

FEATURES OF TRANSFERRING THE COMMUNICATIVE AND PRAGMATIC ATTITUDE OF THE NEWSPAPER HEADLINE INTO THE TRANSLATION PROCESS

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Abstract

This article examines the peculiarities of transferring the communicative and pragmatic attitude of newspaper headlines during the translation process. Newspaper headlines play a crucial role in conveying the essence of a news article while capturing readers' attention. Translating these headlines requires careful consideration of the communicative and pragmatic stance embedded in them. Newspaper headlines serve as effective communication tools that aim to convey the main message succinctly and efficiently. When translating this communicative environment, the translator must understand the main purpose, target audience, cultural nuances, and intended impact of the original heading.

Keywords: tone, clarity, register, idioms, wordplay, linguistic register, cultural relevance, sensationalism, Age of Translation, article, syntactic, punctuation, stylistic.

Introduction

Translating newspaper headlines goes beyond translating words. It requires the transfer of the communicative and pragmatic attitude anchored in it. By understanding and considering the characteristics of conciseness, clarity, tone, register, cultural relevance, idioms, wordplay, linguistic register, sensationalism, and bias, translators can effectively convey the essence and impact of newspaper headlines into the target language. By skillfully handling these challenges, translators can maintain the communicative and pragmatic stance of newspaper headlines, ensuring that their translated versions captivate and engage readers while remaining faithful to the original purpose and intent.

Literature review

The purpose of this article research is not only to identify the communicative and pragmatic features of the modern English-language Internet press but also to analyze the features of the transfer of the communicative and pragmatic attitude of the original title into Russian. To achieve this goal, the work uses the translation of the titles of English-language Internet publications selected as part of the study and presented by the Internet portals "Foreign Media"



and “Foreign Press”. The translation of media texts is one of the most pressing problems today. A.L.Semenov rightly notes that “by modern reality, our century, along with other epithets, is called the “Age of Translation”, which is due to the unprecedented growth of information, the rapid distribution and consumption of which is attributed to us.” *Translations Thank you very much.*”[1].

It is important to note that the main difference between these Internet resources is that the Foreign media portal performs full-text translation, while the foreign press resource performs translation editing. Before proceeding to a comparative analysis of the translation of the communicative and pragmatic features of Internet newspaper headlines, it is necessary to consider the connection between the concepts of equivalence and the adequacy of translation. First of all, it should be noted that the problem of literalism is closely related to the concepts of equivalence and adequacy of translation. Since the peculiarity of the Internet press lies in the speed of information provision, the translator will likely encounter this problem due to lack of time.

T.R.Levitskaya and A.M.Fiterman give the following definition of literalism: "Literalism is a misunderstood accuracy, a slavish copying of foreign language features, which leads to a violation of the norms of the language into which the translation is made or a distortion of the meaning" and often both together"[2]. The definition under consideration fully reveals the consequences of a literal translation, which leads to an inadequate transmission of the original. Therefore, the translator's task as an intermediary, even if B. there is a significant lack of time, is to avoid the formal structure of the original and concentrate on the norms and rules of the translation language. By adhering to these requirements, equivalence/adequacy can be achieved in the translation process.

The most detailed definition of equivalence is provided by V.S.Vinogradov: “equivalence in translation theory means maintaining the relative equality of the substantive, semantic, semantic, stylistic and functional-communicative information contained in the original and the translation”[3]. An equivalent translation according to L.S.Barkhudarov is “a translation carried out at a level necessary and sufficient to convey an unchanged content plan while respecting the translation norms[4]. V.N. Komissarov defined translation equivalence as the semantic proximity of the translation text to the original text[5]. The researcher who formulated the theory of equivalence levels distinguished two types of equivalence: potentially attainable and translational. Potentially achievable equivalence means the greatest possible similarity in content between two multilingual texts, taking into account the differences between these languages. Translation equivalence means the actual semantic proximity of the original text and the translation text that the translator achieves in the translation process [5].

