

## FEATURES OF TRANSLATION OF JOURNALISTIC TEXTS FROM ENGLISH INTO RUSSIAN

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**Annotation:** *The article presents the main features of the translation of publicistic texts from English into Russian in the context of the cultures of the host and source languages. The main difficulties that a translator faces when translating media texts are related to terminology, lexical transformations, and overcoming discrepancies in the translation systems of the original and translation languages.*

**Keywords:** *publicistic style, newspaper and journalistic texts, translation of journalistic texts.*

Mass media play a crucial role in modern society, which makes the translation of publicistic materials a key task for translators. When translating such texts, translators may face difficulties related to interpreting specific phrases and terms characteristic of a given topic. The aim of this study is to identify the features of translating journalistic texts. To achieve this, several tasks were set: 1) to define the concept of "publicistic style," and 2) to examine the features of translating journalistic texts. General logical methods (analysis, synthesis, comparison) were used in the research. The materials for the study were selected from news articles published by such English-language media outlets as "The Guardian", "The New York Times", "The Wall Street Journal", and others.

Publicistic style is a particular mode of communication used by mass media to convey news to a broad audience. The primary goal of this style is to inform the public about events while maintaining objectivity and neutrality in the presentation of facts.

Translating publicistic texts includes materials such as news (from newspapers, magazines, and online resources) and articles. This type of translation differs from literary translation, which aims to create an aesthetic effect, as the goal of publicistic translation is to convey information rather than evoke emotions. The publicistic style has its own peculiarities, which directly affect translation. The main purposes of this style are to transmit information and influence the reader. The translator's task is to preserve the style of the original text without altering it. According to A. S. Mikoyan, the adequacy of a translation of a media text includes not only the precise transmission of the informational content but also its communicative function. In other words, it is important to preserve both the semantic equivalence and the functional role of the text in communication. Journalistic texts often include specialized vocabulary and elements of polemics. In these articles, the author always expresses a personal opinion, which must be translated as accurately as possible.

First key factor of publicistic texts is the use of many fixed expressions, such as "on the occasion of" — "по случаю," "by the decision of" — "по решению," "in reply to" — "в ответ на," "in a statement of" — "в заявлении," "with reference to\*" — "в связи с," "to attach the importance" — "придавать значение," "to take

*into account*” — “*принимать во внимание,*” “*it is generally believed that*” — “*no общему убеждению,*” “*it is rumoured that*” — “*ходят слухи, что,*” “*it is reported that*” — “*сообщают, что,*” and others.

At times, the translation of an article may differ significantly from the original. The translator may deviate from the literal meaning of certain words or alter the figurative content, while still preserving the main stylistic features. A concise, clear text should not become overloaded with subordinate clauses that do not convey essential information and are simply added to make the text sound more elaborate. Conversely, a text rich in figurative language should not be reduced to a dry, purely informational statement during translation.

For translating complex lexical constructions, various translation transformations are applied, which help maintain the key characteristics of the original material. For example, the classification of translation transformations by V. N. Komissarov includes the following types:

1. Compensation: “The Premier was kicked from his office yesterday” — “Yesterday the Prime Minister resigned.”

2. Generalization: “London is striding towards the next sporting milestone to secure the next accolade ‘the city which truly made legacy a reality’” — “London is heading towards the next sporting milestone to secure the next accolade, ‘the city that truly made legacy a reality.’”

3. Addition: “But exactly how this drama will play out is an open question” — “But the exact way in which this drama will unfold remains an open question.”

4. Specification: ‘Federal MPs on both sides of the house clamor that asylum seekers should be processed offshore’ — “Federal Members of Parliament from both sides are calling for asylum seekers to be processed offshore.”

5. Substitution: “The last week saw an intensification of diplomatic activity” — “Last week, diplomatic activity intensified.”

When translating publicistic texts, it is important to consider their informational focus in order to preserve the communicative effect and the adequacy of the translation. Second key factor of publicistic texts are their denotative (informational) and expressive (attitudes towards the facts or events) aspects.

Additionally, the translator must take into account the cultural background of both the source and target languages. Some aspects of the text may require not just translation but also adaptation. K. Stetting introduced the term “transediting” to describe this phenomenon, which refers to a combination of translation and editing. This approach is widely used in publicistic translation, where the goal is to tailor the text to the needs of the target audience. “Transediting” may involve adapting units of measurement, omitting information irrelevant to the target culture, or providing clarifications. These adaptations are necessary to ensure the clarity and relevance of the text.

Thus, publicistic style is characterized by its universality and its focus on conveying information. An important feature of this style is its ability to impact both the emotions and the reasoning of the readers. The main task of the translator is to pro-



duce an accurate translation, meaning one that faithfully conveys the original text into another language. Achieving this goal requires careful attention to the text itself.

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