

ABSTRACT

Title: "Explication of national-cultural content and technology of cultural information translation»

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The relevance of the research topic is supported by the need for more interdisciplinary research to enhance the effectiveness of certain (new) communication tasks, in particular the effectiveness of product advertising for a particular market segment.

The purpose : The aim of the work is to identify the features of advertising in The aim of the work is to identify and justify the common and different features of advertising in Russian and English, describing their functions and communicative tasks.

Tasks: 1. To consider the directions of discourse research, The pragmalinguistic characteristics of an advertising text;

2. To consider promotional textual activities as a creolised discourse;;

3. Define advertising text as a creolised text-product of creolised discourse, analyse its linguistic and non-linguistic components and their interaction;

4. To study the phonetic, lexical and grammatical features of an advertising text and discourse and to analyse the translation solutions used in adapting the advertising text - in translating the phonetic, lexical and grammatical means of expression;

5. Identify and justify the common and different attributes of each of the components in relation to advertising on digital online platforms by different companies.

Theoretical and practical significance of the study

The theoretical significance of the study consists in identifying the linguistic features of advertising texts that necessitate their adaptation in translation, analysis of pragmatic characteristics of an advertising text, as well as the essence of the phenomenon of linguocultural adaptation in the framework of translation activities.

The practical significance of the study lies in the detailed consideration of phonetic, lexical and grammatical features of an advertising text and discourse, as well as in the translation solutions for the translation of phonetic, lexical and grammatical expressive means used in the framework of the creolised advertising texts.

Results of the study

In the course of the theoretical coverage, it is established that the special difficulties are presented by fiction, which is endowed with cultural and national color and special linguistic components.

It is proved that for the translation of realia in literary texts, the translator uses various methods, such as transliteration, transcription, assimilation and hyponymic translation, tracing, descriptive and literal translation. A separate way of working with cultural realia can be considered the adaptation of the text.

In the course of the study, language units containing a cultural component were identified. These included place names, anthroponyms, names of people and their caste, names of flora and fauna, names of the pantheon of gods, names of religious rites, names of military operations and battles, names of languages and dialects, and the use of allusions. As a result of the translation analysis, the percentage of techniques used by the translator was revealed.

Recommendations

The results of the study can be used in the future for a more in-depth analysis of promotional material, in theory and in practical translation courses.