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LINGUISTICS CULTUROLOGICAL FEATURES OF MODERN ENGLISH-LANGUAGE MEDIA AND PROBLEMS OF THEIR TRANSLATION INTO RUSSIAN

Abstract: The article is devoted to the Linvokulturological features of modern English-language media and the problem of their translation into Russian. The author notes that at present the media text is the most widespread type of texts, and the array of media texts in English prevails in the world information space, which cannot but affect the reader's worldview. In this regard, the issue of ensuring the adequacy of translation from English into Russian, as well as the issue of identifying the features of English media texts are relevant. The article compares the concepts of "text" and "media text" on the basis of their interpretation and use by Russian scientists who have studied media texts from the point of view of their functional and stylistic specifics, discourse analysis, text stylistics and rhetoric. The article presents the general characteristics of the media text, lists its features, the main of which is the combination of verbal and media characteristics in its structure. The main tasks of the media text (communication of information, call to action, and impact on the mass consciousness) and the functions corresponding to these tasks (information, function of influence, communicative, expressive, aesthetic) are determined. The article describes the most promising methods and techniques of translation used for media texts.

Key words: mass media, text, media text, stylistic transformation, grammatical transformation, syntactic transformation, morphological transformation.

Language: English

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Introduction

One of the tasks of the general theory of translation is the study of the laws of the translation process, the definition of translation criteria, which are supplemented with the development of translation activities. Within the framework of the private and special theory of translation, it is also necessary to highlight the criteria and patterns of translation that are characteristic of a certain pair of languages and texts of different styles, which make it possible to correctly build a translation strategy and apply translation transformations. By the general laws of the translation process, we mean "the factors that characterize the process of bilingual communication, the universal problems faced by the translator and ways to overcome them" [1].

Translation criteria are distinctive features that indicate that a given translation belongs to a particular

type. Translation of texts and materials of mass media is acquiring great importance at the present time due to the fact that foreign policy and economic ties between states are expanding, the number of media is growing, the number of contacts with foreign partners is growing.

The study of the criteria and patterns of translation of media texts is relevant for the translation of reference, since media texts represent a layer of vocabulary that covers the names and concepts of the social and political life of society and is closely intertwined with other spheres of life.

It is this feature that makes it possible to classify texts as a means of mass information in the category of difficult-to-translate linguistic units, forcing the translator to make an independent, original decision.

Currently, media texts are the most widespread type of texts. It should be noted that the media

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influence political processes, shape public opinion, and contribute to the development of a certain value system.

The most important, significant linguistic processes (the appearance of neologisms, changes in the grammatical structure, etc.) are reflected in the texts of the mass media, in it "the norm of the literary language is being developed". [2].

Since the number of media texts in English significantly exceeds the number of mass media texts in other languages, the English language in modern society is recognized as the most widespread in the world information space. [2].

Thus, the relevance is explained by the leading position in the world media of English-language media texts, not only as a percentage of the entire array of media texts, but also in terms of the degree of influence on world social and political processes.

The influencing feature of media texts also lies in the fact that, reflecting real reality, they "transform" it, purposefully shaping the reader's picture of the world. In this regard, the question of the adequacy and peculiarities of the translation of mass media texts seems to be especially interesting.

Taking into account the growing pace of development of society, strengthening communication links, widespread Internet communication, as well as the fact that "of the most popular 10 million pages on the Internet, 54% are in English"[3].

Translating English texts on social networks has its own difficulties. First, these difficulties, as was the case in previous periods of the development of society are associated with the realities of a particular culture, which are reflected in the texts of the media, and linguistic issues: phonetic, lexical and grammatical. Secondly, social networks are publications of online technology that obeys a special text format and has some features of organizing and delivering material to the addressee. By examining English-language news sites, such as the BBC or The Financial Times, we can consider how events are created and broadcast outside these countries we can objectively assess the reliability of the material received. Translations of media texts information from such sources as social networks today are broadcast in the fastest way, while ensuring the accuracy of the transmission of the material, while the specified broadcast of information is of the "ordered" nature, that is clearly agrees with the recipient in terms of the adequacy of the text, in our case, the adequacy to the Ukrainian socio-political situation. When translating publications in the media, the final information is conveyed to the reader in a form that differs from the original, even taking into account the presence of completely new interactive and perfect opportunities at their disposal. "When transferring publications from offline to online, there are two shift: technological and typological "[4, p. 221].

1) perfection;

2) hyper-functionality.

Media outlets on social media can be described as the most responsive sources of data. When an extraordinary event occurs, the audience turns to the service - to the news feeds, and only then focuses their attention on the traditional channels. Thus, another worthy advantage of social networks (web pages) is the efficiency of data presentation. Thus, when creating an online analogue, the result is exactly the version, not a double. The doppelganger is prone to the same environment. A version is an example of how the content of a printed issue looks, and is just one of many possible options. When switching to the network, the proposed version differs from the traditional one in: type of publication, type of publication and social and communicative functions. Newspaper writing is a practical and always modernizing system that requires intense activity from blogger journalists. As an argument for the application of the next update and with the aim of to determine its readiness for use, a regular search for new tools is carried out in order to obtain the most optimal, fast and tangible result. In the end, a feature of the selection of linguistic materials for newspaper articles in all spheres is the orientation towards a neutral, in a linguistic sense, large multicultural audience. Traditional printed text should be perceived in all aspects clearly, logically, but at the same time interesting and bright, in order to be demanded for representatives of any kind activities and for any age category.[5]

