

PECULIARITIES OF TRANSLATION OF SHORT NEWS REPORTS FROM ENGLISH INTO UKRAINIAN

Media text translation requires extraordinary efforts from the translator since journalistic style should combine the reliability of the data provided and the relative ease of their presentation.

Media texts are characterized by the usage of non-equivalent lexical and grammatical elements, clichéd or idiomatic phrases, and numerous socio-political realities unfamiliar to the general public. Past research on news translation [3, 4] proves this is a complicated issue.

English and Ukrainian short news reports, which belong to the media discourse, have standard and distinctive features. Their similarity is related to the general characteristics of the information news genre. At the same time, differences arise due to the divergent lexical and grammatical attributes of English and Ukrainian and as well as in worldview discrepancy caused by cultural, geographical and other factors.

Peculiarities of translation of Internet media short news reports from English into Ukrainian are presupposed both by the need to adequately reproduce the original content by means of the target language and the need to preserve the pragmatic effect of the news.

Issues in translating such informational messages arise due to the abundance of set expressions, terminology, neologisms, proper names, idioms, realias, unique grammatical constructions in the source language. An additional issue of such translation is news headlines [2].

Translation problems often require a situational approach. Thus, to achieve equivalence between the content of the original and translated texts and to reproduce the original pragmatics of online media news reports, translators should have thorough background knowledge and the ability to properly select means of expression and apply translation transformations.

Genre and linguistic-pragmatic peculiarities of short news reports posted in Internet media have much in common with news in traditional media. They also partially coincide with the characteristics of other elements of the genre system of online media discourse. However, multimedia, hypertextuality, impartiality, and information compression have become unique genre features of short online news reports.

Analysis of the English and Ukrainian short news Internet discourses demonstrates a direct relationship between the number of unique grammatical and lexical units and the complexity of the translation process. Additionally to linguistic knowledge, this type of translation requires thorough background knowledge and skills to achieve full semantic equivalence of the source and target texts.

Transformations play an essential role in the translation process since they help to adapt lexical, grammatical, and stylistic features of English news reports into the norms of the Ukrainian language.

To adapt these features of English texts to the norms of the Ukrainian language and ensure English-Ukrainian translation quality, translators should apply diverse stylistic and lexico-grammatical translation transformations, which contribute to adequate reproduction of the author's communicative intention. For instance, transcoding, loan translation, explication, generalization, descriptive and antonymous translation, as well as permutation, addition, omission, replacements, etc.

References:

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IMPACT OF GLOBALIZATION ON CROSS-CULTURAL COMMUNICATION

During the last decades, we have been observing a great impact of globalization on our life. However, the development of this phenomenon started in the 18th-19th century, with the spread of the industrial revolution in different countries since ways of transportation and communication became easier. Also, the occurrence of such processes is connected with the formation of colonial empires. The term globalization was first used by T. Levitt, who published the article "The Globalization of Markets" in *Harvard Business Review* in 1983. The researcher described globalization as the process of merging markets for goods [1].

Depending on the sphere, globalization has different definitions. Economic globalization is the increase of intense economic ties which form global economy. Political globalization means the growth of the worldwide political system. Thus, we can state that globalization is the process of interaction and integration among people, companies, and governments worldwide[2].