

## ABSTRACT

**Title:** “Translation in the field of ecology. Language mechanisms for the formation of public opinion”.

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This thesis paper is devoted to research in the field of translation studies and terminology, as well as to the peculiarities of the translation of terminology in the field of ecology and the formation of public opinion in modern media environmental discourse. The relevance of the research topic is due to the attention of modern society to environmental issues, which served as an impetus for the development of a linguistic theory of environmental discourse and a more detailed study of the linguistic mechanisms of the formation of public opinion as a means of influencing readers in media environmental discourse.

The object of the research is the German-language media on environmental issues. The subject of the research is translation in the field of ecology, as well as linguistic mechanisms of the formation of public opinion in media environmental discourse. The aim of the work is to analyze the linguistic and stylistic features of the German-language media on environmental issues, namely, the study of linguistic means of forming public opinion, and their translation into Russian.

In this work, we examined the features of the translation of some terms of the modern German language related to the field of ecology, namely, to the problems of climate change, gave examples, substantiated the appropriateness of the use of translation transformations, and in some cases proposed a literal translation.

This thesis consists of three chapters. The first chapter has two sections. The first chapter examines the definition of "translation of terminology in ecology" from a linguistic point of view of. It also describes in detail basic translation transformations with specific examples and identifies the features and characteristics of translating terms. It also looks into such issues as: pragmatics, equivalent and adequate translation. The second chapter has three sections. In the second chapter, stylistic figures in media texts on environmental issues are defined, the concept of a conceptual metaphor is given, and infinitive constructions are considered in the translation of environmental texts. The third chapter examines the semantic and morphological features of the speech verbs *sagen* (to speak) and *behaupten* (to assert), which introduce statements with different citations in the German-language media discourse. Each chapter has its conclusions.

In the conclusion, we summarize the main concepts of the work. The results and main conclusions obtained in the course of the dissertation research can be used in further scientific developments of the problems of linguistic mechanisms of forming public opinion in general and its individual properties and elements. The new features of the translation of popular scientific texts in the field of ecology revealed in the dissertation are the basis for further scientific discoveries in linguistics.