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SPECIFICS OF TRANSLATION OF JOURNALISTIC ARTICLES

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The journalistic style is represented by a variety of genres that have different tasks in the process of communication and function in different conditions. Thus, journalistic genres include newspaper political information, editorials, notes, feuilletons, pamphlets, articles, as well as slogans, appeals, appeals to the citizens of the country, reviews of films and performances, satirical notes, essays, reviews, i.e. all genres of mass communication (the language of newspapers, magazines, television and radio programs), as well as the oral form of speech - public speeches on socio-political topics. Due to the variety of genres, the characteristic of journalistic style causes many difficulties.

It should be borne in mind that the journalistic style, like all other styles, is a historical phenomenon and is subject to change, but in it, more than in others, changes are noticeable due to socio-political processes in society. So, even a non-specialist can see changes in the modern newspaper style in comparison, for example, with the language of newspapers at the beginning of the century: open conscription, sloganism, directiveness of newspapers have disappeared, modern newspapers strive at least for external argumentation of presentation, polemical publications. However, the characteristic stylistic features of journalism have been preserved.

For journalistic style, first of all, the desire to influence the reader, the listener is characteristic. So, the most important feature of the journalistic style is its influencing function, which can be designated by the linguistic term "expressive function". This function of journalistic style is inherent in all its genres in any socio-political conditions.

A characteristic feature of this style is also the information content of the presentation associated with the popularization function. The desire to

communicate something new for the reader and listener ensures the success of journalistic genres.

The peculiarity of the functioning of the journalistic genre, for example, in newspapers, the conditions for preparing the material, the different skill levels of numerous correspondents contribute to the emergence of standard language means in the language of newspapers. The standard character of language means is generated both by repetition and by the fact that the search for expressive means is limited in time, and therefore ready-made expression formulas are used.

Thus, the typical features of a journalistic style are: the desire to influence the reader is an influencing function; information content; expressiveness due to the influencing function; the presence of a standard in the expression.

The influencing function of journalistic style determines its expressiveness. First of all, expressiveness is manifested in the evaluation of events and phenomena. Evaluation, in turn, is expressed by the use of adjectives, nouns, adverbs with the meaning of a positive or negative assessment of the type: wonderful, interesting, important, sufficient, grandiose, unprecedented, grandiose, etc. Evaluation is also expressed by the use of high book vocabulary: daring, Fatherland, Fatherland, mission, inspiration, aspirations, feat of arms, etc. On the other hand, the assessment is expressed by colloquial and even colloquial vocabulary, for example: hype, frenzied, renegades, etc.

A sharp, well-aimed, figurative assessment is expressed with the help of metaphors, personifications, for example: the news is in a hurry, spring has raged, slander and hypocrisy go side by side. Evaluation can be expressed not only by lexical means. It can also be word-building means, for example, superlative suffixes of adjectives, emotional-evaluative suffixes for nouns: the highest, the most interesting, the most important, grouping, hazing, assault.

Often the assessment is already expressed in the headings, so the requirements for expressiveness and catchiness are imposed on the title of the articles.

Expressiveness is thus expressed by a variety of linguistic means, including the structure of the sentence.

The informativeness of the journalistic style is achieved:

- a) documentary and factual manner of presentation through the use of special terms, special vocabulary, professional words;
- b) the generalization of the presentation, its analyticity;
- c) "neutrality" of presentation, which is facilitated by non-expressive vocabulary; complex syntactic constructions are used, especially with a subordinating connection.

As part of the journalistic style, its newspaper and magazine variety has become widespread. The main features of the language of the newspaper include:

-) economy of language means, brevity of presentation with information richness;

) selection of language means with an emphasis on their intelligibility, since the newspaper is the most common type of mass media;

) the presence of socio-political vocabulary and phraseology, rethinking the vocabulary of other styles for the purposes of journalism;

) the use of speech stereotypes, clichés characteristic of this style: make a huge contribution, work with a twinkle, sacredly honor, increase martial traditions, universal values;

) genre originality and the associated variety of stylistic use of language means: polysemy of a word, word-formation resources (author's neologisms), emotionally expressive vocabulary;

) the combination of features of a journalistic style with features of other styles (scientific, official business, artistic, colloquial), due to a variety of topics and genres;

) the use of figurative and expressive means of the language, in particular the means of stylistic syntax (rhetorical questions and exclamations, repetitions, inversion, etc.).

Thus, we can say that the journalistic style uses language means of almost all styles of speech. But we can also talk about its features: it combines such features as expressiveness and standard, informativeness and popularization.

FEATURES OF TRANSLATING ENGLISH HUMOROUS VERSES INTO UKRAINIAN LANGUAGE

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From the point of view of translation studies, the ironic detective story is, first of all, worthy of attention due to the richness of humorous means. Under these conditions, in particular, the study of the specifics of creating and adequate translation of the humorous effect of a detective text, which contributes to preserving the author's communicative intention to activate the sense of humor as a reader's reaction to what is read, becomes particularly important.

The study of real features of humor in the context of intercultural specificity and its pseudo-features, simulated by misunderstandings as a result of communication failures, has both general theoretical and practical significance. At the same time, it is necessary to combine the achievements of philosophical (theoretical study of comic) and philological (the connection between language and culture in general, and translation theory in particular) disciplines. The regularities of the study of humor production mechanisms as a fairly widespread phenomenon