

9. By integrating sustainable education into foreign language teaching, students can develop not only language proficiency but also a global perspective, cultural sensitivity and a sense of responsibility towards the environment.

PECULIARITIES OF TRANSLATING ENGLISH-LANGUAGE NEWSPAPER ARTICLES INTO UKRAINIAN

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In connection with the development of international contacts at all levels, the policy of Kazakhstan's integration into the European and world political, economic and social space, translation activity in all its varieties has acquired an unprecedented scope, thanks to the increasing intensity of international contacts.

Scientific and technological progress, covering all new areas of life, and the international cooperation associated with it in various fields, the expected population explosion and other important phenomena of civilization lead to an unprecedented development of all kinds of contacts, both between states and between multilingual societies of people. Under these conditions, the role of translation as a means of serving the economic, socio-political, scientific, cultural, aesthetic and other relations of peoples is extremely growing.

The quality and result of translation, in turn, are determined by the features of the source text, so the relationship between text and translation is one of the main problems of translation theory, which is justifiably addressed by many translation researchers dealing with special aspects of translation.

Currently, translation studies is one of the actively developing areas of modern linguistics, characterized by the study of objects in terms of their role, purpose and functions for a person, expansionism (a tendency towards integration processes that result in interdisciplinary research), neofunctionalism (integration of scientific disciplines to build a theory of language use) and explanatory, i.e. the desire to explain phenomena from different points of view.

Due to the fact that the main unit of translation is the text, many modern classifications of types and genres of translation are based on its characteristics.

Society life is constantly changing. The language that serves society responds quickly to these changes. Social transformations are reflected in the language as in a mirror. Publicistic style, to a greater extent than all other styles of language, perceives these changes. Since the concept of journalistic style is very voluminous, in the framework of our work we will mainly consider one layer of journalism - newspaper style. International relations are developing. Foreign

newspaper publications are becoming more and more relevant and interesting for modern readers. Accurate transmission of information to the foreign press is very important at the present time. That is why the theme of the diploma is very relevant. The relevance of the thesis is also due to the fact that the translation of newspaper texts reflects the development of a foreign language and all the changes in it. It is the adequate translation of newspaper texts that will help to see in the most detail the changes in the social life of English-speaking countries and in the English language.

In the general complex of mass media the leading role belongs to the newspaper. The newspaper is accessible to a wide range of the public, it touches on almost all issues, promptly responds to events taking place in the country and the world, and presents processed information in a form convenient for the reader. The important role of the newspaper in the life of society has contributed to the fact that the language of the newspaper (newspaper style) has become the object of numerous scientific studies.

The relevance of the study is due to the high socio-cultural significance of the title in our time. Language and speech, first of all, in the mass media, are sensitive to the changes taking place in society. Media language is constantly changing, rejecting old norms and creating new ones. At the same time, the language of news publications on the Internet, which we analyze, is the most subject to change.

Thus, in order to achieve an adequate translation of the titles of newspaper articles, it is not enough just to convey its content and meaning - it is necessary to preserve the central function of the title, to preserve the genre and stylistic features. In order to make a high-quality translation, and then analyze the transformations used, it is necessary to know what features, due to the functions performed, are characteristic of the translated phenomenon.

UTILIZING SOCIAL MEDIA FOR FOREIGN LANGUAGE ACQUISITION: AN EMPIRICAL STUDY

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These days social networks are increasingly being used in all areas of life, especially after the pandemic, when most people switched to distance learning or work. Social networks also play an important role in the lives of students, because they spend a lot of time using them. Scrolling through social media satisfies the need for social interaction and increases its level, there is an opportunity to hide from discomfort and anxiety, get pleasure, emotional support, increase the level of