The American linguist Yu. Naida distinguished two types of equivalence: 1. Formal equivalence means focusing on both the form of the original message and its content. In this case, the translator often resorts to footnotes to make the text as clear as possible. 2. Dynamic equivalence consists of the translator's desire to create a dynamic connection between the recipient and the translated text that is close to the connection between the recipient and the original text. This type of equivalence is based, on Yu. Naida, looking for the closest natural equivalent of the source text[6].



Research methodology

Regarding the connection between categories of equivalence and adequacy, A.D.Schweitzer stated the following: “Equivalence focuses on the results of translation, on the correspondence of the text that arises as a result of interlingual communication, and certain parameters of the original, among which “Adequacy is among the Conditions of interlingual communication with their determinants and filters, with the choice of a translation strategy that does justice to the communication situation. In other words: If equivalence answers the question of whether the final text corresponds to the original, then adequacy answers the question of whether translation as a process meets these communicative conditions”[7]. The researcher also pointed out that “Adequacy is based on actual translation practice, which often does not allow for an exhaustive transfer of the entire communicative and functional content of the original.” The nature of a compromise is that translation requires sacrifices, and those of the translators often do too must accept certain losses in the translation process to convey the nature and essence of the source text (its functional dominants)” [7].

We agree with V.V. Sobnikov that “adequacy is the main characteristic of the quality of the translation in the result and, accordingly, the main criterion for assessing the quality of the translation.” It is this characteristic that is taken into account by the participants in the act of communication “respectively”. the initiator of translation as the compliance of the translation with its expectations”[8]. Based on the statement of V.V.Sdobnikov, in this article, we will analyze the adequacy of translating the headlines of the English-language Internet press. Many researchers agree that an adequate translation should lead the recipient of a foreign language to respond by the communicative attitude of the addressee and (if possible) both semantic and substantive aspects while preserving the stylistic content of the original [8].

Analysis and results

According to A.S. Mikoyan: “An adequate translation of a media text (both in the narrow and the widest interpretation of this concept) implies the correct transfer into another language not only of the actual and purely informational content of the text but also of its communicative-functional orientation”[9]. V.V.Sdobnikov in his monograph “Translation and the Communicative Situation” devotes himself to the strategy of communicative-equivalent translation and comes to the following conclusion: “The basis for establishing the equivalence ratio of IT (i.e. the source text - KI) and PT (i.e. The translated text (AI) is not a comparison of the communicative effects or reactions of the addressees, but a comparison of the potential ability of PT to act as a tool to implement the communicative intention of the original author. In other words, if PT has the potential ability to serve its recipient corresponds to “To influence the communicative intention of the author of IT, then IT and PT can be viewed as communicatively equivalent”[10].

Because “the effect that the translation text has on a foreign recipient should only correspond in essential and not in all features with the effect that the original text has on its recipient”[11], this work aims to emphasize the communicative and pragmatic attitude of the original title as the main prerequisite for an adequate translation. The special features of conveying the structure, vocabulary, and style of the original title are also the focus of our interest. Therefore, this chapter examines the possibilities of conveying the communicative-pragmatic attitude



through syntactic, punctuation, and stylistic features of English newspaper headlines. Particular attention is paid to the tactics of conveying personal deixis to pragmatically influence the reader. It is important to note that when analyzing the factual material, newspaper headlines with increased pragmatic potential were identified.

Conclusion and recommendations

Translating newspaper headlines goes beyond translating words. It requires the transfer of the communicative and pragmatic attitude anchored in it. By understanding and considering the characteristics of conciseness, clarity, tone, register, cultural relevance, idioms, wordplay, linguistic register, sensationalism, and bias, translators can effectively convey the essence and impact of newspaper headlines into the target language. By skillfully handling these challenges, translators can maintain the communicative and pragmatic stance of messages

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