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FUNCTIONAL FEATURES OF RUSSIAN NEWSPAPER HEADLINES AND METHODS OF THEIR TRANSLATION INTO ENGLISH

In the conditions of volatile political and economic situation and the presence of points of tension around the world, the media in all their diversity (traditional print press and its online publications, social networks, forums, etc.) currently play a significant role in shaping the picture of the world. However, more and more preference is given to communication and consumption of information online [Sergeeva Yu., 2019]. According to Global Digital data for 2022, the total number of Internet users is 4.95 billion people (Figure 1).

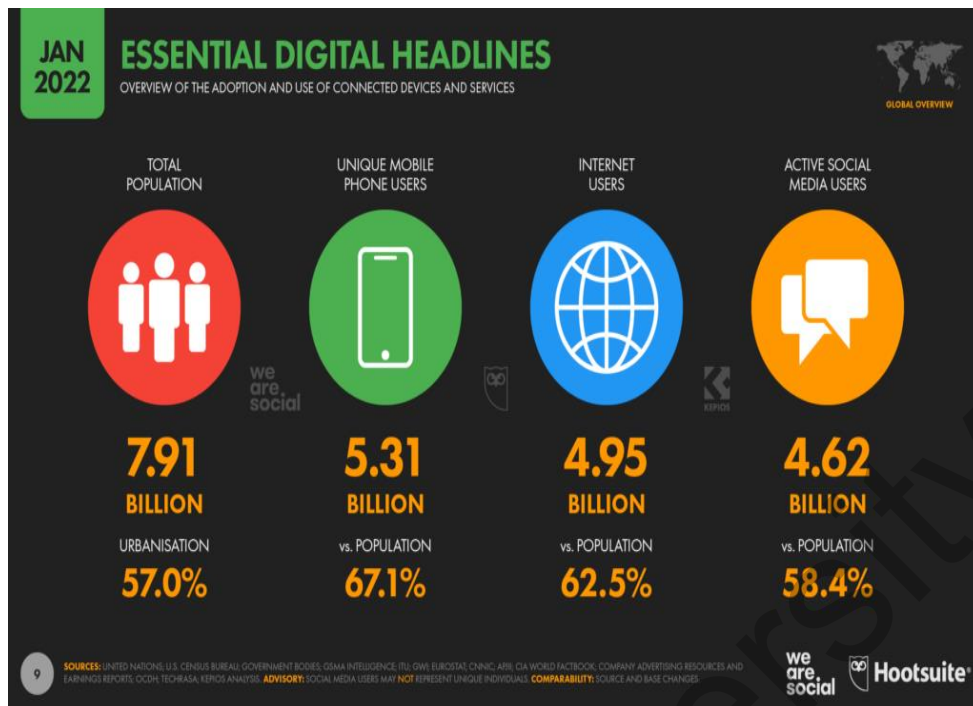


Figure 1. Overview of the adoption and use of connected devices and services

The events of reality acquire significance only if they are covered in the media, especially new media, the role of which has increased significantly. At the same time, media reality, which is essentially subjective, is perceived by the audience as objective [Suvorova, 2017].

In an online age where attention span is shrinking due to information overload, these are remarkable feats of typing, but headlines are not respected here. Headlines these days have often been derided as a sensational trick, "the art of exaggerating without lying," [Friedrich O., 1959].

This article analyzes and compiles a list of lexical and grammatical transformations most often used in the translation of news headlines. The material for the study was the headlines of the Russian news portal *Russia Today*.

An analysis of the theoretical literature concerning the functional aspect of a newspaper headline allows us to speak of a plurality of views on this issue. Linguists distinguish from three to five functions of a newspaper headline in their works. Summarizing the information obtained, we can talk about three main functions of the phenomenon under study: nominative, informative and pragmatic functions.

The nominative function of a news headline is that it names the text. N. V. Inozemtseva, following A. S. Popov [Inozemtseva, 2015], believes that this function brings the title of articles closer to proper names, which are characterized by hypertrophied nominativity.

Headings differ from proper names in that the latter are associated with the content of the heading, designate the subject in connection with its features. Regardless of the syntactic structure, the headline performs a nominative function, giving the reader the opportunity to identify the text, to divide the news issue into separate articles [Chen, Conroy, Rubin, 2015].

The informative function of the headline is manifested in the fact that it briefly expresses the main idea of the titled text. Also, this function is sometimes called communicative, as it is associated with a message about the content of the text. As Lazareva notes, the headline activates the work of the reader's thinking through the arousal of interest [Lazareva, 1989].

