

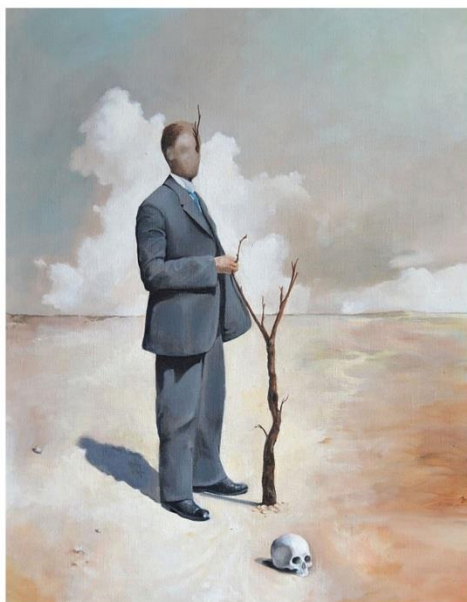
# opción

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Universidad del Zulia  
Facultad Experimental de Ciencias  
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# Modification of semantics of social terms of the modern Chinese language

**Nasirova Saodat Abdullayevna**

Tashkent State Institute of Oriental Studies, Tashkent, Uzbekistan.

[Nasirova.S.A@TSIOS.ac.uz](mailto:Nasirova.S.A@TSIOS.ac.uz)

## Abstract

The article aims to investigate modification of semantics of social and political terms of the modern Chinese language in political discourse via comparative research methods. As a result, the successes of China in the field of international cultural and humanitarian cooperation, scientists associated with the implementation of the concept of soft power. In conclusion, along with the semasiological analysis of the terms **软实力** soft power and **文化外交** cultural diplomacy, the analysis of the semantic field of the terms **改革** reform, **普遍繁荣** general prosperity, **透明度** openness is also affected.

**Keywords:** Political, Discourse, Linguistic, Picture, World.

## Modificación de la semántica de los términos sociales del idioma chino moderno

### Resumen

El artículo tiene como objetivo investigar la modificación de la semántica de los términos sociales y políticos del idioma chino moderno en el discurso político a través de métodos de investigación comparativos. Como resultado, los éxitos de China en el campo de la cooperación internacional cultural y humanitaria, los científicos asociados con la implementación del concepto de poder blando. En conclusión, junto con el análisis semasiológico de los términos **软实**

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力 poder blando y 文化 外交 diplomacia cultural, el análisis del campo semántico de los términos 改革 reforma, 普遍 繁荣 prosperidad general, 透明度 apertura también se ve afectado.

**Palabras clave:** política, discurso, lingüística, imagen, mundo.

## 1. INTRODUCTION

Political discourse today largely determines not only relations regarding the perception of power, but also largely determines the norms and nature of its acquisition, application, and dissemination in a modern democratic state. The obvious difference between the concept of discourse and the concept of language is that the discourse acts as a language - living, applied or in the process of application, while the language itself can remain a language even if it is not in demand or inapplicability (an example of a dead Latin language). Thus, the discourse can be characterized as speech immersed in life, as a relevant, applicable language, serving the interaction of at least two communication agents (XI, 2014). In turn, the relevance of the use of metaphors in modern political discourse is constantly growing.

The political situation and its change play a significant role in the development of the language. Political discourse is a phenomenon of modern everyday life. The more open and democratic the life of society, the more attention is paid to the language of politics, moreover, political discourse interests both professionals involved in politics, journalists and political scientists, and the widest masses of

citizens. The ability to understand the language of politics and conduct a discussion on social and political topics is also included in the circle of significant competencies of students. Students studying a foreign language are increasingly confronted with the problems of translating lexical units of political discourse as part of a professionally-oriented translation course and within individual disciplines (LI, 2003).

In this regard, there is a need to pay special attention to such fields of knowledge as political discourse, the linguistic and cultural component of socio-political discourse, and especially the translation of articles on socio-political topics. Political discourse is an integral part of social relations since it is formed by them and at the same time forms them themselves, being a complex unity of the linguistic form, knowledge, and action. Thus, not only linguistic means but also extra-linguistic factors that determine communication, as well as cognitive structures that determine the existence of the discourse itself, participate in the implementation of political discourse (KE, 2011).

## **2. METHODOLOGY**

The main research method is the comparative method since modern political linguistics is discursive in nature, where each statement, written or oral, is considered in the context of the political situation in which it is created in relation to other political texts, political views, and functions that it performs.

### **3. RESULTS**

In recent decades, the theory of political discourse has been the subject of close attention of linguists. If in the West the problems of language and power, language and ideology, language manipulation, the role of myth in political communication have been in the focus of research interest for a long time - approximately since the post-war years, then in our country linguists began to actively develop this problem mainly from the beginning of perestroika, when political communication has ceased to be purely ritual in nature. First of all, political discourse is the subject of the study of political linguistics, founded in the middle of the 20th century (HU, 2013). Currently, this is a separate area, successfully developed by both foreign and domestic researchers. Political linguistics is at the intersection of sciences (linguistics, political science, cultural studies, etc.) and actively uses the methods of sociolinguistics, text linguistics, cognitive linguistics, stylistics and rhetoric (NOSIROVA, 2007).

