

## **ABSTRACT**

**Title:** Media figures in political press: translation problems.

**Author:** T.J. Sikoeva

**Research Supervisor:** N.V. Khorunzhaya, Associate Professor of the Chair of Theory and Practice of Translation and Interpretation.

**Research Initiator:** Pyatigorsk State University; 9 Kalinin St., Pyatigorsk, Stavropol Krai.

**Research relevance:** Nowadays politics and society are closely connected. The intensive development of international relations affects the development of readers' interest for foreign press. That is why the role of the mass media is constantly increasing, especially the role of the political press. The media does not only reflect the reality but also serves as a politicians' tool forming public opinion and creating an international image of politicians. The role of a translator is growing, because there is a growing need for an adequate translation that includes all the peculiarities of the original text.

**Purpose:** to determine the general characteristics of the image of political figures, to identify the features of British and American political newspapers and ways to translate them from English into Russian.

**Tasks:**

1. To determine the features of journalistic style and political discourse;
2. To examine general characteristics of the British and American quality paper through on the example of the articles;
3. To find out the specifics of the translation of newspaper publications and the ways to translate them properly;
4. To analyze the images of the politicians created in the British and American newspapers and the ways to transmit them in the Russian texts.

**Theoretical significance** of the study lies in the generalization of the theoretical knowledge in the field of translation of texts of journalistic style, as well

as in the study of media images of politicians of Russia and the USA in American and British papers.

**Practical significance** lies in the fact that results of the work may be used for the further development of the translation problems of political press.

**Results of the research** contribute to understanding of the specifics of the translation of political press, linguistic methods of forming opinions among readers and techniques that allow to maintain the required effect in the translation.

**Recommendations:** Theoretical and practical results obtained in the course of this research can be used by students of translation faculties, as well as by linguists working on a similar topic.