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LINGUISTIC PROPERTIES OF THE ENGLISH AND UKRAINIAN NEWSPAPER STYLE

Abstract. The article focuses on the study of the basic properties of the English and Ukrainian newspapers and magazines on the graphical, lexical, grammatical and syntax levels. All these properties are directly related to the character of transferrable information and functions of the newspaper style. The article also deals with irony which is the hidden comic element that helps to place accents in expression of estimation by the author.

Keywords: newspaper, magazine, proper names, abbreviations, borrowings, international words, cliché, fashionable words.

A newspaper or a magazine is the means of information and persuasion. Many newspaper and magazine articles, dealing with social, political, economic and other subjects, are aimed at acquainting the reader with some important or disputable problems of various social, political or economic aspects of life. It is intended for the general public and very different audience that it must retain, compel itself to read. A newspaper is usually read in the conditions when it is pretty difficult to concentrate: in a subway, in a train, at the breakfast, resting after work, during a dinner lunch,

filling for some reason the free short interval of time etc. Thus, there is a necessity to organize newspaper information in a proper way to pass it quickly, briefly, to report basic information, even if a note will not be read to the end, and to render on a reader certain emotional influence. A statement must not require from the reader of pre-grounding in themes, dependence on a context must be minimum. At the same time actual objects appear with an ordinary, constantly repetitive subject practically in any newspaper. Then these new situations and arguments also begin to repeat. This repetition, and as a journalist usually does not have a time for careful processing of material, conduce to the frequent use of set expressions. This creates a variety of originality of style forming factors of newspaper texts.

All these properties are directly related to the character of transferrable information and functions of the newspaper style. All functions are related to the newspaper and publicistic style with the exception of aesthetic and contact forming one. It is necessary, certainly, to make a reservation, that this is true not toward all newspaper materials. The articles and publicistic materials can approach to both scientific or to the literary text and to have the proper range of functions. However, probably, we can say that aesthetic and contact forming functions are not absent, and have the special character and is executed mainly by graphic means: by fonts, headings which must strike the eyes and bring over to itself attention even from afar, division on bars and distributing of one article, page-by-page in such a way the chance of every article to grasp reader's attention is multiplied by the special headings to the paragraphs.

On the graphical level the newspaper style is notable for headlines. **The headlines** have formed themselves into a specific genre. They combine such functions: they must compel a reader to be interested in a note and provide the compression of information [2, p. 76 – 77]. To perform these fictions newspaper

headlines must be sensational, expressive and informative. Sentences in headlines tend to be short, one-member or elliptical, affirmative, negative, interrogative and exclamatory [3, p. 20].

On the lexical level during a numerical-qualitative description of newspaper vocabulary researchers mark the large percentage of the proper names: toponymies, antroponymies, names of establishments and organizations etc., percentage of numerals, dates and the words related to the lexico-grammatical field of multiplicity is higher compared to other styles.

The vocabulary of the newspaper style consists mostly of neutral common literary words, though it also contains **many political, social, and economic terms** (*gross output, per capita production, gross revenue, apartheid, single European currency, political summit, commodity exchange, tactical nuclear missile and nuclear nonproliferation treaty*). There are **lots of abbreviations** (*GDP – gross domestic product, EU – European Union, WTO – World Trade Organization, UN – United Nations Organization, NATO – North Atlantic Treaty Organization, HIV – human immunodeficiency virus, AIDS – acquired immune deficiency syndrome, IMF – International Monetary Fund, W. W. W. – World Wide Web*). The newspaper vocabularies of the Ukrainian languages are overloaded with **borrowings and international words** (*інтерв'ю, кореспонденція, інформація, репортаж, ідеалізація, ідеологія, соціал-демократ, монополіст, ініціатор*), that is why the abundance of foreign suffixes (*-ція, -ація, -ізація, -ізм, etc.*) is a conspicuous *morphological feature* of the Ukrainian newspaper style.

From point of etymology newspapers and magazines tends to have a plenty of international words and tendency to the innovations which, however, very quickly become clichés: *vital issue, free world, pillar of society, bulwark of liberty, escalation of war*. Plenty of cliché was noticed long ago and is specified by all researchers.

A **cliché** is a hackneyed phrase or expression. The phrase may once have been fresh or striking, but it has become tired through overuse. Clichés usually suggest mental laziness or the lack of original thought, having corresponding equivalents in the target language, and usually presenting no great difficulty for beginning translator.

Traditional examples of clichés are expressions such as *it takes the biscuit, back to square one* and *a taste of one's own medicine*.

Current favorites (in the UK) include *the bottom line is ...*, *a whole different ball game*, *living in the real world*, *a level playing field*, and *moving the goalposts*.

Clichés present a temptation, because they often seem to be just what is required to make an effect. They do the trick. They hit the nail on the head. They are just what the doctor ordered.

