

Title: «The headlines of business publications and ways to transmit them during translation (based on English and Russian press) ».

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Topical Importance is that for the correct, effective translation of the headline, it is necessary to determine its specificity, difficulties, that may appear during the translation process. Namely, the use of abbreviations the use of abbreviations, adding words, transforming the structure of the headline compared to the headline of the original in accordance with the norms of the translating language, and complete change of headline, in accordance with the content of the text document.

The choice of the topic as an object of study is due to the fact that the translation of the headlines of the business press remains underdeveloped and represents a wide layer of research, where it remains an area that requires additional study.

Goal: identify and systematize methods for translating the headlines of modern English-language business publications to Russian.

Tasks:

1. consider the main characteristics of the style of media and business press;
2. identify the features of building the English headline of the business press;
3. provide a detailed classification of the functions of the headlines of the business press;
4. identify the difficulties during translation of headlines of the business press;

5. analyze lexical transformations used in the process of translating of the headlines of the business press;

6. analyze grammatical transformations used in the process of translating of the headlines of the business press

Theoretical applicability: The theoretical significance of the study is that in a systematic way the achievements of modern translation science regarding methods translation headlines are presented in the work.

Practical applicability: The practical significance of the study is that apply the obtained results on the theory and practice of translation, lexicology and theoretical grammar in practical classes.

Results: news headlines are a complex multifunctional phenomenon, comprehensive, multidimensional study of which allows us to understand the features of the functioning of the English press in a constantly changing information space. The functions of the news headline are closely interconnected with each other, and each of them can become dominant depending on the intention of the journalist.

Thus, we conclude that the headline in the English press has a very important role. The main purpose of the headline is to encourage readers to read the article and familiarize themselves with the proposed material. Also, the title should concisely state the content of the message, keeping intrigue and ease of perception. The structural, grammatical and lexical features of the headline of a business press help to make a headline compressed and informative at the same time.

Implementation advice: When starting to create a headline, it's useful to keep in mind the following basic recommendations: The headline must perform certain functions. Its main purpose is to attract the attention of readers and induce them to read the main text, delve deeper into the subject of the appeal and make it read to the end. Creating a good, high-quality headline that is attractive to the reader is a huge success for the author. This master's thesis can also be recommended for use in the preparation of students' graduate and term papers.

