íåîáõîäèìûì çíàíèå ýêâèâàëåíòíîñòè îñíîâíîé îáùåñòâåííî-ïîëèòè÷åñêîé ëåêñèêè, îáîðîòû ãàçåòíîé ðå÷è, âàæíåéøèõ ñòèëèñòè÷åñêèõ ÷åðò ïóáëèöèñòèêè, ïåðåâîä÷åñêèõ òðóäíîñòåé, ñîîòíîøåíèé àíàëèçà îòäåëüíûõ ÿçûêîâûõ ÿâëåíèé. Ñòàíîâèòñÿ âàæíûì àâòîìàòèçì óñòàíîâëåíèÿ àíãëî-ðóññêèõ ÿçûêîâûõ ïàðàëëåëåé = êàê ïðèìåðíî îäíî è òî æå ñîäåðæàíèå âûðàæàåòñÿ íà äâóõ ÿçûêàõ.

Â ïðåäñòàâëåííîì íèæå íîâîñòíîì ñîîáùåíèè æèðíûì êóðñèâîì âûäåëåíû òðàäèöèîííûå êëèøå ïóáëèöèñòè÷åñêîãî ÿçûêà &ndash; çàâñåãäàòàè ãàçåòíûõ ïîëîñ. Íàäî îòìåòèòü, ÷òî â âûäåëåíèè ñïåöèôèêè êëèøèðîâàííîñòè ãàçåòíîãî ÿçûêà çàìåòíû òðóäû ìíîãèõ ó÷åíûõ &ndash; Â. Ã. Êîñòîìàðîâà, Ã. Â. ×åðíîâà.

Íåëüçÿ íå çàìåòèòü, ÷òî ÷àñòûå ïîâòîðû è âàðüèðîâàíèå îïðåäåëåííûõ ñëîâ è ñåì (íàïðèìåð, counterterrorism, global campaign) ñàìè ïî ñåáå ñîçäàþò ñòîéêóþ êàðòèíó ïðèåìëåìîñòè èíôîðìàöèè, îòîæäåñòâëÿþòñÿ ñ îïðåäåëåííûì àâòîìàòèçìîì âîñïðèÿòèÿ. Ðàñïåâàíèå íà ðàçíûå ëàäû îäíîãî è òîãî æå &ndash; ñòîéêàÿ è ýôôåêòèâíàÿ òåõíèêà âíóøåíèÿ. Ýòî, ìåæäó ïðî÷èì, áûëî ïîêàçàíî íàìè ïðè àíàëèçå òåêñòîâ ãèïíîñóããåñòèè.

WASHINGTON, May 21, 2002 v While the lethal threat terrorism casts on the world is not new, "the world's resolve to defeat it has never been greater," said Secretary of State Colin Powell May 21.

Powell, introducing the State Department's annual Patterns of Global Terrorism, said the world has answered President Bush's call for a coalition against global terrorism.

The report, mandated by Congress, puts the global campaign against terrorism in perspective. The 2001 version features a country-by-country listing of what these nations have done to support the campaign against global terrorism.

"For some nations this means new counterterrorism laws, tighter border security and increased financial controls, " said Ambassador Francis X. Taylor, the State Department's Coordinator for Counterterrorism who wrote the report. "For others, it means contributing military assets to operations in Afghanistan. For others still, it is an aggressive sanctioning of terrorist groups in order to curtail their criminal activities."

Powell said the United States and its coalition allies have destroyed the al Qaeda sanctuary in Afghanistan and ended the oppressive Taliban regime. "But the continuing campaign against terrorism isn't only about Afghanistan and bringing the perpetrators, planners and abettors of the Sept. 11 attacks to account," he said. "It is also about bringing the international community's combined strengths to bear against the scourge of terrorism and its many manifestations throughout the world."

Taylor said the report lists successes to date in the war on terrorism and charts the way ahead. "By the end of last year 1,000 al Qaeda operatives had been arrested in more than 60 countries," Taylor said. "Today, that figure stands at 1,600 operatives in 95 countries. But al Qaeda has not been defeated and operatives from other terrorist groups still pose an equally deadly threat."

Other nations need help in fighting the cancer of terrorism, Powell said. The United States has launched a train and equip program with Georgia to develop that country's counterterrorism capabilities. Other U.S. forces are working with the government of Yemen "to root out al Qaeda cells and to ensure that Yemen is not used as a base for terrorist organizations."

