

ABSTRACT

The topic of the final qualification work:

The specifics of the translation of advertising texts (based on the material of the Arabic language).

Relevance of the research. Currently, there is a significant replenishment of the vocabulary of economic and commercial terminology of the Arabic language, which leads to the need not only to study it, but also to the relevance of its research in terms of translating commercial and economic documentation related to advertising.

The choice of this one is also due to the lack of development and ambiguity of solving many issues related to the translation of advertising texts into Russian, as well as the lack of theoretical and practical materials on the translation and translation studies of the Arabic language. In addition, the relevance of the work is determined by the lack of knowledge of the specifics of Arabic advertising texts.

The establishment of patterns and methods of translating Arabic advertisements into Russian is a promising and urgent task and can contribute to the creation of a theoretical basis for further research.

The degree of development of the problem. It should be noted that some aspects of the problem have already been studied to some extent only from the point of view of general linguistic study of the advertising language, but not the translation of Arabic advertising texts into Russian.

The object of the research is not only specific verbal and visual characteristics of Arabic advertisements, but also the features, problems and ways of their translation into Russian, which is due not only to cultural, but also to language differences.

As a means of transmitting information, the following types of advertising are distinguished: print, newspaper, magazine, radio and TV advertising, outdoor and billboard advertising. As the material of our research, we chose newspaper, magazine and TV advertising, but magazine advertising was the priority, since magazines are one of the most effective and vivid means of transmitting advertising

messages. In the work analyzed the الأهرام Arabic newspaper "al-Ahram", الوطن al-Watan, magazines الخليج خرة "of Zahrotul-Khaleej", العربي, "al-Arabi", Khava, أهوا "Caviar" and أنهار Ankhar و سيداتي "Sayyidati", الجزيرة "al-Jazeera" إقرأ "Hikmat".

The scientific novelty is that for the first time in the center of special research, the translation of Arabic advertising texts into Russian is considered, the linguistic features are revealed. features and cultural characteristics inherent in the language of Arabic advertising.

The purpose of this research is to study the specifics of the language of Arabic advertising, a detailed description of the common and distinctive features of advertising texts inherent in the Arabic and Russian languages, as well as the ways of its transmission when translated into Russian.

To achieve this goal, the following tasks were set in the work:

- analyze the language of Arabic advertising and identify its specific characteristics at the lexico-semantic, syntactic and stylistic levels;
- investigate the verbal means used in advertisements that make it difficult to translate;
- analyze the parameters that affect the adequacy of the translation;
- to conduct a comparative linguistic analysis of advertisements in Arabic and Russian.

Based on the tasks set, the study used a set of complementary methods, including elements of comparative, interpretative and contextual analysis. The method of comparative analysis of the ad text was chosen as the main method. The essence of this method is to study the structure of a particular text, that is, its grammatical and thematic structure within its communicative function.

The theoretical significance of the research lies in the fact that the results obtained in the course of the study make a certain contribution to the theory of advertising intercultural communication and to the particular theory of translation.

Practical significance. The results obtained in the course of the study can be useful when reading lecture courses on translation studies, Arabic language

