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Faculty of humanities
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Copyright

Untranslatable lexis in English, Russian and Georgian media texts

Abstract

Of the dissertation submitted in fulfilment for the academic degree of philology

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General review of the thesis

The present thesis- Untranslatable lexis in English, Russian and Georgian media texts- is dedicated to a significant issue in translation studies implying problems connected with the words and expressions which cannot be translated for the following reason - the recipient language does not have corresponding word or expression.

The subject of the research of the thesis represents untranslatable lexis in Georgian, English and Russian media texts as we come across the problem of untranslatability exactly in media texts.

As far as it is known, nowadays media text is one of the modern means of communication among people, therefore translation activities in this field is highly prioritized. We reckon, in this regard a lot of things are still being the subject of study. One of the issues are the problems connected with the untranslatable lexis. This is the reason why the stated topic has been chosen as the subject of the thesis.

In the course of world globalization, media has significant impact on consciousness of the mankind, maturing a public opinion on a certain issue, developing an impression on various fields, on political- economic life. Consequently, specificity of mass media text translation rises interest and is of special importance.

It is known that all types of news are spread from any part of the world through mass media, English represents the language of information in the modern world.

One can hardly imagine a life without the internet and television, without radio and other modern means of communication; the means through which people promptly obtain any type of information, urgent, up-to-date news and can instantly inform one another.

In the working process of all of the stated means the words and expressions naturally emerge in the language where they appear and which then are adopted by the other language in an unchanged form, often even in cases when there is a corresponding i.e. equivalent word in the recipient language.

This is exactly the issue we focus on, as there is a risk for foreign, mainly English words and expressions, having corresponding equivalents in the recipient languages, to “unapologetically” invade Georgian (as well as Russian).

Media text ignores the norms of a recipient language and “abuses” it “unwittingly” therefore polluting the language. A recipient language, from our point of view should be ready and resist to such “attack”.

Throughout centuries, relations of languages and nations, which, may at some point in time be ceased, still leaves its trace in the language.

Ethno-cultural relations are distinctly reflected in the structure of a language (for instance, Georgian-Greek, Georgian-Arabic, Georgian-Persian, Georgian-Russian, Georgian-Turkish etc.). Although, whether these were forced or voluntary, the stated historical relations are already in the past, lexical units of foreign languages still continue to exist in Georgian language.

Generally, development of a language, expansion and diversification of its lexical fund keep up with the development of society step by step, throughout the stated period the language is constantly enriched with new materials: expression units, new words depicting economic and cultural development of the society, which are called neologisms and which are comparatively painlessly indurated into a language, as their equivalents are not present in the language, therefore neologisms do not represent big danger, the opposite can be said, it enriches lexical fund of the language, as they take their “own” place, that is, they do not

expel the corresponding word for one simple reason- the recipient language does not have corresponding word or expression.

Development and enrichment of a language are positive results of relations with other languages, however negative aspects may still outweigh.

It is known that modern Georgian and Russian languages nowadays have tight relations with the world dominant language- English. Consequently, the relation of English with the stated languages today takes the form of influence more than of equal relationship.

Language as a collective identification feature, represents a strong weapon for distinguishing among others, in the process of obtaining and maintaining an identity. Considering the circumstances according to which the nations and therefore global relations among languages become more intense, it is harder to maintain national identity, thus its protection is the most important thing for the nation.

Variability of lexical fund of a language is inevitable reality. Such feature determines development of a language or vice versa. Development of a language is directly proportional to lifestyle, pace and character evolution of the society the language is spoken by.

When borrowing words, the way it is done is also noteworthy.

Nowadays, in Georgian language, the words, adopted through the process of intense flow of terms, are adapting to some extent through affixes. The affixes are the means that help them to “disguise” in order to take up a place into the lexical fund of the language.

language connections are swifter and more flexible these days than earlier, before the internet – a new form of communication appeared among people especially among people of different languages. According to the British linguist David Crystal “One of the most powerful media for exchanging information is the World Wide Web” (WWW- stand for World Wide Web). The author considers the internet to be a favourable means for linguistic

diversity (Crystal 2003:7). Together with linguistic diversity, the process of establishing English as the only prospective language is being outlined. In addition, it is noteworthy that Crystal distinguishes peculiarities and prospects of possibility for English to become a global language. The native speakers still need to study other languages. Learning foreign language is excellent way to look at the world through another perspective, therefore the situation is not too pessimistic. However, dominance of English language moves to the foreground in nonEnglish-speaking nations when native languages get mixed with the international language- English.