Ïîä÷åðêíóòûìè â òåêñòå îêàçàëèñü ëåêñåìû, êîòîðûå &ndash; íàðÿäó ñ èíûìè ðèòîðè÷åñêèì ïðèåìàìè ñîçäàíèÿ ñìûñëîâ &ndash; ñîçäàþò ñìûñë &ldquo;êîâàðíûé âðàã&rdquo;, áåðóùèé çàëîæíèêîâ, òàéíî ïëàíèðóþùèé ñâîþ âåçäåñóùóþ äåÿòåëüíîñòü, óáèâàþùèé è ïîýòîìó äîëæíûé áûòü óáèòûì.

Ïîíèìàíèþ ïðåäñêàçóåìîñòè, äîõîä÷èâîñòè, ëåãêîñòè óñâîåíèÿ è ïðîïàãàíäèñòñêîãî õàðàêòåðà ãàçåòíûõ ìàòåðèàëîâ ñïîñîáñòâóåò ñèñòåìà æàíðîâ êàê óñòîÿâøèõñÿ ðèòîðè÷åñêèõ ìîäåëåé òåêñòîâ â èíôîðìàöèîííîé ñôåðå. Æàíðîâî-ñòèëèñòè÷åñêîå ðàçíîîáðàçèå îáùåñòâåííî-ïîëèòè÷åñêèõ òåêñòîâ ïðåäñòàâëåíî ïðåæäå âñåãî ãàçåòíîé, æóðíàëüíîé ñòàòüÿìè, ñòàòüåé â ýíöèêëîïåäèè, â ñïðàâî÷íèêå, êíèãîé ïîëèòè÷åñêîãî ñîäåðæàíèÿ, äîêóìåíòàìè îôèöèàëüíî-äåëîâîãî ñòèëÿ (âûäåðæêè èç êîììþíèêå, óñòàâà ìåæäóíàðîäíûõ îðãàíèçàöèé). Îòäåëüíûìè æàíðàìè èäóò ãåîãðàôè÷åñêàÿ ñïðàâêà, èñòîðè÷åñêîå îïèñàíèå, ïîëèòîëîãè÷åñêàÿ àíàëèòèêà, îðàòîðñêàÿ ðå÷ü, õóäîæåñòâåííàÿ ïóáëèöèñòèêà, ôåëüåòîí. Â ñâîþ î÷åðåäü, ãàçåòíàÿ ñòàòüÿ ïîäðàçäåëÿåòñÿ íà êðàòêóþ, èíôîðìàöèîííóþ, ïåðåäîâèöó, îáçîð, êîììåíòàðèé, â çàâèñèìîñòè îò êà÷åñòâåííîñòè è íàïðàâëåííîñòè èçäàíèÿ è ò.ä. Ñòðóêòóðà ïîäà÷è íîâîñòåé íà ñåðâåðàõ âåäóùèõ èíôîðìàãåíòñòâ, íàëè÷èå ñèñòåìû ãèïåðññûëîê, ðóáðèêàöèè. Îòñûëîê ê ìàòåðèàëàì ñïðàâî÷íîãî õàðàêòåðà ÿâëÿåò ïðåêðàñíóþ âîçìîæíîñòü ñîâåðøåíñòâîâàíèÿ ïîñòèæåíèþ ñïåöèôèêè âûøåïåðå÷èñëåííûõ æàíðîâ.

Òàê, â êà÷åñòâå îñíîâíûõ õàðàêòåðèñòèê èíôîðìàöèîííîãî ñîîáùåíèÿ îòìåòèì ðàçíîîáðàçèå òåì, íåäîïóùåíèå ïðîñòîðå÷èÿ, æàðãîíà, âûñîêîãî ñòèëÿ, ïðåäïî÷òåíèå íåéòðàëüíîãî ïîðÿäêà ñëîâ, ïðåîáëàäàíèå êîãíèòèâíîé èíôîðìàöèè íàä ýìîòèâíîé (ïðîáëåìà îöåíêè â íîâîñòíîì æàíðå çíà÷èìà).

