

MEANS OF TRANSLATION OF JOURNALISTIC TEXTS AND THE PHENOMENON OF EQUIVALENCE IN WRITTEN TRANSLATION

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Abstract.

This article discusses one of the most important and responsible areas of translation studies, the processes, problems and difficulties of translating journalistic texts. It is written about how important the translator's knowledge, vocabulary, and skills are when delivering the text directly to the reader while preserving the original.

Newspaper text has a number of features that complicate the translator's work. When creating an adequate translation, the structure of the dictionary, the method of providing information, and its features require a lot of attention. Newspaper and news texts are special genre texts. Therefore, there are difficulties in translating them.

Key words: equivalence, concretization, generalization, modulation, translation, transcription, transliteration, political terminology, scientific-technical terminology

The low level of development of the problem of translation equivalence leads to the simplification of ideas about the essence of translation, reduces the explanatory power of the analysis of its specific phenomena and the possibilities of researching linguistic translation in general, and prevents the creation of a unified scientific picture. translation as an object of study, as a result of which its research perspective is partially lost. Therefore, it is necessary to increase the level of translation equivalence and the level of practical adaptation of foreign newspapers and news texts. The texts are of a different nature: newspaper, newspaper-journalist, historical, scientific-popular and fiction. This choice is related to the desire of the authors to give students the opportunity to get acquainted with the peculiarities of translating texts of different styles and genres.

The equivalence of translation to newspaper texts is strictly based on several basic concepts:

- the concept of conformity of normative content, that is, the transfer of all or important elements of the content of the source text and compliance with the norms of the target language.
- the concept of formal correspondence, i.e., maximum compatibility in transmitting the structure of the source text

- the concept of adequate translation defines the following qualities of adequate translation:

- 1) complete transmission of the semantic content of the text;

- 2) transfer of content by equivalent means, i.e. adequacy is "complete reproduction of the original content and full functional and stylistic compliance with it."

- the concept of dynamic (functional) equivalence, which goes back to the concept of dynamic (functional) equivalence, was first defined by J.Nida, similar to the concepts of communicative equivalence, that is, in the context of a wider interpretation within the framework of linguistic equivalence. social interaction through text, functional equivalence

Speaking about the problem of equivalence and the adequacy of the translation of the news text of the newspaper, it should be noted that the translation of articles is not a system of replacing and replacing multi-level units of the same language with units of the target language. , because it is "a full-fledged speech activity in the acquired language, in which the translated text is objectified the same meanings as in the original language.

The difficulty of translating newspaper texts is that the demand for the most accurate translation of a newspaper and journalistic text into another language conflicts with the ability to express its originality through expressive language.

The problem of equivalence in the translation of newspaper texts is reflected differently in the translation of English and American headlines. The peculiarities of the development of the press in the USA and England left a vivid stylistic mark on the headlines of newspaper articles.

In the Anglo-American press, a unique style of newspaper headlines has been developed, which is characterized by the extreme expressiveness of lexical and grammatical means. Titles, as a rule, are written using the most concise, extremely concise phrases, in which all semantic secondary elements are excluded. At the same time, headings are built on the basis of the most commonly used vocabulary and the simplest grammatical tools to ensure maximum comprehensibility. Let's take a closer look at the lexical and grammatical features of titles and their translation methods.

One of the most important problems of translation equivalence of newspaper and news text headlines is the absence of past tense forms in them. Instead of the Past Tense, they use Present Tense forms instead.

Translation changes in newspaper speech

Transformations that can be carried out from original units to translation units in the indicated sense are called translation (interlingual) transformations. Since translation changes are carried out with linguistic units that have both a content plan and an expression plan, they have a formal semantic character and change both the form and meaning of the original units.

As part of the description of the translation process, translation transformations are considered not statically as a means of analyzing the relationship between foreign language units and their lexical correspondences, but dynamically as translation methods that a translator can use to translate different originals. whether or not there is a dictionary match. can be used according to context.

Translation transformations are divided into lexical and grammatical ones according to the nature of the foreign language units considered as the starting point in the transformation operation. In addition, there are also complex lexical-grammatical transformations, in which the transformations affect the lexical and grammatical units of the original at the same time or between levels, i.e. to move from lexical units to grammatical units and vice versa. The main types of lexical transformations used in the translation process with the participation of various FL and TL include the following translation methods: translation transcription and transliteration, trace and lexical-semantic substitutions (concretization, generalization, modulation).

The most common grammatical changes include those shown in the figure below.

Speaking about the translation of newspaper texts, we emphasize that the differences in the typical structure of the headlines, the uncertainty of their semantic interpretation, the differences in the set of lexical units used in the headlines are headlines that require different translation operations. , expressive and stylistic factors, as well as the semantic relationship between the text and the title. These operations include:

- grammatical and semantic formations,
- inter-level (lexico-grammatical) formations,
- replace the original title with a new title in the target language that conforms to the norms of the genre.

From what has been said, it can be seen that there are integral connections between the title and the main text. The title, like the title, is most closely related to the beginning, which is distinguished by the relative rigidity of the structure. In the Anglo-American press, the opening summary is most common and is defined as an introductory sentence or sentence summarizing the main content of the note. Thus, the following conclusions can be drawn:

1. The text of the newspaper is saturated with special terms related to political and state life.
2. Some features of the syntactic organization of the text in newspapers and news materials are also noted: the presence of short independent messages.
3. The theory of special translation describes various forms of stylistic adaptation in the translation of texts belonging to a certain functional style.
4. In general, newspaper text is characterized by a desire for conciseness and brevity of presentation, and this feature is especially evident in newspaper headlines.

5. A complete translation of newspaper material, in addition to accurately conveying the content, should convey to the reader all the emotional elements of the original, as well as its political orientation.
6. If the English titles are characterized by the use of verbal forms, and the Russian titles are characterized by the use of nominal forms, the corresponding reconstruction should be done in the translation.

There are phraseological units in newspapers and news texts. Therefore, special attention is paid to the specific features of their translation. The fact is that the nature and methods of applying interlingual translation correspondences are largely determined by the specific features of the semantics of phraseological units, which are a complex informational complex. From the point of view of the selection of translation correspondence, the most important components of this complex are presented in the figure below.

The newspaper-information style also has its own characteristics that affect the translation process. The main task of materials of this style is to convey certain information from a certain position and thereby achieve the desired effect on the receptor. The content of newspaper information differs from scientific and technical information, in particular, we are talking about information that can be understood by a wide range of non-specialists, which is directly or indirectly related to their lives and interests. about events.

However, the task is to convey some facts, and here it is necessary to clearly define concepts and events. Therefore, the important role of terms, names and titles, which in one sense refers to the subject of thought.

Political terminology, especially typical of the newspaper-informational style, has the same basic features as scientific-technical terminology. At the same time, they also reveal some differences related to the lack of strictness and orderliness of the terminological systems in the socio-political sphere, and the dependence of the meanings of a number of terms on the relevant ideological concepts. Newspapers and information materials often contain polysemantic terms, synonymous terms, abbreviated terms and names.

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