
LINGUISTIC AND CULTURAL FEATURES OF MEDIA TRANSLATION ON THE EXAMPLE OF THE BRITISH MAGAZINE “THE GUARDIAN”

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ABSTRACT

The material was units of emotionally expressive vocabulary from news texts published on the Internet site and magazine “The Guardian”. Methods of continuous textological and stylistic analysis, 100 language units were extracted and analyzed emotional and expressive vocabulary. In the modern information space, media texts are one of the main sources of people's knowledge about the world and what is happening in it events. Global changes in the information society related to constantly evolving possibilities of mass communication, affect not only the conditions of life, but also the way of thinking of modern person, on his system of perception of information.

Keywords: *The Guardian, ethnic, cultural, teaching methods, modern, methodology, English, Manchester, The Times, Financial Times, The Daily Telegraph.*

АННОТАЦИЯ

Материалом послужили единицы эмоционально-экспрессивной лексики из новостных текстов, опубликованных на интернет-сайте и журнала «The Guardian». Методами сплошного текстологического и стилистического анализа выделено и проанализировано 100 языковых единиц эмоционально-экспрессивной лексики. В современном информационном пространстве медиатексты один из основных источников знаний людей о мире и происходящих в нем событиях. Глобальные изменения в информационном обществе, связанные с постоянно развивающимися возможностями массовой коммуникации, влияют не только на условия жизни, но и на образ мышления современных человека, на его систему восприятия информации.

Ключевые слова: *The Guardian, этническая, культурная, методика обучения, современная, методика, английский язык, Manchester, The Times, Financial Times, The Daily Telegraph.*

INTRODUCTION

The purpose of the study is to identify translation transformations used in the translation of emotional and expressive vocabulary in news media texts of the English language, as well as characteristic features of their use. The practical significance of the study suggests that the results of this work can be used: firstly, for further development of the topic, and secondly, in the process of direct translation of news texts in order to avoid errors, as well as for better assimilation translators of stylistic features of media texts.

DISCUSSION AND RESULTS

The Guardian is a British daily newspaper known for its liberal views and quick reaction to what is happening in the world developments. It was founded in 1821 in Manchester and originally wore titled The Manchester Guardian. The current name of the newspaper was 1959. It is important to emphasize that the electronic version of this newspaper differs from its printed version. In addition, in the electronic version of this newspapers can be found and you can watch recordings of speeches by various political figures. Also some news, especially in the category Top News, accompanied by illustrations.

The newspaper is traditionally referred to as a "quality press" along with such publications such as The Times, Financial Times, The Daily Telegraph. The language of the articles, devoid of scientific character, deserves special attention. emotional, expressive and understandable to a wide readership audience. At the format level, we can note the following: on the main The page at the top is given the name of the newspaper and its thematic heading. The length of the article is determined by the set number of characters (as usually no more than 1000-2000 words). Also in the electronic version of the newspaper you can watch multimedia recordings of political speeches figures.

The main goals and objectives that the publication sets for itself are is open journalism, truthful coverage of events, support British middle class. Today, the editorial staff of the newspaper includes 350 full-time journalists, including news journalists, reporters, as well as specialists in various fields of knowledge. The newspaper has clear internal structure, strict rubrication, clearly demarcated news materials, and each area has its own rubric. On the pages of the publication present almost all news and analytical genre forms. Transformations that can be used to make the transition from original units to translation units in the indicated sense are called translation (interlingual) transformations . Transformation is the basis of most

translation techniques; change formal or semantic components of the source text when storage of information intended for transmission.

The following types of transformations occur during the translation process:

permutation;

replacement;

addition;

omission;

antonymic translation;

compensation;

descriptive translation;

specification;

generalization;

modulation or semantic development.

As I.S. Alekseeva: “By transformations we will understand interlingual transformations requiring restructuring on lexical, grammatical or text level”

CONCLUSION

Taking into account the linguistic and pragmatic features of the original text allows reduce translation errors and improve translation quality emotional and expressive vocabulary in news media texts. So Thus, the hypothesis underlying this study was confirmed. We see prospects for further research on this topic in more detailed study of the problem of transferring emotional and expressive vocabulary when translating video materials of political speeches.

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