Translation of publications of news sites and social media resources is mainly informative translation and their subject matter in our colorful world is quite diverse. A feature of media texts of almost all genres is the combination of message and impact elements in them. According to A. Mikoyan, "the transmission of information is quite rarely completely neutral, i.e. absolutely free from elements of influence on audience. In most cases, the transmission of information is accompanied by a direct or veiled expression of assessment, language means and speech techniques that prompt the audience to a certain reaction to transmitted information, by means of drawing attention to information or to the point of view expressed in the message "[6]. For a translator, the translation of a journalistic text is not an easy task, because the role of influencing the consumer and encouraging interest in certain actions. Creation of the image of the described product or brand requires from the translator a high level of knowledge of the word, relevant colloquial vocabulary, the talent to attract the interest of the reader, create the necessary atmosphere, the translator focuses on the target audience, taking into account the pragmatic potential of the text. Such translations into another language should be performed by a linguist who has sufficient experience in speaking and writing

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speech in the original language and the translator. When translating informational texts, a translator in many situations encounters linguistic problems in communicating the content of the original text, which are associated with differences in the semantic structure and features of the use of morphological units in the original language and in the target language. [7] A perfect translation of a publication, in addition to actually accurately conveying the meaning and content of the publication, should also convey to the reader the emotional component of the original text. Actually, we can say that "the translation took place if its recipients treat it in the same way as they would treat the original if they knew its language" [8]. Different genres of social media texts are characteristic with different proportions and embodiment of message and impact elements, different specific properties of information itself and expressive means. In fact, a professional translator should not only understand this ratio in each text he translates, but also be able to fully convey it in translation. Engaging in pragmatic adaptation, improving the text more accessible or expressive for the consumer, the translator usually not only conveys information, but also interprets it adequately. Very often there is a moment when, as in the information, there is no necessary explanatory data. One of the tasks of the editor is to find the resources that make the complete text with one or another necessary material, or in other words "close the hole" in journalistic jargon. Those cases also belong to one of the forms of pragmatic adaptation, while it is necessary to "shift the focus", to get rid of the excessively subjective assessment of the author. Profitable data communication is obtained by finding the "right angle" - bringing to the front (for example, using as a subheading) material that would attract the recipient's interest. Comparing the original texts of social networks with their translation, one can understand that the translator actually adapts this or that publication in proportion to the wishes of the reader or the intended target audience: demonstrates information, where necessary, removes unnecessary headings, highlights the most relevant translation for recipients of various linguistic and cultural backgrounds. As an example, we demonstrate a publication from the BBC website dedicated to training in the European Union. In the Russian-language version, at the end of the publication, the rating of the CIS universities in the world is indicated, these data are not available in the original. All questions of texts of social networks are divided into: phonetic, lexical, and grammatical.

The person who translates needs to know how they are highlighted in the text, do analyzes and look for the most suitable matches. N. B. Zrazhevskaya and G. S. Belyaeva believe that it is not enough to know grammar and translation theory to hone the skill of full understanding of the text. Over the years, honed

experience says that to control the translation technique, you need high-quality knowledge of certain grammatical and lexical difficulties and experience working on their translations.[9].

Publicism today is the most fully developing method, it is the first written source reflecting general linguistic trends, which contain a different political, economic and social development process. Only the language of social networks has differences in lexical diversity, so with the help of expressive materials it is allowed to establish not only the changes that occur in the language at all stages, but also the changes that occur in the socio-political and socio-economic aspects of the life of society. Grammatical features in translation can be divided into morphological and syntactic. The grammatical specificity of the journalistic style of social networks is reflected vividly in the headings on the feed of articles. The headline on social media plays a critical role. Its main task is to get the interest of the consumer, moreover, it is stated in a minimized form in order to communicate the content of the publication or to emphasize the most important arguments. Thus, the title has an advocacy potential and it should receive consumer confidence, to show him the main idea of the published data. We will present the grammatical features of the style using the example of the headings of English-language texts. They usually use elliptical passive voice methods, with the auxiliary verb to be omitted for both the past and present tense events. More common are headings using verbs like: floods hit the boat, Joseph Davidson is dead, scientists to Russia Are Rising. They also appear quite often in interrogative sentences: Will There Be Another test Next Year? The subject is often omitted in the English heading: Takes for rent cars for driving, Want No War for the next generation, waves of Peace farmers, etc. Often the infinitive indicates the future tense: Scotland to Resume testing, Show participants to vote on new contract, people to fight to fight with each other, etc. There are many structural grammatical translators' transformations that are used to provide a very real translation in the case of grammatical asymmetry of languages. In addition to structural and grammatical transformations, there are also lexical and grammatical transformations: antonymic translation, explication and compensation. Antonymic translation is used when working with social media data to make the text more readable for the consumer. Often, the opposite correspondence looks cool and more interesting in the translation text. In new texts on social networks, this transformation can often be found in the main text, and less often in headings. Comparing the text of the original of the social network with its translation, we can come across an explication, or characterizing the translation, often used by the translator in news materials to interpret the source or the specifics of the definition, this or that argument or phenomenon, which makes the

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translation unit finally readable for the consumer. But, translating the titles of the publication, the explication is not idle, it as if evaluates the quality of "bulkiness", the title should be clear and short.

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