

Abstract

Subject matter: English phraselogical units in mass media texts: stylistic and pragmatic peculiarities of translating them into Russian

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Research relevance: the translation of set expressions, found in many texts of publicist style, is not adequate because modern linguistics has no standard approach to how to treat such lexical units.

Purpose: to study the characteristic features of phraselogical units (idioms) in Modern English publications and work out strategies of their translation into Russian.

Task: to classify of idioms in English; to define the concept of ‘medialinguistics’ and describe the general features; to consider the basic methods of translation from English and American press.

Theoretical and practical significance: is in possibility to achieve adequate translation of idioms on the basis of scientifically proved data.

Results of the research: show that most of English idioms belong to the frames of ‘politics’ and ‘economy’; to make information understandable for foreign reader it is necessary to use descriptive translation, equivalent translation, modulation, addition and lexical and grammatical replacement.