

LINGUISTIC AND STYLISTIC FEATURES OF THE TRANSLATION OF TEXTS IN A JOURNALISTIC STYLE

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Abstract. The research paper presents the lexical and grammatical patterns of translation of journalistic texts. The concept of journalistic style is defined. Linguistic and pragmatic features of journalistic texts are revealed. Also, the means used for the translation of journalistic texts and their systematization are analyzed.

Keywords: journalistic style, translation of texts, linguistic and stylistic features, linguistic and stylistic analysis.

Introduction.

Journalistic style is one of the functional styles of speech. It covers many topical problems of society: politics, economics, philosophy, culture and customs, art. Newspaper articles are distinguished from literary and official texts by topicality of subjects of attention, figurativeness, metaphor and colorfulness in rather serious issues. Most often, journalistic texts are found on the pages of newspapers and magazines, including on the Internet.

The aims of newspaper and journalistic texts are: to influence, instill a certain kind of opinion, as well as interest in current events among readers.

Through a better orientation in the events covered in the newspapers, people form opinions, political views and attitudes.

The text of a journalist differs from the text of fiction and from the scientific text by focusing on the presentation of events in their relevance. From the media, we expect first of all news reports. This is the typical expectation that distinguishes media from fiction.

Most of the means of newspaper style are aimed not only at informing, but also at emotional stimulation of readers. An interesting feature of journalistic texts is the combination of expressiveness, which is expressed through special syntactic constructions and linguistic means (phraseological units, jargon) and elements of official business style (for example, clichés) that distinguish this style from all others and create a special atmosphere favourable for influencing the public opinion.

Methods of research.

The belonging of the original to a particular functional style may influence the nature of the translation process and require the translator to use special methods and techniques. Focusing on a similar original can predetermine the stylistic characteristics of the target text, and, consequently, the need to choose such language means that characterize a similar functional style.

To demonstrate the specifics of the journalistic style, we present the most general, but also quite clear, from our point of view, set of defining parameters (factors) and characteristics.

Journalistic style is a functional style of speech used in the following genres: essay, article, reportage, feuilleton, interview, appeal, note, review, pamphlet, report. It serves to influence people through the media - newspapers, magazines, posters, booklets. It is characterized by logic, emotionality, appraisal, appeal.

Emotionally colored words are often used in this style, mostly short sentences, verbless phrases, rhetorical questions, exclamations, repetitions are used. Special vocabulary is also used that requires explanation. The information that the text of the journalistic style carries in it is intended not only for a narrow circle of specialists, but for the general public and is designed not only to deliver information to the addressee, but also to evoke feelings in him.

The translation of journalistic material is associated with a number of difficulties. Journalistic texts include not only special terms, but also elements of controversy. The author always expresses his own opinion in a journalistic article, which should be conveyed in the translation most adequately.

Journalism involves the use of various material from different fields of science and technology, as well as literary quotations. Often the translation of a journalistic article differs significantly from the original text. The translated text contains significant deviations from the direct dictionary meaning of some words, and the figurative content also changes significantly. The main features of the style should be preserved. A concise, concise text should not “overgrow” with an abundance of subordinate clauses during translation, which do not carry the necessary information and serve solely to make the text “ornate”. And vice versa, a text saturated with figurative means should not be transformed into a simple informational message during translation.

When translating a journalistic text, unnecessary words should be avoided, but special attention should be paid to the names of political parties, movements, the names of institutions, authorities, etc. When translating, you

should fully convey the meaning of the name, but you need to be guided by the rules that are characteristic of the target language, and not the original.

It should also convey the features of the author's style, choosing similar figurative means.

Complex lexical constructions can be modified using various translation transformations (integration, splitting, addition, various types of substitutions). At the same time, the main features of the source material must be preserved.

It is also necessary to take into account the attitude to information and the attitude to beliefs of these texts in order to maintain the communicative effect and achieve the adequacy of the translation. So, you should pay attention to two main features of journalistic texts: denotative and expressive. The denotative characteristic is associated with the transfer of information. Expressive characteristic is associated with the transfer of attitude to a particular fact or event.

The pragmatic factor also plays an important role in the translation of journalistic texts.

Publicistic style has the following functions:

Informational - in the shortest possible time to inform the latest news to people;

Influencing - to influence the opinion of people about any problem: social or socio-political.