Äëÿ èíòåðâüþ, êîòîðîå ïðåäñòàâëÿåò ñîáîé ïóáëè÷íûé äèàëîã ñóùåñòâåííûìè õàðàêòåðèñòèêàìè ÿâëÿþòñÿ: ñîîáùåíèå êîãíèòèâíîé èíôîðìàöèè è ýìîòèâíîé. Èñïîëüçîâàíèå ñðåäñòâ ñ ÿðêîé ýìîòèâíîé îêðàñêîé, çàïëàíèðîâàííîñòü äèàëîãà (ïîäãîòîâêà è ïðîäóìûâàíèå èíòåðâüþåðà, ïðåäâàðèòåëüíûå çàãîòîâêè èíòåðâüþèðóåìîãî), âàæíîñòü ïðè ïåðåâîäå ñòèëÿ èíòåðâüþèðóåìîãî, â íåì æàðãîíà, äèàëåêòà, îáðàçíîñòè, ñèíòàêñèñà, ñëîâå÷êè ò.ä. Ïðè ýòîì îòìåòèì, ÷òî íå âñå ðåïëèêè êîððåñïîíäåíòà ìîãóò ïðåäñòàâëÿòü ñîáîé âîïðîñû. Îíè ìîãóò áûòü îôîðìëåíû êàê óòâåðæäåíèå, ñîìíåíèå. Òîãäà îñóùåñòâëÿþòñÿ íå âñåãäà â ðàìêàõ òåìû, ìîãóò áûòü îòêëîíåíèÿ. Ñòèëü âîïðîñà è îòâåòà ìîæåò áûòü äîñòàòî÷íî åäèíûì, à ìîæåò è êîíòðàñòèðîâàòü &ndash; è â ïåðåâîäå ýòè îòëè÷èÿ íåëüçÿ íèâåëèðîâàòü.

Æàíðîâî-ñòèëèñòè÷åñêèå ïðîáëåìû ïðåäñòàâèì íà ïðèìåðå èíôîðìàöèîííîãî ñîîáùåíèÿ:

· Íîìèíàòèâíîñòü çàãëàâèÿ, ñèíòàêñèñ çàãëàâèÿ.

· Ðàçâåðòûâàíèå ñîîáùåíèÿ &ndash; èíäóêòèâíî è äåäóêòèâíî

· Êîíñòàòàöèÿ ôàêòà, ïåðåñêàç, îöåíêà

· Ñïåöèàëüíûå îáîðîòû ãàçåòíî-ïîëèòè÷åñêîãî ÿçûêà

· Ðàñïðîñòðàíåííîñòü áûòîâîãî ñëîâàðÿ â ãàçåòíîì ÿçûêå (â àíãëèéñêîì øèðå)

· Ñòèëü ãàçåòíîé ïóáëèöèñòèêè. Ïîëåìèêà îáðàçíîñòü, ðàçãîâîðíîñòü. Âàæíîñòü çíàíèÿ íîìåíêëàòóðû ó÷ðåæäåíèé, ïàðòèé, ìåðîïðèÿòèé.

Æàíðîâåäåíèþ â æóðíàëèñòèêå ïîñâÿùåíà ðàáîòà À. À. Òåðòû÷íîãî (2000). Æàíð òðàêòóåòñÿ êàê ñïîñîá îòîáðàæåíèÿ àâòîðîì äåéñòâèòåëüíîñòè. Â ãàçåòíî-æóðíàëüíûõ ìàòåðèàëàõ âûäåëÿþòñÿ ôàêòîãðàôè÷åñêèå, àíàëèòè÷åñêèå è íàãëÿäíî-îáðàçíûå æàíðû. Ñðåäè æàíðîâ äëÿ ôèêñàöèè ñîáûòèé (ñîáûòèé, ñèòóàöèé êàê ÷åðåäû ñîáûòèé) âûäåëÿþòñÿ èíôîðìàöèîííàÿ çàìåòêà, õðîíèêà, îò÷åò, èíòåðâüþ, ðåïîðòàæ.

Èíôîðìàöèîííûé æàíð â çàïàäíûõ àíãëîÿçû÷íûõ ñðåäñòâàõ ìàññ-ìåäèà íîâîñòíîé ðàññêàç (news story) &ndash; îñíîâíàÿ ìàññà èíôîðìàöèîííûõ ïîòîêîâ, îñóùåñòâëÿþùèõ ìîíèòîðèíã ñîáûòèé.
Ñîâðåìåííûå êîììóíèêàòèâíûå òåõíîëîãèè îáåñïå÷èâàþò åæåäíåâíîå ÷òåíèå îñíîâíûõ ãàçåò, èçäàâàåìûõ â ìèðå, è ñîîáùåíèé íîâîñòíûõ àãåíòñòâ (www. yahoo.com). Ðèòîðè÷åñêàÿ êîìïåòåíöèÿ êîììóíèêàòîðà òðåáóåò ðàçëè÷åíèÿ ðàçíûõ æàíðîâ â ïðåäåëàõ äàííîé ãðóïïû:

