

) 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

of communication are devoted to the works of domestic and foreign authors, in which, in particular, a general description and typological features of comic texts are given .

At the same time, the science of translation does not yet have at its disposal sufficiently complete theoretical ideas about the nature and peculiarities of the actualization of the humorous effect of the texts of English-language ironic detectives, due to their communicative and pragmatic potential and the field of use, which can influence the translation process. Hence the relevance of the study of the peculiarities of the reproduction of humor in the translation of English-language ironic detective stories. The topicality of the topic is also determined by the fact that in our country, at the moment, professional translation of works of this type of detective genre is in the process of formation.

Since the purpose of our work is to consider the elements of humor in the translation of a literary work, namely ironic detective stories, then, in our opinion, it is worth dwelling on the features and possibilities of this type of translation. If we take translation in its most general definition, it is the process of transferring a text of a certain content from one language to another; however, in relation to artistic translation, this wording is clearly insufficient. First, there is a fundamental difference between pragmatic and artistic translation, which, according to the German translation expert K. Rice, is expressed as follows: "In pragmatic texts, language is primarily a means of communication and a means of transmitting information, while in artistic texts prose or poetry, in addition, it serves as a means of artistic embodiment and a carrier of the aesthetic significance of the work".

It is natural that, as a creative act of language, artistic translation cannot be reduced to a single maximally formalized concept, and each translator, in turn, defines the essence of artistic translation in his own way, emphasizing the most important aspects of this process. Thus, according to L. Mkrtchyan [50, p. 177], artistic translation is the transformation of the original into another language interested in the original, it is the creation of a new unity of content and form on the basis of the language of interest." By language, the author understands the literature and culture of another people.

## **FLIPPED CLASSROOM METHOD IN TEACHING ENGLISH FOR STUDENTS OF PHILOLOGICAL DEPARTMENT**

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The traditional classroom model of teaching has long been the standard in education. However, with advances in technology, alternative methods of teaching are now being adopted by educators around the world. One such method is the Flipped Classroom. The Flipped Classroom is a teaching method that involves