Vocabulary used in a journalistic style can have a pronounced expressive coloring and include colloquial, colloquial and slang elements. The text written in a journalistic style is very emotional and figurative, logical (based on irrefutable facts to make the speech credible), easy and understandable. From a morphological point of view, the style is replete with adjectives, pronouns, adverbs and verbs in the present tense (to create the effect of presence).

The journalistic style mostly uses expressive syntax:

Short declarative, interrogative and exclamatory sentences;

Parceling - separating a part of a proposal into one separate proposal;

Segmentation - putting an important statement at the beginning of a sentence;

Inversion - changing the order of words in a sentence to enhance expressiveness;

The use of stylistic figures - anaphora, rhetorical question, rhetorical exclamation, parallelism, epiphora, antithesis, oxymoron, gradation, ellipsis.

As mentioned above, the journalistic style tends to use relatively short sentences. Paragraph division is also widespread - one sentence can be separated into a whole separate paragraph.

In English-language linguistic studies, the definition of "newspaper language" ("newspaper language") is often found, there are many works separately devoted to the study of newspaper language.

When translating any text in a journalistic style, it must be borne in mind that each author has his own ideology, his own ideological style and his own life position. All this is often conveyed with the help of subtext through metaphors and phraseological units, and word-for-word translation is likely to distort what is written. Therefore, the translation must be carried out with extreme caution, each time choosing the most appropriate option.

When translating texts, there are various problems: lexico-semantic, grammatical, syntactic, rhetorical and pragmatic and cultural problems.

Lexico-semantic problems can be solved by checking with dictionaries, glossaries, terminology banks and experts. Such problems include neologisms, semantic gaps, contextual synonyms and antonyms, semantic adjunctions and lexical connections. Also problems arise with homonyms - words that can have several meanings depending on the context, they sound the same but have completely different definitions, as well as with heteronyms - words that are spelled the same but are pronounced differently and have different meanings (i.e. I drove down the windy road on a windy day). There are interlingual homonyms - "false friends of the translator", for example, angina - angina, not tonsillitis. Separately, it is worth noting phrasal verbs, which are especially common in informal English (look up, close up, break up, break in, run out), and in most cases you cannot translate the verb separately from the preposition.

Problems can also arise with compound words, which may not have the same general meaning as the words they are composed of. Moreover, in one group of words (for example, bookworm - a person who enjoys immersion in a good book), one of the components may have a connection with the meaning of the compound word, and in another group of words, its components have absolutely no connection with the final meaning of the word (butterfly - butterfly, butter - oil fly - fly; deadline - deadline, dead - dead, line - line).

Grammatical issues include, for example, questions of verb tenses, aspectuality (their appearance indicates how the process or state expressed by the verb is represented in terms of its development, as opposed to tense itself), and whether the subject pronoun should be made explicit or not.

Syntactic problems can lie in syntactical parallels, the passive voice, the point of view from which the story is organized, and even in rhetorical figures of speech such as hyperbaton (inversion of the natural order of speech) and anaphora (repetition of a word or segment at the beginning of a line or phrase). Each language has its own specific structure, and its features are directly related to the difficulties in translation. A simple sentence in English always has a subject, a verb, then an object, in that order (she eats apple). In Russian, the order of parts of speech in

a sentence is not strictly defined, and as a result, translators must be very careful to add, remove, and rearrange words in a sentence to make the sentence sound better without losing its meaning.

Rhetorical problems relate to the identification and reconstruction of means of expressiveness of speech (comparison, metaphor, metonymy, synecdoche, oxymoron, paradox, etc.) and diction. Idiomatic expressions explain something in terms of various figures of speech, and the meaning of these figures of speech cannot in any way be guessed by a literal translation of the words they contain. Many linguists insist that idioms are the most difficult parts of a text to translate. Indeed, idioms are the very problem that machine translation will never be accurate.

Pragmatic problems arise when distinguishing between formal and informal address, as well as idiomatic phrases, sayings, irony, humor and sarcasm. The translator must immediately decide which address - formal or informal - is more appropriate, and such a decision is not always clear. Sarcasm is a sharp, cutting style of speech that usually means the complete opposite of the literal wording.