The concept of discourse in modern science has acquired a wide range of different interpretations, which are characterized by its belonging to various scientific and public spheres. Firstly, discourse in science is positioned as a linguistic phenomenon. And secondly, this is a bright communicative phenomenon, revealing new features (ALIMOV, 2006).

It is quite obvious that in modern international relations, politics plays an important role both in the life of an individual state and in the development of society as a whole. In the political sphere, language

can be used not only as a tool for the formation and transmission of thought but also as a means of masking it. Against the background of the increasing role of politics and the negotiation procedure, there is a growing understanding in the world that political discourse is not only a political problem, but also a language and cultural one (LIANG, 2016).

When translating the text of political discourse, the translator must take into account all available aspects. It is necessary to take into account the cognitive, psychological and social characteristics of the audience, level of education, professional and regional affiliation, age and gender. At the linguistic level, this affects the choice of language units (specialized vocabulary, jargon, appeal, and greeting in the language or dialect of the audience). The translator's task is also complicated by the fact that political discourse refers to a hierarchy of values that matters only within the framework of a particular culture, for which political discourse was actually created (LOBANOVA & FESIK, 2013).

#### **4. DISCUSSION**

Mutual influence and interpenetration of different cultures is a key trend in globalization. Different peoples and different countries have always sought to demonstrate the uniqueness of their national culture, including art, literature, music, traditions. In this regard, I would like to draw attention to the speech of the President of

Uzbekistan DEMYANKOV (2002) at the opening ceremony of the international forum of poppy art in Shakhrisabz on September 6, 2018. We, the President said, are rightfully proud that the Uzbek people have made a worthy contribution to the development of the art of macom, whose origins are classical literature, fine art, ancient scientific knowledge of the East, Islamic values (KOLAKAS, 2003).

To preserve this unique spiritual heritage, to attach to it a wide foreign public, to pass it in its original form to new generations is the main goal of our forum, which brought together representatives of different peoples, countries, and continents. Please pay attention to the installation... attach to it (makom) the broad foreign public.

In his scientific article, the author, among the relevant socio-political terms (hereinafter referred to as SPT) of the modern Chinese language (hereinafter referred to as the CL), considered the term 全球化 - Go to Global - globalization, which reveals the essence of the foreign policy declared by the President of China Jiang Zemin in the year 2001. The subject of this semasiological analysis is the terms 软实力 - soft power, one of its tools 文化外交 - cultural diplomacy, as well as the terms 改革 - reform, 普遍繁荣 - universal prosperity, 透明度 - openness.

In the semantic sense, 软实力 - soft power (SP) is a form of foreign policy concept that involves achieving the desired results on the basis of voluntary participation, sympathy, and attractiveness, without any kind of coercion or bribery.

The author of the term soft power, Professor Harvard Joseph Nye, pointed out that language and culture play a key role in international relations, influencing directly or indirectly on world politics and business relations. SP means the free exchange of ideas, information, art and other aspects of culture between peoples in order to promote mutual understanding. The term 文化外交 cultural diplomacy (hereinafter referred to as the CD) is often regarded as a branch of public diplomacy that encompasses a number of instruments, such as art, literature, education, language, traditional medicine, architecture, design, ethnography, sports, religion, etc. Cultural diplomacy noted M. Cummings - is an exchange of ideas, information, values, systems, traditions, beliefs and other aspects of culture in order to promote mutual understanding.

The idea of using 软实力 to establish power dates back to ancient Chinese philosophers such as Lao Tzu (7th century BC). He owns the saying: There is no object in the world that is weaker and more tender than water, but it can destroy the hardest object.

Scientists connect the successes of China in the field of international cultural and humanitarian cooperation with the implementation of the concept of SP. The main goal of the SP concept is to achieve the correct perception by the world community of the national ideals of the PRC. As for the forms of CD, it is diversified and includes:

- Art (for example, films, dancing, music, painting, sculpture, etc.);



- International exhibitions and fairs;
- Educational programs;
- International exchange in the field of scientific and applied research;
- Joint educational research, productions, etc.
- Creation of libraries abroad;
- Translation into foreign languages of popular national works;
- Broadcast in the media of news and cultural programs;
- Interreligious, interfaith, interethnic dialogue, etc.

SP occupies an important place in the foreign policy of the PRC. October 15, 2007, At the XVII National Congress of the CPC, President Hu Jintao emphasized the need to promote the attractiveness of Chinese culture as a way of enhancing soft power. He called to significantly increase the share of the cultural industry in the national economy, significantly strengthen its international competitiveness, and diversify cultural products that meet the needs of the people. To strengthen cultural exchange with foreign countries, to borrow outstanding achievements of all civilizations of the world, to increase the international influence of Chinese culture. In October 2011, a Decision of the CPC Central Committee on some important questions of deepening the reform of the cultural system, promoting the development and prosperity of socialist culture. It spoke of the growing importance of soft power in the rivalry between countries, as well as the need to implement a strategy to bring culture outside, increase the international influence of Chinese culture, and

demonstrate to the world a new image of China's reforms and openness (DENG, 1993).

