

PHILOLOGY

Marina V. Laskova, Elena A. Panteleeva

(Southern Federal University. Rostov-on-Don, Russian Federation)

Media-discourse through the prism of translation decisions

It is considered the issue of defining what media-texts are as well as the problem of their classification. The article is also devoted to the study of the media-texts language, translation techniques and transformations that occur while translating such texts. Translation of modern media-texts requires preserving both explicit and implicit information by performing different translation transformations, that help to attain a requisite level of equivalence. The study is based on a multi-aspect comparative analysis of the source media-text in English and the target media text in Russian.

Key words: media-text, multimodal text, media-discourse, translation analysis, linguistic analysis, comparative analysis, translation transformations, translation techniques, media linguistics.

November 23, 2020
