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PECULIARITIES OF TRANSLATION OF ENGLISH-LANGUAGE MEDIA TEXTS

The main goal and task of the media style today is to highlight current and painful socio-political and other problems of society today, which in turn requires such features as accuracy and emotionality. Mass media is a type of media that is focused on the simultaneous transmission of information to large groups of people. This interpretation is confirmed by the origin of this word. Mass media comes from the English mass media, which means press for the general public. It includes the means of transmitting, storing and reproducing information. Mass media include not only press (newspapers, magazines, books), but also radio, television, Internet, cinematography, sound and video recordings, video text, billboards or panels, multimedia centers. All these means have a lot in common – appeal to a mass audience.

The aim is to outline and analyze the main peculiarities of English language media text translation into Ukrainian. «Language is a tool for the mass media, it is a living phenomenon, because it changes every day, acquiring new words and their meanings. Thus, phraseological units, being an integral part of it, are also updated and become a mirror of modern life» [3].

How to teach students to deal with translation of English language media texts? There are some peculiarities. Firstly, it is necessary to pay attention to correct translation of direct and reported speech in media texts. Then, many abbreviations of the names of world organizations have their equivalent in Ukrainian, and if the name of the organization is not specified, the translator has the right to provide an abbreviated version of the translation, but add its full version in brackets. Also, in political articles, especially those covering

negotiations between political leaders, one can often find abbreviations in addresses: Mr. - Mister (in Ukrainian “Пан/ Пане” [Pan / Pane]) or Mrs. - Missis (in Ukrainian “Пані/Панно” [Pani / Panno]).

Of course, such abbreviations will not cause problems in translation, but when abbreviating job titles, it is necessary to consider that such abbreviations can refer to different professions: PM – Prime Minister or Police Magistrate (Prime Minister or Police Judge) [2].

«Media translation is a complex and nuanced field that requires a deep understanding of both linguistic and cultural elements. By adhering to core principles and following best practices, translators can create content that resonates with global audiences while preserving the integrity of the original material» [1].

An overwhelming majority of English idiomatic expressions have similar in sense units in Ukrainian. Sometimes these lexically corresponding idiomatic expressions of the source language may also contain easily perceivable combinations of images for the target language speakers as well as similar or identical structural forms. These idiomatic expressions, naturally, are in most cases easily given corresponding analogies in the target language. As a matter of fact, such expressions are sometimes very close in their connotative (metaphorical) meaning in English and Ukrainian as well [4] (bird in the hand is worth two in the bush = краще синиця в руках, ніж журавель у небі).

Another idiomatic expression “to pull someone’s leg” means “to try to persuade someone to believe something that is not true, as a joke”. So, it doesn’t mean “to move someone’s leg towards yourself, sometimes with great physical effort (as the word “pull” means itself)”. It sounds comic if we translate word to word.

Working with media texts it is worth to pay attention to grammar patterns. It is also known that modern British newspapers often use imperfect tenses: when it comes to a past action in the recent past, the present tense is used, as if bringing the reader closer to certain events. Therefore, the translator needs to remember the peculiarities of using tense forms.

The course of our discussion with students on ads and Mass Media language and idioms in particular we have determined that «the most frequent way of translating idioms is translation by means of an absolute equivalent. The aim of translation will always remain the same, that is to render completely the lexical meaning and where possible also the structural peculiarities, the picturesqueness, the expressiveness, thus drawing attention to the said, and the connotative meaning (if any) of the source language idiomatic or stable expressions in the target language» [4].

Thus, English-language media texts are characterized by various lexical and semantic features that help to effectively convey information, maintain its clarity and attractiveness. Abbreviations, compound words, idiomatic expressions, metaphors, and politically charged vocabulary are key elements that contribute to the formation of media content and influence the audience's perception of information. Understanding these features is important for creating an effective translation of media texts. Without knowledge of phraseology, it is impossible to appreciate the brightness and expressiveness of speech, to understand a joke, a play on words, and sometimes simply the meaning of the entire statement.

References

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