Performing this function, the headline draws the reader's attention to the text if it contains information of interest to the reader [Dijk V., 1988]. For example, if a news item about new Biden's initiatives is relevant to a person interested in politics, regardless of whether the headline is expressive or neutral, it will be read.

The specificity of the informative function of the headline is associated with its belonging to one of the mass media; it is due to the fact that the newspaper or magazine performs a specific task. First of all, the news headline should be some kind of operational "informant". The implementation of this task is carried out due to the maximum multiplicity (the use of the minimum number of language units) with maximum information content (maximum content). At the same time, the maximum information content is evaluated not only from the quantitative side (maximum transfer of content, but also from the qualitative side, participation in the explanation of the conceptual and thematic lines of the text).

The performance of the pragmatic function is associated with drawing the reader's attention to the text due to the external and internal form of the title. At the

same time, the headline draws arbitrary attention to the text and excites a whole range of emotions [Sharipov, Karimova, 2015]. The headline is often included in the creation of stylistic text effects. The pragmatic function can be implemented using non-verbal means: font emphasis, font size, illustrations and photographs. According to Chi Luu, headlines use an expressive, “connotation-rich” vocabulary to get our attention [Luu Ch., 2016].

Using the method of continuous and random sampling, we selected 80 headlines from the news bulletins of the *Russia Today* channel. In the process of research, we used the method of description, contextual analysis, comparison, statistical analysis and generalization.

The work carried out has shown that in order to achieve maximum adequacy and equivalence, various translation techniques are used in translation. Within the framework of this study, grammatical and lexical transformations used in the translation of news headlines into English were considered.

The analysis of practical material suggests that grammatical transformations are used in the translation of news headlines into English more often than lexical transformations (Figure 2)

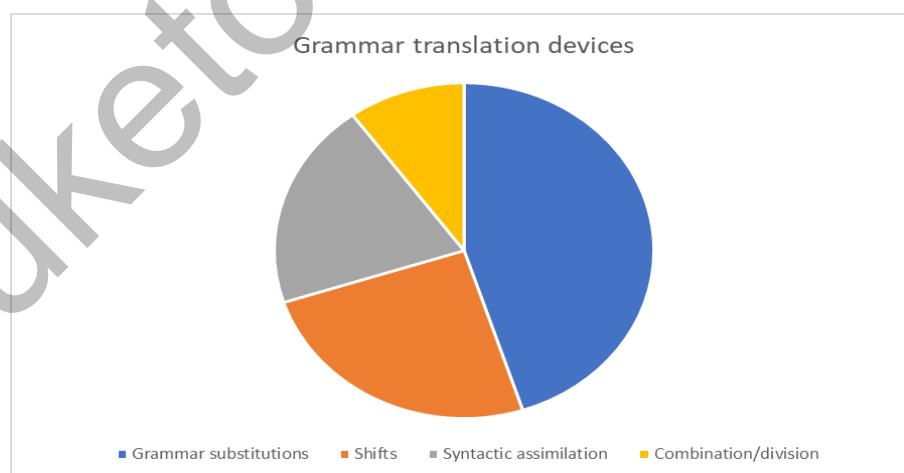


Figure 2. Frequency of using grammatical transformations when translating news headlines

In our opinion, this frequency is due to the existence of differences between the two systems of languages. The Russian language is an inflectional language in which the relationship between words is regulated with the help of word-building formants. In English, this function is performed by many function words. Considering the frequency of the use of grammatical transformations, it should be noted that most often when translating Russian newspaper headlines into English, various grammatical substitutions are used. The use of this technique is associated with differences in the grammatical structure of the English and Russian languages. In this regard, when translating, several types of substitutions are used:

- shift in the use of sentence members, for example, in which the object, when translated, begins to play the role of the subject: *ЕС выделит €6 млн на реализацию Соглашения об ассоциации Молдавии с ЕС - €6 mln to be issued to implement the EU-Moldova convention of association* [<https://russian.rt.com/world/news>]

- syntactic substitution, in which the conjunctive clause can be translated as conjunctionless. As a rule, this type of substitution is rarely used, since headlines are short and capacious sentences;

- replacement of the person category: *В ЕП обеспокоены возможной утечкой данных МИД Венгрии из-за «работающих на Россию хакеров» - EP is worried about the potential loss of Hungarian Foreign Ministry's data due to "hackers working for Russia"* [<https://russian.rt.com/world/news/990917-vengriya-es-hakery>].

- replacement of the category of time. The analysis of practical material allows us to note that verbs are rarely used in Russian headlines, while in English headlines they are used quite often. We agree with I. S. Alekseeva that the use of present tense verbs helps the authors of articles to bring readers closer to what is happening, to make them participants in the events [Alekseeva, 2004].