Modern world's eager aspiration towards globalization is reflected vividly and in a most interesting way through linguistic internationalism. The main source of the stated in mass media. Mass media is a field, where neologisms invade a language more rapidly and easily. Every media technology through mass media is intended for the large scale audience. Electronic media transfers information in electronic form and it includes- radio, television and other means. Printed version of mass media is a newspaper, magazine, brochure, book, advertisement banners, billboard etc. Unlike printed media, the internet enables us to do the same, however, in a virtual form. It is also possible to "publish" an article, letter, brochure, book, advertisement or something else and to offer and inform wide masses. For the listed purposes the internet has many available means: e-mail; websites; so called blogs, chats etc.

Nearly during two centuries Russianism have been establishing in Georgian language. In modern Georgian, as well as in Russian, abundance of Anglicism is being observed. If earlier the increased number of Russianism was determined by the political context (first, Georgia was part of Russian empire, later the Soviet Union) between the countries (Georgia-Russia), in case of our country establishment of Anglicism nowadays besides political relations is determined by economic one (Georgia-the USA) in addition to technological evolution. Maybe today's Russia and USA are not in good political terms, but Anglicism spreads into Russian as fast and at the same extent as in Georgian. This is the result of hegemony of

English language- each internet term is presented in every language of the world in English and often they are not translated.

In modern Georgian and Russian, the words transferred from English have shifted from oral speech to written form and gradually they are difficult to be distinguished. From olden times, the words which firmly represented the part of a certain culture and were practically impossible to translate generally attracted great attention. Such words or phrases carrying “untranslatable” culture with them were the subject of admiration for interpreters and theorists of translation studies. We will later focus on the stated issue in the present work as well as on essence and purpose of translation, discussing the above mentioned will lead us to the truth that translation is culture, inseparable part of culture, primary purpose of which is to introduce different cultures of people to one another.

The thesis discusses fairly topical issues that are connected with media texts. As we have already mentioned, the types of media texts, their peculiarities and characteristics are reviewed, problems arising during translation works are also highlighted. The thesis deals with peculiarities of translation and the strategy and transformation chosen by an interpreter or translator; some of the procedures and strategies, which are used by the theorists when translating cultural concepts are also presented.

In addition, the survey reviews text issue in linguistics, as a functional approach towards the text, as well as the study of various features of the text has led the scientists to the evolution of communicative linguistics and therefore forcing them to make some corrections in the verbal communication model and change perception of communicative acts.

As it has already been noted, the subject of the research is untranslatable lexis in media texts, the reasons of untranslatability and searching for methods to overcome them, as well as finding ways to solve the problem. The main purpose of the issue discussed in one of the subchapters of the thesis is the study of methods for solving the untranslatability,

furthermore, to reveal ways of communicating comparatively adequate components, which represent the notion of untranslatability, the study of the problems, complications and peculiarities arising when translating non-equivalent vocabulary and *realia* from English into Georgian and Russian, as well as establishment of new words and terms, and the problems connected with their use in media texts.

Translation of media texts are connected with number of complexities, we come across exceptional translation problems when translating headlines, terms, abbreviation, which belong to the category of untranslatable words.

Main area of our interest is exactly the translation issues connected with translating media texts, thus determining topicality of our thesis.

Topicality of the thesis is also demonstrated by the fact that although study of untranslatable vocabulary started long time ago, the research on their existence in media texts and problems connected with them is so scarce as media text itself is novelty and therefore meagre amount of researches are dedicated to it, however those that already exist interestingly discuss classification of untranslatable vocabulary; methods of usage and reasons are to be studied; our research is an attempt to study the reasons behind untranslatability of media texts and make humble contribution into general research through creating certain basis for further studies on untranslatable vocabulary in media texts.

Topicality of our thesis is also emphasized by the fact that it is expressed not only in wide scale of spreading media text, but also in the need to reflect reality in the language and speech of those around us.

The work emphasizes specificity revealed in the process of translation, as well as the styles and genres.

The subject of the research is untranslatable lexis in Georgian, Russian, English media texts.

Novelty of research lies in the fact that the following were done for the first time:

- a) Frequently used untranslatable units and expressions from Georgian, Russian, English media texts were gathered.
- b) The untranslated words and expressions in these three languages were compared.

The purpose of the work is to demonstrate and study peculiarities of translated media texts.

In addition, we would like to manifest the instances of translating untranslatable vocabulary from one specific language to another, that is why the thesis considers all three-Georgian, Russian, English languages as categories of source language as well as target language, the reason for the stated lies in the fact that translation decisions in relation to specific languages are drastically different.

