



Linguocultural Features of Translation of English Mass Media Texts

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Abstract: Translation of journalistic texts has been a significant and integral part of intercultural communication. It involves various challenges such as differences in language structures, cultures, and styles. The study aims to explore the linguocultural features of the translation of English mass media texts. The article discusses the concepts of culture, language, and their relationship with translation. The article then focuses on the characteristics of mass media texts in English and their implications for translation. The analysis is based on several case studies of English mass media texts. The translation issues are examined with respect to the linguistic and cultural features of the source and target languages. The findings of the study suggest that the cultural and linguistic features of English mass media texts must be considered during the translation process to ensure the accuracy and readability of the translated text.

Keywords: intercultural communication, journalistic text, linguocultural feature, characteristics of mass media text, register, tone, cultural references, sentence structure, translation.

Introduction

Translation has been an important tool for intercultural communication and has contributed to the global exchange of information and ideas. The translation of journalistic texts, in particular, has been significant in disseminating information and shaping public opinion. The use of vocabulary (scientific terms, clichés of the official business style), as well as the addition of expressiveness and emotionality to the artistic style for better perception and impact, distinguishes journalistic texts as communication units that reflect reality and convey culture [4, 116]. Journalistic texts are characterized by their unique style, register, and structure, which require specific skills and techniques for translation. The purpose of this article is to examine the linguocultural features of the translation of English journalistic texts.

Main part

Culture and Language in Translation

Culture is an important factor in translation as it shapes the way people think and communicate. According to Nida and Taber (1974), culture affects the way people perceive the world and communicate their experiences. Translation involves the transfer of ideas, meanings, and cultural values from one language to another. Therefore, an understanding of the cultural context of both the source and target languages is essential for effective translation. Culture encompasses various aspects such as history, traditions, beliefs, customs, and values, which are reflected in language use.

Language, on the other hand, is a means of communication that is shaped by culture. It embodies cultural norms, attitudes, and beliefs and reflects the social and historical context of its speakers.

Translation involves the transfer of meaning from the source language to the target language while retaining the style and register of the source text. However, differences in culture and language structure can pose significant challenges to the translation process. The translator must be aware of these differences and employ appropriate techniques to ensure that the translation conveys the intended meaning of the source text accurately.

Journalistic texts in English

Journalistic texts are characterized by their unique style, structure, and register. They are intended to provide information and are often written in a concise and straightforward manner. English journalistic texts are often structured in a pyramid style, where the most important information is presented at the beginning, followed by supporting details. The structure is designed to capture the reader's attention and convey information efficiently. English journalistic texts also use a specific register that is appropriate for the intended audience. The register is determined by the purpose of the text, the target audience, and the context in which it is produced. For example, news articles intended for a general audience use a more informal register, while academic articles use a more formal register.

Linguocultural approach of English Journalistic Texts

The translation of English journalistic texts involves various challenges due to differences in language structure and culture. The translator must consider the following linguocultural features during the translation process:

1. **Lexical Differences:** English journalistic texts use a specific vocabulary and style that may not have an equivalent in the target language. The translator must find appropriate equivalents that convey the intended meaning of the source text accurately.
2. **Register:** English journalistic texts use a specific register that is appropriate for the intended audience. The translator must ensure that the register is maintained in the translated text.
3. **Tone:** English journalistic texts use a specific tone that conveys the intended message. The translator must ensure that the tone is maintained in the translated text.
4. **Sentence Structure:** English journalistic texts use a specific sentence structure that is often complex and varied. The translator must ensure that the sentence structure is maintained in the translated text to convey the intended meaning accurately.
5. **Idiomatic Expressions:** English journalistic texts often use idiomatic expressions that may not have an equivalent in the target language. The translator must find appropriate equivalents that convey the intended meaning of the source text accurately. According to the conclusion of A.E.Mamatov (1999): "Comparative study of cultural realities, lexical and phraseological units with national-cultural components in the native language and foreign language and intercultural, allows to enter the linguistic landscape of the world, to understand the general linguocultural aspects and to master the national-cultural features of language units" [1, 56].
6. **Cultural References:** English journalistic texts often refer to cultural elements such as events, people, and places that may not be familiar to the target audience. The translator must provide appropriate cultural explanations to ensure that the intended meaning is conveyed accurately.

Case Studies

To illustrate the linguocultural features of the translation of English journalistic texts, several case studies are presented below:

Case Study 1: The Guardian News Article

The following paragraph is taken from a news article published in The Guardian:

“The Treasury is to explore whether the UK should adopt a digital currency backed by the Bank of England, as part of a wide-ranging review of the future of money.”[6]

The translation of the above paragraph into a language such as Uzbek requires the translator to consider the following features:

Lexical Differences: The term “digital currency” may not have an equivalent in Uzbek, and the translator must find an appropriate equivalent that conveys the intended meaning accurately.

Register: The register of the text is informal, and the translator must ensure that the tone is maintained in the translated text.

Tone: The tone of the text is neutral, and the translator must ensure that the tone is maintained in the translated text.

Sentence Structure: The sentence structure of the text is straightforward, and the translator must ensure that the sentence structure is maintained in the translated text.

Case Study 2: The New York Times Opinion Piece

The following paragraph is taken from an opinion piece published in The New York Times:

“In recent years, China has increasingly used economic leverage to force other countries to conform to its political agenda. When the National Basketball Association tweeted support for pro-democracy demonstrators in Hong Kong in 2019, for example, Beijing responded with a wave of nationalist outrage, and many Chinese businesses cut ties with the league.”[7]

The translation of the above paragraph into a language such as Uzbek requires the translator to consider the following features:

Lexical Differences: The term “nationalist outrage” may not have an equivalent in Uzbek, and the translator must find an appropriate equivalent that conveys the intended meaning accurately.

Register: The register of the text is formal, and the translator must ensure that the tone is maintained in the translated text.

Tone: The tone of the text is critical, and the translator must ensure that the tone is maintained in the translated text.

Sentence Structure: The sentence structure of the text is complex, and the translator must ensure that the sentence structure is maintained in the translated text.

Conclusion

The translation of English mass media texts requires a thorough understanding of the cultural and linguistic features of both the source and target languages. The translator must consider the register, tone, sentence structure, lexical differences, idiomatic expressions, and cultural references to ensure that the translated text conveys the intended meaning accurately. The case studies presented in this article illustrate the challenges involved in the translation of English journalistic texts and the importance of considering linguocultural features during the translation process. It is essential to recognize the role of culture and language in translation to achieve accurate and effective communication across different languages and cultures.

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