Usually sarcasm loses its meaning when translated word for word and can cause misunderstandings. Thus, the translator should emphasize the sarcastic passages using a local idiom that may work best for readers in that culture. The main differences in pragmatic nature that may appear between the source language and the receiving language are as follows: the motivation of the source text and the target text; source text and translation text function; the target reader of the source text and the translation text.

Cultural issues arise when there are differences between cultures, such as in the names of dishes, festivals, holidays, and cultural connotations in general. The translator must use language localization to properly adapt the translation to the culture for which the translation is being created. The simplest example of such a problem is date translation. In the English text, 05/06/2019 will mean May 6, while for aUzbek-speaking person, the same date will mean June 5.

Some lexical units do not have a direct correspondence, so the translator has to find or even invent an analogue. Sometimes phrases in English have a deeper meaning than in Uzbek. In this case, the translator is responsible for conveying the meaning and mood of the translated phrase: either make a footnote from the comments of or find a more suitable analogue in the receiving language, but distorting the meaning of the original phrase.

Also, the translator cannot always understand what the author meant, because the translator is also a person, and no matter how well he knows the culture of the target language, it is impossible to know all things in the world.

Therefore, when translating, some of the meanings can suddenly be lost. Of course, such semantic losses are carefully minimized by analysing the idiosyncrasy, language, words and phrases used, the author's literary methods, images and associations used.

When translating the means of linguistic expressiveness (metaphors, idioms, etc.), the translator faces the problem of the equivalence of translation units. Often lexical units in the translated and receiving languages are not completely identical to each other: they can have different connotations and meanings. The translator must take into account the socio-cultural environment of the receiving language.

The quality of translation depends on the artistic taste of the translator, on his talent and his ability to select language means.

Publicistic style performs primarily the functions of influence and communication. In this regard, one of the conditions that determine the preferred use of one or another method of transforming an utterance is the expressive, metalinguistic and other functional characteristics of the translated text. At the same time, in order to make an informed translation decision, it is extremely important to determine which functional characteristic is leading for the translated statement. When choosing one or another way of implementing the translation process, the translator takes into account the correlative effect of stylistic means used in the original and in the target text.

Another important factor limiting the range of linguistic means used in the text of the final message is the genre and stylistic features of the translated material. The mechanism of action of translation methods was examined in detail on the material of a journalistic style, that is, a newspaper article. In a number of cases, an adequate transfer of the leading stylistic function requires certain shifts in the denotative meaning. The so-called "compensation method", that is, the regrouping of stylistically colored components of the utterance, finds wide application in the transfer of expressive-stylistic shades of an utterance. When translating texts that use stylistic transpositions, i.e. interspersed with elements alien to a given style, the decisive criterion for choosing a translation method is the functional role of these transpositions.

Results.

The probabilistic nature of translation patterns are based on a greater or lesser frequency of use of a particular unit and its foreign language equivalent within the framework of the corresponding style of the source and target languages. Accounting for these differences requires the translator to observe certain quantitative proportions in the use of direct correspondences of these units in the target text.

The foregoing is directly related to the translation of newspaper clichés. Direct correspondence to a cliché, which most accurately conveys its denotative meaning, is by no means always the best option for its translation, since in the target language it lacks the traditional, habitual, regularity that characterize it in the source language.

Conclusion.

Similar patterns are also found when comparing texts in the source language and in the target language from the point of view of the functional and stylistic relatedness of the language units used in them. Both in English and in Russian, newspaper and journalistic texts are characterized by functional and stylistic heterogeneity: they contain both units inherent in bookish and written speech, and units specific to colloquial speech. At the same time, the ratio between these units in Uzbek and English is not the same. The proportion of specific book units used in this style is noticeably lower in English. On the other hand, colloquial units are much more common in English newspapers. This difference is reflected in the translation process. Thus, when translating from English into Russian, newspaper and journalistic texts are often subjected to stylistic modification, during which colloquial units are replaced by stylistically neutral ones.

The material presented in this paper testifies to the complexity and versatility of the translation process, as well as to the diversity of intralinguistic and extra linguistic factors that determine translation decisions. These factors sometimes contradict each other, and accounting for one of them is not always compatible with fully accounting for the other. However, the absence of strictly regulated decisions introduces an element of creativity into the translation activity.

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