Here is a stunning compilation, taken from a provincial newspaper. The example is genuine, but the names have been changed to protect the innocent [3, p. 18 – 20].

Examining a vocabulary in a denotative plan, many authors mark **the large percentage of abstract words**, although information, as a rule, is concrete. In the plan of connotations they register not only emotional, but also evaluation and expressive vocabulary: *When the last Labor Government was kicked out (Daily Mail)*. This evaluation often shows up in the choice of the raised vocabulary. The English journalists are often reproached with that they use a pretentious vocabulary which is covered prejudgment of deductions: historic, epoch-making, triumphant, unforgettable – and the raised archaic military vocabulary intended for the emotional recruiting of reader on a side pleasing for the owners of newspaper: banner, champion, clarion, shield.

We should also say that the so-called **fashionable words** play special role in a

newspaper-informative text. There can be the words of foreign origin, only included in a language (such, as in modern Ukrainian of «*сніч*», «*офіс*» and many others) or old words, but unexpectedly extending the range of compatibility (as in Ukrainian the word «*стилістика*»: «*стилістика меблі*», «*стилістика автомобіля*» and etc). In any case, these are the words, frequency of use of which is high today. Fashionable words promote the trust of readers to the text (advertising uses the same means actively) and underline actuality of information. However, if they do not have international popularity, during translation into other language will not make impression of fashionable ones. What should the translator do? How can he pass this functionally important means? Perhaps, here it is possible to use the lexical compensation that is embedding the text of translation with fashionable words of a target language, more precisely, substitute during translation neutral words from point of «fashionableness» – to fashionable, that is transference of functional parameter of fashionableness on other lexeme [1, p. 201].

Another meaningful characteristic of a newspaper-magazine text is the presence of irony which helps to place accents in expression of estimation by the author. **Irony** is the hidden comic element which is based, as is generally known, on comparison of incomparable elements (semantically, stylistically, etc.). In a newspaper-magazine text it is often based, for example, on the use of vocabulary of high style in neutral or even colloquial context. In any case, a translator will have to make an effort to reproduce the principle of contrast for the transmission of this device that is to find among equivalents such one which contrasts on that principle.

On the grammatical level emotional information in a newspaper-magazine text is passed by the great variety of syntactical devices. Firstly, it is length and complication of sentences. Short phrases allow sharply to multiply the dynamics of narration, and the contrast of short simple and long complex sentences allows to

emphasize a necessity. As a rule, the estimation is emphasized in a short phrase in such a way. Secondly, this is the **inversion** that allows to select main points in sentences. Seldom parceling is used for strengthening of emotionality, that is separation of part of a sentence and registration of it as separate one.

Syntax of the newspaper style as well as syntax of any other bookish style is a diversity of **all structural types of sentences** (simple, complex, compound and mixed) with a developed system of clauses connected with each other by all types of syntactic connections. The coating of bookishness is created by multi-component attributive noun groups, participial, infinitive and gerundial word-combinations and syntactic constructions of secondary predication. The informative texts mainly use present active and passive (especially in English) voice. In addition, in the reports of British news agencies, government regulations, interviews, thematic materials infinitive, participle and gerundial constructions are widely used, not available in the Ukrainian language. Very often newspapers and TV / Internet information is also provided with clichés form. The most common English infinitive and participle clichés are to be reported, to be understood, to be seen, to be reported as saying.

Advertising newspaper material (ads) may be *classified* and *non-classified*. Classified ads are arranged topicwise in certain rubrics: "Birth", "Deaths", "Marriages", "Sale", "Purchase", "Здоров'я", "Міняю", "Зніму", "Послуги", "Знайомства", etc. Non-classified ads integrate all topics. Ads are arranged according to stereotyped rules of economizing on space. Due to this all non-informative speech segments are omitted intentionally, e.g.: **Birth**. *On November 1, at St. Bartholomew's Hospital, to Barbara and John Culhane - a son* [3, p. 20].

Conclusions. The communicative task of a newspaper-magazine informative text is to report new information, sticking its certain estimation. Means reflecting this task are the dominants for its translation. Once again we try to enumerate these

means and resources for their transmission [1, p. 202 – 203]:

1) Numerical data, proper names, the names of firms, establishments and organizations are passed by homonymous equivalents; unit of translation is a word or word combination.

2) Clichés and phraseological units are translated by equivalents; units of translation are word combinations or sentences.

3) Fashionable words are translated by lexical compensation.

4) Contrast of short and long sentences, contrast of sentences based on complication, parceling is a translation by functionally similar structures, more frequent with the use of transformations (with the maintenance of contrast).

5) Irony is interpreted with maintenance of contrast of functionally similar means. Units of translation are a word, word combinations and sentence. There are all types of equivalents.

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