December 31, 2012, The State Diplomacy Agency of China was created, which has become the competent authority to promote China's unique culture and various platforms for international cultural exchange. The agency conducts large-scale activities, including the organization of exhibitions, festivals, film production, religious, ethnic, environmental forums, international sports competitions.

Among China's achievements in this area are the successful holding of the Buddhist Forum in Hangzhou, the Olympic Games in Beijing, the World Exhibition in Shanghai, the Year of Chinese Culture in Foreign Countries, large-scale cultural and sports events within the SCO, the development of brands such as Huawei, Alibaba, Lenovo, TCL and others (ZHEREBILO, 2012).

The concept of soft power (SP) is carried out in the following main areas:

1. Implementation of a security policy aimed at preventing aggravation of the international situation. China seeks to distance itself from any military conflicts if they do not directly affect its territorial interests.

2. Assistance in the economic and social field, in the field of health care, education and humanitarian cooperation.

3. Implementation of cultural events. These events are aimed at demonstrating the country's achievements in the field of economy and culture, stimulating an increase in the level of international recognition and status.

For this purpose, starting from the second half of the 90s of the last century, 白皮书 White Book is published. This action is designed to make China's politics more transparent for English-speaking viewers. The topics of the White Paper cover a wide range of topics, including energy policy, climate change, human rights, the rule of law, foreign trade, national defense, arms control and disarmament, space activities and foreign aid, etc.

## **5. CONCLUSION**

The problems of translating the political discourse of the Chinese language require, first of all, consideration of political communication, characterized by the presence of various components such as the political situation, the author's attitudes, etc. The key function of political discourse is to influence the addressee and encourage him to take specific actions. In order to realize his communicative intention, the author applies appropriate techniques in the preparation of the text to ensure the achievement of the desired result. As noted above, political texts use a variety of both linguistic and non-linguistic resources, for example, metaphor, metonymy, phraseological units, vocabulary of different stylistic characteristics (book, colloquial), attraction of historical and cultural moments, etc. Texts with such a compositional structure, certainly present great difficulties for translation. A successful translation of such texts depends, first of all, on the linguistic training of the translator.

The concept of soft power (SP) is carried out in the following main areas: Implementation of a security policy aimed at preventing aggravation of the international situation. China seeks to distance itself from any military conflicts if they do not directly affect its territorial interests.

- Providing assistance in the economic and social field, in the field of healthcare, education and humanitarian cooperation.

- Implementation of cultural events. These events are aimed at demonstrating the country's achievements in the field of economy and culture, stimulating an increase in the level of international recognition and status.

- A brief comparative analysis allows us to put forward the following conclusions and suggestions:

- The designation of the socio-political terms of the modern CL 改革- reform and -透明度 openness includes the elements that are expressed implicitly or explicitly and with varying degrees of explicitness. The connotation of each term is manifested in the presence of evaluative sem.

- The results of the economic transformations carried out in the PRC have a significant impact on the modification of the mentioned terms of modern CL. At the same time, the expanded use of these terms more clearly and clearly allows us to define and explain to the masses the essence of the political course of reforms.

- In the new environment, the Chinese language, like English, is a way of preserving, enriching and promoting the national culture.

- The socio-political and trade-economic terms of modern CL act as a basis for the commodification of the Chinese language.

- The socio-political terms of modern CL 改革 - reform and - 透明度 - openness act as factors contributing to economic and social progress.

- The indicated phenomena of modification and commodification of the socio-political terms of modern CL require a more complete consideration of them in teaching linguodidactics, as a special discipline of the master's program of the faculty of Chinese Studies of Tashkent State Institute of Oriental Studies.

- The mentioned terms, lexical units, combinations, ideologms, etc. are actively used in speeches, conversations, and lecture notes, interviews of the PRC leadership, in the Chinese media, in scientific and socio-political literature. In this regard, it would be advisable to prepare an explanatory dictionary of social and political terms, metaphors, ideologs, and tokens of modern CL.

- It seems advisable to use more widely in the undergraduate and graduate programs in the specialties of Chinese philology, international economic relations the study of newspaper and journal articles in modern CL. They, as a kind of mass media of discourse, are a rich source of information about new language phenomena, acronyms, ideologues, precedents and phenomena in the lexical system of modern CL.

- These and other measures would provide practical assistance to students, doctoral students, and the wider readership in-depth understanding of the paradigm, syntagmatic and polysemy of modern

CL, the semantic, communicative and cognitive properties of socio-political terms, as well as the concept of China's development, its internal and foreign policy.

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