In order to achieve the set target, we applied the following methods:

1. We have studied scientific materials required for the research topic;
2. We have read relevant researches presented in various works, in general:
 - a) about texts (types of texts, stages of their development and research in linguistics);
 - b) essence of translation, stages of development, methods and aims of translation, lexical and semantic problems connected with translation studies, problems of foreign lexical units in recipient language;
 - c) essence of media text, specifics of its translation, “publicist style” and its linguistic peculiarities;
3. Based on scientific works we have described:

- a) peculiarities of publicist style in the system of styles.
- b) reasons, sources and translation methods of untranslatable vocabulary;

4. We have reviewed: realia, barbarisms, exoticism, loan words etc.

Volume and structure of thesis. The work consists of the introduction, four chapters and 11 paragraphs, conclusions and bibliography, we have get acquainted when working on the thesis.

Thesis volume represents 130 pages of electronic document.

The structure of the thesis has been determined by the purpose and objective of the research:

Introduction;

Chapter I. Notion and essence of a text, its types and studies in linguistics

- 1.1. Definition of text and text as the subject of linguistic studies;
- 1.2. Types and variety of texts.

Chapter II. lexical and semantic problem in translation studies

- 2.1. Essence of translation and stages of development;
- 2.2. Translation problems of media text;
- 2.3. Problems of foreign vocabulary units in recipient language.

Chapter III. Linguistic peculiarities of media text style

- 3.1. Peculiarity of translating media text;
- 3.2. Lingo-stylistic characteristics of publicist style;
- 3.3. Publicist style in the system of styles.

Chapter IV. Problems connected with untranslatable vocabulary in media texts

- 4.1. Reasons, sources and translation methods of untranslatable vocabulary;
- 4.2. Realia, as the part of non-equivalent lexis of a language;
- 4.3. Problem of barbarism and exoticism's usage in media texts.

Conclusion

Bibliography

Approval of the paper. Review of the work was held _____ Chapter
I. Notion and essence of a text, types and its studies in linguistics

1.1. Definition of text and text as the subject of linguistic studies

There are number of opinion on the issue of essence of a text. All the definitions can conventionally be divided into two large groups: the first group includes definitions, claiming to be general. They depict the most general features of subject of the study; every linguistic expression necessary for performing communicative intention is considered as a text. Researchers of the relevant field consider a text generally, to be a universal form for transferring linguistic code into communicative act.

Definitions of the second group is more narrow and are based on the research of specific issues, the study of a text in different aspects: through the position of language and speech in paradigmatic and syntagmatic terms, by providing description of grammatical, lexical and stylistic peculiarities. Generally, it is impossible to define a text unambiguously. Nowadays, as a subject of study, it attracts attention of specialists of various fields. Well-known semiotician, culturologist and specialist in literature V. Rudnev considers that even city street is a text or the collection of texts, as in the streets we come across the names of different streets, numbers of houses, the names of shops and other institutions; advertisement banners

show the texts carrying certain content; even road signs and traffic lights carry some information, the thing that therefore they carry the function of communication and establishes communication is a text. In modern linguistics, a text is reviewed as the whole linguistic unit. A text is multifaceted phenomenon, which require heterogeneous approach, the study through various methods. At the initial stage, the subject of the study was not the text but a separate sentence. Heger defines text as a bigger segment than a sentence.

Through the generative approach a text is reviewed as well sequenced combination of sentences, however, a text is not only a collection of sentence components. In particular cases a sentence may be an independent text.

The researches revealed that a text exceeds a sentence not only in length, that is by extension in space and time, but by tight connections with formal-grammatical factors, which in its turn is connected with a man, communication process and cognition.

The subject of study of linguistics is such relation as topic and its relation to old and new information conveyed in the text. Recently, the study of a text in three directions in scientific linguistic field attracts methodologists' attention. The first direction intensively studies parameters and characteristics of authentic text, which implies "oral and written texts representing a real product of specific language and culture native's speech. Traditionally, authentic text is contradicted by non-authentic one, which expresses linguistic image of language and culture native's the objective world for the educational purposes.

It is common knowledge that a text is the means through which as a communication canal, other nations are being perceived. Existence of a text in intercultural communication actualizes the text in the new cultural-communicative environment. During such transition certain problems arise. The text is perceived adequately only in case if the context of author and addressee coincide. In linguistics, the mastery of the text in intercultural communication

provokes the study of both phenomena—the text and intercultural communication from an interesting angle.