The difference in the actual division of the sentences of the English and Russian languages determines the use of such a translation technique as shift. As a rule, in an English sentence, the rheme, or new information, is located at the

beginning of the sentence, which can influence the frequent use of passive constructions. In Russian, new information is indicated at the end of the sentence, which causes the use of a shift within the sentence. The rearrangement within the phrase is associated with a different arrangement of attributes in Russian and English.

In addition, when translating Russian news headlines into English, syntactic similitude is often used. In our opinion, the use of this technique is due to the fact that the translator tries to convey as accurately as possible not only the meaning of the headline, but also its form, which ultimately allows preserving the author's intentions.

Also, when translating news headlines, lexical transformations are used.

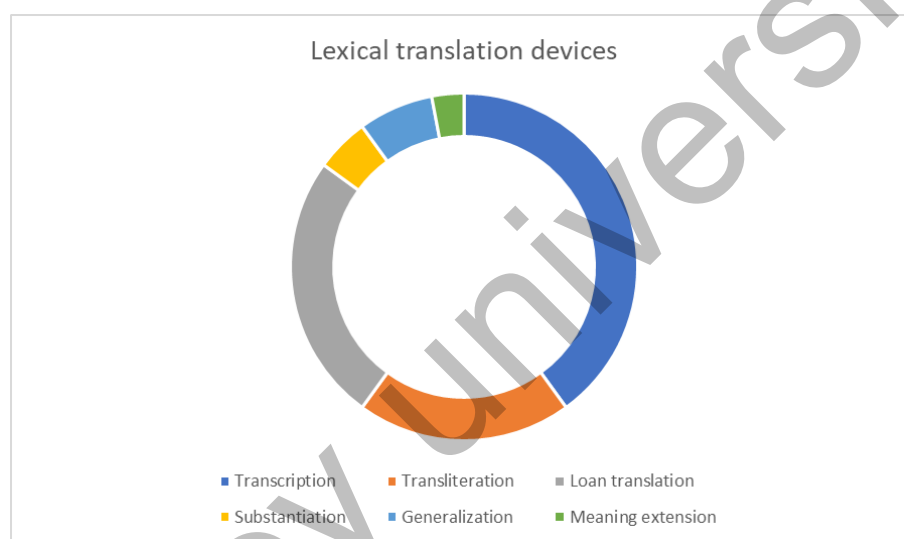


Figure 3 Frequency of using lexical transformations when translating news headlines

An analysis of practical material allows us to say that transcription and transliteration are most often used in translation to convey proper names. Loan translation is used by translators to convey non-equivalent vocabulary or set expressions, which is due to the presence of cultural, geographical and other factors. Less commonly used are substantiation, generalization, and meaning extension.

In addition, the analysis of the transformations used in the translation of headings from English into Russian allows us to note the simultaneous use of several translation transformations, which helps to achieve maximum equivalence and adequacy in translation: *Басарову грозит тюрьма и кровная месть. - Чечня Urges Moscow to Hand Over Regime Critic* [<https://russian.rt.com/world/news>].

To sum up, it is necessary to know the features of translation devices, since there are differences between the structure of English and Russian headlines, knowledge of which allows you to convey the meaning and originality of the heading as accurately and concisely as possible.

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СОВРЕМЕННЫЕ ПРОБЛЕМЫ ЛИНГВИСТИКИ РАЗЛИЧИЯ В УПОТРЕБЛЕНИИ ОФИЦИАЛЬНО-ДЕЛОВОЙ И РАЗГОВОРНОЙ ЛЕКСИКИ В АНГЛИЙСКОМ ЯЗЫКЕ

В английском языке существует несколько стилей и самые популярные из них это разговорный, официальный, официально-деловой, публицистический, научный и художественный. Необходимо уметь отличать их друг от друга и знать, какая лексика относится к каждому из стилей, для того чтобы уместно употреблять их в зависимости от обстоятельств и лингвистических целей.

Выбранная тема статьи является актуальной поскольку в наше время плавно стираются грани между стилями и их лексикой, слова переходят из одного стиля в другой или же становятся общеупотребимыми. Тем не менее, четкие грани различия стилей существуют и в них необходимо разбираться.

Предлагаем сфокусироваться на различиях в лексике разговорного и официального или официально-делового стилей. Формальный стиль используется в официальной обстановке: в этом стиле проводятся конференции и презентации, проходит деловое общение, пишутся документы, научные статьи и книги. Мы считаем, что каждому из нас необходимо не только уметь различать эти стили, но и знать о том, какие у них нюансы, ведь написание