Çàìåòêà &ndash; íåáîëüøèå ðàçìåðû èçó÷åíèÿ îïðåäåëåííîãî ïðåäìåòà âûñòóïëåíèÿ,
ãäå êðàòêî, îáû÷íî áåç ðàçãîâîðà î ãëóáèíå èçó÷åíèÿ, ìåòîäàõ, àâòîðñêîì
îòíîøåíèè, ïîäàåòñÿ íîâîñòü î ñîáûòèè, ÿâëåíèè, ïðîáëåìå, ÷åëîâåêå. Â ïðåäåëàõ
äàííîãî ïó÷êà æàíðîâ ìîæíî âûäåëèòü ñïåöèôè÷íûå â ðèòîðè÷åñêîì îòíîøåíèè àíîíñ,
àííîòàöèþ, ìèíèðåöåíçèþ, áëèöïîðòðåò, ìèíèîáîçðåíèå, ìèíèèñòîðèþ, ìèíèñîâåò.

Èíôîðìàöèîííàÿ êîððåñïîíäåíöèÿ
ïîäðàçóìåâàåò, ÷òî îáúåì ïóáëèêàöèè òàêîãî ðîäà ìîæåò âêëþ÷àòü íå òîëüêî
ôàêòîëîãè÷åñêîå îïèñàíèå ïðåäìåòà, íî è íåêîòîðûå ýëåìåíòû îöåíêè, ïðåäïèñàíèÿ,
ïðîãíîçà. Â îòëè÷èå îò ðåïîðòàæà àâòîð, êàê ïðàâèëî, íå ïðèñóòñòâóåò íà
ñîáûòèè. Åãî îöåíêè ìåíåå ýìîöèîíàëüíû.

Èíôîðìàöèîííûé îò÷åò, èíôîðìàöèîííîå èíòåðâüþ, áëèö-îïðîñ, âîïðîñ-îòâåò (îòâåòû ðåäàêöèè íà âîïðîñû òåëåçðèòåëåé) èìåþò ÿçûêî
ïåðåâîä÷åñêèå îñîáåííîñòè.

Äëÿ ðåïîðòàæà õàðàêòåðíû
ðàçâåðíóòîå ïðèìåíåíèå ìåòîäà íàáëþäåíèÿ î íåîáû÷íîì ñîáûòèè, ýôôåêò
ïðèñóòñòâèÿ, ýôôåêò ñîïåðåæèâàíèÿ è ñòðåìëåíèå âûçâàòü ýìîöèîíàëüíûé îòêëèê.

Óìåíèÿ è ïîíèìàíèÿ òðåáóþò ðàáîòà ñ êîððåñïîíäåíöèåé, ñòàòüåé,
îáîçðåíèåì, îáçîðîì âûñòóïëåíèé ÑÌÈ, ðåöåíçèÿ, êîììåíòàðèé,
ëèòåðàòóðíî-êðèòè÷åñêîé ñòàòüåé &ndash; ìàòåðèàëàìè, ãäå ïðîâåäåíû àíàëèç, èññëåäîâàíèå,
èñòîëêîâàíèå ñîáûòèé, ïðîöåññîâ, ñèòóàöèé. Òàì ïðèìåíåí àðñåíàë ðèòîðè÷åñêèõ
ïðèåìîâ îáúåêòèâíîãî èíôîðìèðîâàíèÿ è ìàíèïóëÿòèâíîãî âîçäåéñòâèÿ. Ñõîäíûå
ðèòîðè÷åñêèå îñîáåííîñòè èìååò èíôîðìàöèîííûé è àíàëèòè÷åñêèé îò÷åò
- îñâåùåíèå ñëîâåñíîé ðàáîòû
ëþäåé- âûñòóïëåíèé, ñîäåðæàíèÿ è ñìûñëà ðå÷åé, îáúÿñíåíèå, îöåíêà,
ïðîãðàììà.

Àíàëèòè÷åñêàÿ
êîððåñïîíäåíöèÿ, àíàëèòè÷åñêîå èíòåðâüþ, àíàëèòè÷åñêèé îïðîñ, áåñåäà,
êîììåíòàðèé òðåáóþò ïðåäñòàâëåíèÿ çàêîíîâ ïîñòðîåíèÿ æàíðîâ.

