

SOME PECULIARITIES OF PUBLICISTIC AND NEWSPAPER STYLE TEXTS TRANSLATION

Currently, translation is of a very great importance in the field of mass media.

Translation of publicistic and newspaper style texts has been the subject for studies held by such scholars as V. Komissarov, Ya. Retsker, A. Fedorov, I. Alekseeva and others.

Due to the processes of globalization in the field of mass communication, translation of publicistic and newspaper style texts should be considered in the context of intercultural communication. It takes on a particular significance under existence of the global access to information.

It is important to recognize that the aim of publicistic and newspaper style texts is to impart information, persuade and make an emotional impact. To that end, authors of publicistic and newspaper style texts use a wide range of linguistic means and it is translators who are responsible for appropriate and precise interpretation.

The competence of a translator while transmitting language message from one language into another involves knowing the main peculiarities of translation of publicistic and newspaper style texts as well as an ability to use appropriate linguistic means to accomplish this task efficiently.

Such peculiarities include:

- Appropriate translation of emotionally colored information. Special attention should be paid to the translation of clichés, phraseological units and other uncommonly used words.
- Precise translation of the names and titles (because publicistic and newspaper style texts are directed to non-specialist audiences).
- Appropriate use of stylistic devices when translating into another language.
- Maintaining the semantic coherence of the well-established linguistic units when translated.

In conclusion, it has to be stated that the quality of translation of publicistic and newspaper style texts depends on taking into account and following all the peculiarities listed above.

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