

the Renaissance, scientists sought the brevity and accuracy of scientific description, free from emotional and artistic elements of presentation, as opposed to the abstract and logical depiction of nature.

The style of modern English scientific and technical literature is based on the norms of the English written language with certain specific characteristics, namely:

1) vocabulary. Many special terms and words not of Anglo-Saxon origin are used. Words are selected with great care to convey the thought as accurately as possible. Service (functional) words (prepositions and conjunctions) and words that provide logical connections between separate elements of statements (speech) have a high specific weight.

2) grammar. Only grammatical rules firmly established in the written language are used. Widespread passive, impersonal and indefinite-personal constructions. Mostly, complex and complex sentences are used, in which nouns, adjectives and impersonal forms of the verb prevail. Logical separation is often achieved by deviating from a fixed word order (inversion).

3) the method of presenting the material. The main task of scientific and technical literature is to clearly and accurately convey certain information to the readers. This is achieved by a logically based presentation of factual material, without the use of emotionally charged words, expressions and grammatical constructions. This method of presentation can be called formal-logical.

All three of the above characteristics are characteristic of natural and exact sciences (as well as their applied fields) - mathematics, astronomy, physics, chemistry, geology, metallurgy, biology, botany, zoology, geodesy, meteorology, paleontology, medicine, electronics, electrical engineering, plumbing, aviation, agriculture, forestry, mining, defense industry, construction industry, transport industry, chemical industry, mechanism technology.

AUDIOVISUAL TRANSLATION OF NEWS MEDIA

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Today's world is changing rapidly, with new information technologies providing opportunities for the creation and distribution of audiovisual content that may have seemed fantastic not so long ago. These changes pose new challenges to interpreters. The study of audiovisual translation is one of these challenges.

The growth of news videos is a general trend in news production, and they naturally tend to increase proportionately in news related to breaking crisis news -

for example, terrorist attacks, wars, disasters, and diplomatic confrontations. This growth corresponds to the increasingly creative use of audiovisual translation.

According to the developed complex model for the audiovisual translation of news texts, the description of the audiovisual translation comes into contact not only with the system of equivalent relations between the two languages but also with the features of the implementation of this system in the audiovisual translation process. The cognitive aspect includes the policy of broadcasting.

We can distinguish between three main types of audiovisual translation: dubbing, subtitling, and voice-over, although there are other popular techniques, such as simultaneous interpreting of live events.

Dubbing is rarely used in the translation of news, because in a media environment it is impossible to regularly invite professional actors to dub materials, and the recording process takes too much time. Voice-over narration is more common, but also has the disadvantage that audience often focus on the sound of the original speech, which distracts them from the content of the news message. Subtitling is a popular form of news translation because it requires less time and money than dubbing and voice-over narration. In addition, subtitling allows you to maintain the authenticity of the speaker. The voice is an important characteristic of a person, which is inextricably linked to facial expressions and gestures, and this connection is lost in over-voicing. In addition, there are universal voice characteristics perceived subconsciously, even if the viewer does not understand the language of the speaker. Intonations may vary in different languages, but the viewer always recognizes the expressions of gladness, regret, and pain conveyed through the accents, rhythm, and volume of the voice. They make a significant contribution to conveying information not only about the speaker, but also about the context of the material being covered as well.

The interpreter should also consider the polysemantic nature of audiovisual materials. Recipients are simultaneously viewers, listeners, and readers, receiving information through two channels of perception and simultaneously interpreting several semantic codes. Perception of an audiovisual work is a continuous semantic synthesis, and usually unconscious. Moreover, the audience cannot the amount of information coming in, so they have to adjust and process the information at the pace determined by the creators of the audiovisual product.

News reports often use close-ups of the speaker's face during monologues and answers to interview questions, which can reduce the space available for subtitling. However, due to the minimal presence of semantic mobility code in close-ups, the presence of subtitles does not interfere with perception, as the viewer can concentrate on reading the translation.

News programs also contain headlines and captions. These texts are added to the image after filming in the editing phase and may include the names of the people shown in the newscast, or the names of the locations where the footage was taken. We should avoid overlap with these captions when placing them on the screen.

Editing is an essential part of preparing a high-quality translated text. Before the translated text is to the editor, if in this particular case an editorial the translator must independently check the text, clarify the facts, make sure that the sources are reliable, try to identify and correct possible errors and misprints.

Having analyzed the theoretical material on the topic of research, we can conclude that an adequate translation of audiovisual news messages is necessary in today's conditions of globalization and rapid technological development. One of the main directions of research in the field of audiovisual translation is an integrated approach using the tools and methods of computer and corpus linguistics.

Many people perceive of translation as a purely mechanical activity, a word-for-word replacement of units of one language with units of another. However, this approach is unacceptable, especially in audiovisual translation. Focusing on the lexical similarity of texts cannot be the basis for a translation decision. Most translation theories emphasize the importance of relying on context and sociocultural features.

Thus, it is often the position with which the media cover a particular event that becomes decisive in determining the individual views of each member of society and, therefore, public opinion. The news media are responsible for constructing for their viewers and readers. The news media are responsible for constructing in viewers and readers certain perceptions of what is happening in society.

Finally, one of the current trends in the development of translation strategies is the creation of global strategies that translators are encouraged to use when dealing with any material within a certain field. Given the specific nature of audiovisual translation of news stories, this type of translation requires a unique translation strategy.

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