Åñëè èíôîðìàöèîííîå ñîîáùåíèå
îòâå÷àåò íà âîïðîñû ÷òî? ãäå? êîãäà? êàê?,
òî êîììåíòàðèé ÷òî äåéñòâèòåëüíî? ïðè
êàêèõ îáñòîÿòåëüñòâàõ? ïî÷åìó? êîìó ýòî âûãîäíî ? êàêîâà ñèòóàöèÿ? ÷òî äåëàòü?
êàê ëó÷øå? êàêèå ñóùåñòâóþò ðàçëè÷èÿ, ïðîòèâîðå÷èÿ? êàê ïðîÿâëÿåòñÿ íàïðàâëåíèå
ðàçâèòèÿ? êàêîâû åãî ñòðàòåãèÿ è òàêòèêà?

Â ñôåðå ïåðåâîä÷åñêîé è êîììóíèêàòèâíîé
êóëüòóðû ïîíèìàåòñÿ âîïðîñ î íàó÷åíèè ðåôëåêòèâíûì òåõíèêàì êîììåíòèðîâàíèÿ.
Íåîáõîäèìî â ëþáîé, à îñîáåííî ðóêîâîäÿùåé è ïðîôåññèîíàëüíîé äåÿòåëüíîñòè
óìåòü íàïðàâëÿòü âíèìàíèå àóäèòîðèè íà âàæíûå íîâûå ôàêòû, îöåíèâàòü èõ,
ñâÿçûâàòü êîììåíòèðóåìîå ÿâëåíèå â ñâÿçü ñ äðóãèìè ñîáûòèÿìè, âûÿâëÿòü ïðè÷èíû
ýòîãî ñîáûòèÿ, ôîðìóëèðîâàòü ïðîãíîç ðàçâèòèÿ êîììåíòèðóåìîãî ñîáûòèÿ,
îáîñíîâûâàòü ñ ïîìîùüþ ïðèìåðîâ íåîáõîäèìûå ñïîñîáû ïîâåäåíèÿ è ðåøåíèÿ çàäà÷.

Ðåôëåêñèðîâàíèþ ïîäëåæàò ïðåäìåò
ïðåöåäåíòû, ìîòèâû, öåëè ñòðóêòóðà äîêàçàòåëüíîãî ðàññóæäåíèÿ (äåòàëèçàöèÿ,
ñðàâíåíèå, ïðîòèâîïîñòàâëåíèå, èíòåðïðåòàöèÿ, îáðàùåíèå ê ïðåäûñòîðèè ñîáûòèÿ).
Ðàññêàç î ñîáûòèè ïðèâíîñèò ñëåäóþùèå ñòðóêòóðíûå ýëåìåíòû êîììåíòàðèÿ &ndash;
ôîðìóëèðîâêó âîçíèêøèõ âîïðîñîâ, ôîðìóëèðîâêó òåçèñîâ, âûâîäû.

Ñ âîïðîñàìè
õóäîæåñòâåííî-ïóáëèöèñòè÷åñêîãî îáîáùåíèÿ èíôîðìàöèè (ïðîïàãàíäà, ïåðåäîâèöà,

òåêñò ïðåññû ðåêðåàöèîííîãî õàðàêòåðà,
î÷åðê, ôåëüåòîí, ïàìôëåò, ýïèãðàììà) ïåðåâîä÷èê ñòàëêèâàåòñÿ ïðè
ïîäãîòîâêå òåêñòà ñ èíûìè ðèòîðè÷åñêèì çàäà÷àìè.

Êîìïëåêñíûé êîììóíèêàòèâíûé êóðñ,
îõâàòûâàþùèé æàíðîâåä÷åñêèå òåîðèè, ïðàêòèêó ïóáëè÷íûõ âûñòóïëåíèé, èñêóññòâî
óáåæäàòü, ïðîáëåìû âçàèìîîòíîøåíèé ìåæäó ëþäüìè è èíôîðìàöèåé, ïðèêëàäíîé ïñèõîëîãèè,
ïðîáëåìû ÿçûêîâîãî ïðåäñòàâëåíèÿ çíàíèé îñîáåííî àêòóàëåí äëÿ ïðàêòè÷åñêèõ
êîììóíèêàòîðîâ &ndash; ïåðåâîä÷èêîâ. Ýòîò êóðñ ïðåäñòàâëÿåòñÿ ñèíòåçîì ñòàðîé è íîâîé
ðèòîðèêè ñ àêöåíòîì íà èñïîëüçîâàíèå íîâûõ êîììóíèêàòèâíûõ òåõíîëîãèé.

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Abstract

The paper tackles the problems of rigid standards of genres as models of mass media texts in the Internet. This phenomenon must have certain reciprocation in methods of teaching and creation of texts in electronic media.