



ENGLISH NEWSPAPER TITLES: SPECIFICITY AND TRANSLATION FEATURES

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Annotation:

The headline in the newspaper has a wide variety of expressive ways of expression, the translation of which is difficult. Translation of newspaper headlines is characterized by the use of syntactic, lexicogrammatical and stylistic structures to ensure the maximum possible transfer of information in the translation of the meaning of the heading. Sometimes, when translating, this leads to an almost complete replacement of one heading with another, which must correspond to the norms of constructing another language and contain the minimum of information that these norms require.

Key words:

Media, newspaper headline, information, society, expressiveness, translation

The media occupy a significant part of our social and cultural life of. One of the oldest forms of media is the press. The press takes an important role in the cultural and political life of the country, helping people to navigate the surrounding reality. The importance of linguistic study of newspapers are obvious, because, despite the powerful development of such mass media as internet, radio and television, the newspaper continues to take an important place in the life of modern society.

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The effectiveness of a newspaper text is largely determined by its title, for the reason that the reader pays attention to it first of all. Therefore, the headings relate to the most important elements of the design of the newspaper, because they grab the attention of the reader. Headings help the reader quickly get acquainted with the number, get an idea of the content of his materials, choose the most important and interesting. That is why, the title is the first element of a text publication (Reah, Danuta).

Translation of newspaper headlines is of great interest. The development of the press in Great Britain has had a significant impact on the formation of newspaper headlines, the translation of which is often associated with a number of difficulties. Knowledge of translation theory is not enough to develop a correct understanding and translation of newspaper headlines in the English media. For correct and effective translation of newspaper headlines, it is necessary to highlight their features, as well as the difficulties that may arise during the translation process.

So, we would like to formulate the main theses formulated during the research within the framework of this work:

- Currently, there is a growing tendency to save language resources, which leads to a reduction in the length of headings.
- The success of a headline depends on the use of techniques that include sound design, ambiguity and wordplay, non-standard structures, graphology, and direct or implicit appeal to the reader.
- There are no general rules for newspaper headline writing that apply to all newspaper publications (Tang Jianduan).

Brightness and accuracy are especially important for the headline, since the headline is the first thing a reader pays attention to when looking through a newspaper page is that he guides the headings in the contents of the newspaper. One of the main problems while working on newspaper headlines is the too fast development of a newspaper functional style (Кулаков). Studying the scientific works of a decade ago and comparing them with modern works, we can notice that they contradict each other. This proves the difficulty of capturing the stylistic features of headings. Every year new trends in the design of headings appear.

One of the main problems with newspaper headlines is the too rapid development of newspaper functional style. Examining scientific works ten years ago and comparing them with modern works, we noticed that there are not only discrepancies in them, but even contradictions. This proves the difficulty of capturing the stylistic features of headings. New heading trends emerge every year, so this layer is very fluid.

Another problem was the difficulty of some newspaper headlines to understand. Such materials were difficult to analyze, as the meaning of a sentence could often be distinguished only after careful study of the entire article and work with dictionaries. The specific construction of English newspaper headlines serves various purposes: they should make the reader interested in the article and provide compression of the information.

“A day of Infamy” - In this example, the title briefly conveys the content of the information. The verb is omitted. No prior knowledge of situations required from the reader.

“The Man in the Moon Today Is Ours” - In this example, on the contrary, the reader is certainly familiar with the situation, he expects news about the details of American astronauts.

“Back to work - to kill the bill” - This title is well remembered due to rhyme and a clear rhythm, and this is important, since the article under it is a propaganda of something.

“Miracle cure kills fifth patient” - This heading gives a very vague idea of what the topic of the article is, but it orientates the reader in the sense of attitude towards the described facts.

“Diana was still alive hours before she died” - The last title is designed for lovers of sensational incidents.

In connection with the goals and objectives of this study, we came to the following conclusions,

It cannot be assumed that in any case, we can easily change the headings, as many of the beginning translators do, even if it sometimes better reflects its content. The main task of the translator is to adequately convey the characteristics of a particular English or American headline, which means that it is necessary to convey not only the content, but also the form of the heading, without, of course, violating the norms of the inner language and stylistic norms adopted in newspapers. The translator should take into account that in English newspapers, along with book vocabulary, colloquial and poetic words and combinations are widely used. The translator must also know the realities of the country about which the article is written.

List Of Used Literature

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