

ABSTRACT

Subject of the final qualification paper: Peculiarities of translation of articles from glossy Arabic fashion magazines.

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Relevance of the subject of the research: The relevance of the research topic lies in the fact that this area, namely the fashion and beauty industry, is steadily developing with each season, therefore, more and more new specific terms, expressions and loan words appear, especially in the Arabic language, which are not fully studied by linguists. For this reason, in order to identify all the difficulties of translating texts from fashion magazines from Arabic into Russian, this discourse represents an essential need for a holistic scientific approach.

Purpose of the research: identification of all the lexical features of Arabic articles from glossy fashion magazines in Arabic.

Tasks: 1) to conduct a lexical analysis of the Arabic text about fashion and the beauty industry;

2) to familiarize oneself with the terminology used in the fashion industry;

3) to study the peculiarities of the terminology of clothing and fashion;

4) to identify the features and functions of the discourse of fashion;

5) to study the peculiarities of the language of the glossy magazine discourse of fashion;

6) to consider the features of the translation of the discourse of fashion from Arabic into Russian.

Theoretical and practical significance of the research: This paper presents the development of the linguistic problem of using various types of translation transformations for the transmission of new information behind the terms and expressions in the texts of the journalistic style presented in the field of the fashion and beauty industry.

The practical significance of the work lies in the fact that in the future the obtained practical results will enable linguists and translators in the field of Arabic and Oriental studies to correctly use Arabic terminology, as well as to easily translate materials in the field of the fashion and beauty industry.

Research results: The paper analyses the concept of Arabic journalism and features of Arabic terminology in the field of the fashion and beauty industry, as well as the main difficulties of translation and ways to resolve them in this area.

Recommendations: The results the study can be used in teaching translation and the Arabic language.