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PROBLEM OF QUALITY OF WRITTEN TEXTS IN AN ERA OF INFORMATION TECHNOLOGY

Keywords: web-texts, linguistic, foreign language, information technology.

Introduction. In the era of information technology, written texts acquire new features and new significance [1]. In the conditions of the existence of a large number of texts, the diversity of people's activities and potential opportunities for their development, new study of the form of texts and the study of the role of texts in people's lives are of new significance. In particular, the problem of the quality of specialized texts, which is considered from different points of view, draws the interest of professionals.

The widespread distribution of texts, along with printed and handwritten texts, in electronic form is related to the new conditions for the existence of texts and their importance for a person [3]. Text on paper does not provide for significant, substantial changes. As a rule, such a text is designed for long-term use and storage (except for short, highly specialized texts, such as one-time reference documents, notices, etc.).

Methods and results. Texts in electronic form can be more easily modified, and the creation of such texts requires less costs, since paper and ink costs should not be taken into account. The opportunities to prepare a written text in electronic form with lower costs than the text on paper may in some cases cause a problem where the quality of the text both in terms of content and form is paid less attention. The quality of the text may depend not only on the qualifications of writers (authors) but also on the cost of its development. In cases where insignificant funds are used for the preparation of the text, there is less opportunity to pay attention to its quality. There are reduced opportunities to involve highly skilled professionals and less time is spent on different types of text processing in order to achieve the goals of the text. There is a new problem of quality of texts at the time of a large number of texts in electronic form. Texts can be created by authors, who are less prepared for literary work, but such texts can be widely distributed [2]. Other methods can be applied to achieve the goal of the text. If previously a quality text was more complicated, but its optimal perception was achieved through high linguistic culture, now there is a tendency for simplification and reduction of texts. Elements of colloquial style can be found more often even in specialized texts, which, along with the conveyance of facts, may carry emotional load.

Conclusion. This is aimed at facilitating the perception of the text by readers with different levels of training and different motivation. Such features of the text may remain in translation. In some cases, however, the translated text should take into account the cultural features and peculiarities of perception by representatives of the target language. This aspect may be the subject of further research of specialized texts from the point of view of target translation.

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