

ABSTRACT

Title: "Translation of texts in the field of web design"

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Urgency of the research: The relevance of the research topic lies in the fact that due to the growing popularity of Internet companies and online commerce in the context of the ongoing pandemic, the number of sites whose activities are aimed at international cooperation is increasing. More and more Russian companies order the translation of their website, primarily into English, but also into other languages, while the specifics of the translation of the website are not fully understood today. Having a website that works in several languages at once is effective and prestigious for the company. This makes it possible to increase the customer base and expand international relations.

Work objective: The purpose of the work is to identify the features of text translation in the field of web design that contribute to the adequate translation of such a site and their direct application in the translation of the article " Webdesign, Webentwicklung, UI und UX: Was ist der Unterschied und was brauchst du?«

Tasks:

- define the website, identify its verbal components, the features of the site structure, the specifics of text information;
- identify the main competencies of the translator;
- learn the features of translating web texts into German;
- identify the main difficulties encountered in translating web texts;

- analyze the main techniques used in the translation of the article " Webdesign, Webentwicklung, UI und UX: Was ist der Unterschied und was brauchst du?»

The theoretical significance of this work lies in the generalization and analysis of the theoretical provisions of the research topic, highlighting the main difficulties that arise for a translator when working with web texts.

The practical significance of the work lies in the fact that the identified features and difficulties of translation, and the main translation techniques can be offered to translators for use in their practical activities.

Research results: The difficulty of translating an Internet site still lies in the fact that the translator must take into account the specific features of each of the genres presented, so as not to lose the communicative effect that they should produce.

Recommendations: The obtained theoretical and practical results of this research can be used by students, masters, postgraduates of translation departments, as well as linguists interested in political topics.