

NEWSPAPER STYLE. THE TRANSLATION ISSUES OF LEXICAL UNITS AND WORD COMBINATIONS IN NEWSPAPER TEXTS

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ABSTRACT

The article deals with the problem of studying of the main peculiar features of the newspaper style, the notion of newspaper headline, its types, functions and translation issues of lexical units and word combinations in newspaper texts. It gives information about the language of mass media, a system of interrelated lexical, phraseological and grammatical means serving the purpose of informing, instructing and entertaining people.

Keywords: newspaper, mass media, advertisement, newspaper texts, terms, newspaper style, headline, lexical units, word combinations, style, terms, culture.

INTRODUCTION

Mass media, newspapers, different types of news, information and facts have their own writing styles, structures and features. When translating texts of foreign newspapers and magazines, it is also necessary to follow a number of basic rules. Newspapers play an important role in the daily lives of foreigners and it is hard to imagine them without newspapers.

English quality newspapers are distinguished by their striking style, medium-sized headlines and small-scale images. Popular newspapers, on the other hand, newspaper headlines, short messages, colorful tones, and pictures are very different from each others. The New York Times, USA Today, Newsday, The Times, The Daily Telegraph, Financial Times, The Guardian, The Sun Daily Mail, Daily Express, Daily Mirror are the most popular daily newspapers in the world, and they have own features.

Translation of newspapers and advertisements is still a field of study, which is causing difficulties among translators. Because the newspapers and advertisements do not belong to a particular style of speech, translators usually use many methods and techniques of the translation. The purpose of the original text is to attract customers to the goods and services offered and increase their purchasing power. Because it is difficult to express this goal in the target language, the translator recreates the original text. In this case, the types and different parts of articles in newspapers are formed. Each has its own style and language. Working with one article or section may not work for all of them. This raises a lot of questions about newspaper translation. There are main key features in translation of newspaper texts.

1. Style. 2. Terms. 3. Culture.

STYLE

It depends on the country and language in which the newspapers are published, and they are created in different sections. The scope of the article is related to current events and news in

various areas of taxation, business, art, culture, international and so on. This is the main style of the article, which provides information about them and sometimes comments on some events. If you have a political commentary written by a politician, it will have any style and general environment that they decide to use. The main articles are like essays and contain a lot of stories. It is important to use and discuss each of their different methods in effectively translating everything in the newspaper. Although the system of language tools used in the newspaper genre varies, the newspaper style differs among other styles of speech by a number of common features. Newspaper reports are usually prepared and read quickly.

TERMS

Another important aspect in media translation is these special terms. Each country has its own terminology and different jargon used only in the main texts. If we use them outside of the text, they may not be emotional. The best example of these jargons are political terms in the UK. For example, the term "affirmative action - positive action" refers to anyone who follows current events in Britain. This phrase is difficult to define in translation, and there may not be a corresponding equivalent in the target language. There may not be such a political concept in the culture of the language being translated. Therefore, a comment or link will be posted below. This is a big challenge for the translator, as they need to be knowledgeable and informed on the subject and provide the necessary insights and explanations without overdoing the article or abandoning the topic.

In addition, there are several clichés which are used in newspapers. Clichés are stereotyped expressions, commonplace phrases familiar to everyone. For instance, zero tolerance, pressing problem, public opinion, free markets. When translating newspapers, it is important for translators to show the best ways to translate from the original language into the target language.

CULTURE

One of the necessary aspects of the translation process is the correct reflection of intercultural communication. Political commentary poses enormous challenges for translators. There are some notions that politicians often create new words and terms. For instance, great power (buyuk davlat in uzbek) road map (yo'l xaritasi in uzbek) , puppet government (qo'g'irchoq hukumat), New Deal (yangi bitim), trickle-down economics – deep economy (chuqur iqtisodiyot) , détente – courage (jasorat), affirmative action - positive action. These words are common in political discourse. They are a barrier for the translator to find in accordance with the language culture being translated. Of course, it is necessary to differentiate the translation of published political news. In the culture of translation, the political news of one state must be separated from the political news of another and published in separate contexts. When translating newspaper texts, it is necessary to translate them into another language, taking into account the above important aspects and factors.

In conclusion, the language of mass media includes a system of interrelated lexical, phraseological and grammatical means serving the purpose of informing, instructing and entertaining people.

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