Modern communicative linguistics distinguishes three main components; these are: addresser, text and addressee, however for executing a linguistic communication other components are also required: the context (the same as referent: something that is being spoken about), the code (through which communication is executed) and the context (physical and psychological canal between the addresser and addressee) utterance turns into the text only when it is reviewed within the scope of certain situation and we possess the knowledge of a linguistic context of the expression. The context is the thing that gives possibility to interpret the sentences unambiguously.

1.2. Types and variety of texts

Among the types of texts, fiction together with publicist and scientific works takes one of the major places. Conversational-communicative texts are also quite important. Their combination creates types of texts.

Traditionally, linguists and other researchers working on language issues deem that language corpus consisted only of written sources which were published in a written form (a short story, play, television text, newspaper and course book texts etc.).

It is impossible for a text not belong to any genre. To be precise, any journalistic genre has the subject, the function and the method.

It is well known that new technologies facilitate emergence of new genres hitherto unknown, in some respect, only in press there have been about forty various genres attested. Newspaper genre chronologically precedes television and radio genres and simultaneously representing their basis.

As it is known, the study of any functional style shall commence and be conducted through studying characteristic genres, that is by studying the types of texts, as texts create the genre space of every functional style, created on the basis of the given genre. As commonly known, newspaper genre space differs from other spaces of journalistic functional style by the method or canal, as it uses only printed method, and the subject for all three substyles are to some extent a fact, and the function is the influence over and provision of information to the audience. The written communication was exactly the one demanding replete number of things from newspaper genre and from spaces being constituent part of it. Before anything else this type of communication, demanded introduction of the information to be transferred in the most complete and consistent way, regardless which genre (information, analytical or fictional- publicist) it belongs to, as the author and the reader are in different space of time.

Media text- a news program, in any form and genre of established media (newspaper article, TV program, video clip, film, etc.). It is a concrete result of media production.

The concept of media text, as multistep mass phenomenon is being filled up with sustainable system of parameters, which make it enable any media text to be precisely described by their different features.

Means of mass information are not only newspaper or magazine texts, but also various voiced materials: radio and television reports, interview, various programs, talk show, films etc. which are often referred to as “electronic press”.

Concept of “electronic press” after recent inclusion of the internet has widened. Electronic press is represented by nearly all major news agencies in the world.

Nowadays media text represents the core of the modern culture, as it is inseparable part of any country’s information space. The language of mass media is dynamic, constantly updated, as it depends on technologies and alteration of everyday life, as well as neologisms adopted by the language and changed grammatical norms. Mass communication adds extra dimension to traditional interpretation of the text;

Television widens the margins of the text even more, incorporating speech with video image and sound sequence.

Verbal and media components of the text are tightly linked and agreed with each other based on different principles (addition, enhancement of illustration, separation, controversy etc.) create unity representing the essence of media text.

Chapter II. Lexical and semantic problem in translation studies

2.1. Essence of translation and stages of development;

Translation is an activity, which is approached by an interpreter or translator with creativity; translation depends on variation of language resources, type of a translation, objectives of translation, type of text and influence of personal individuality. Translation also represents the final result of the activities described above.

The notion translation represents a cultural variable. Translation activities has different conceptual dominator in different cultures, as each nation perceives its meaning in their own way.

Translation as an intellectual activity, representing phenomenon of great interest since old times.

The first samples of translation, in particular, bilingual inscriptions were found by researchers in 3000 BC in ancient realms of Egypt, the first one was found on the waterfall (the first cataract, Elephantine), on the territory of Elephantine, whereas the study of translation as a science field began later. The science was called translation studies.

Translation studies as an independent discipline, was founded in the second half of 20th century, however, reflections originated from ancient times. In-depth linguistic study of translation together with other factors were determined by the second world war and so called “cold war”, which revealed failure of ambitious project of automatic translation (Sakhvarelidze 2001:10).

Theorizing of linguistic aspects of translation commenced little later, in 1940-60s, after the means of information, in particular, radio-television actively became part of everyday lives, where new technologies and corresponding text so called media text emerged, which nowadays represents the core of modern culture, as it is inseparable part or information space of any country.

2.2. Translation problems of media text;

A modern man lives and works in the world of texts, therefore their professional success and social status largely depends on the perception of textual information.

Translation is special case of bilingualism not just because the interpreter consciously avoids what is not subject to consciousness and it is revealed in other situations of bilingualism. Translation is special in case of bilingual communication, as by its nature it is secondary. Translation- is a speech act, the aim of which is not to create but to communicate speech work already existed in other language.

As translation represents the process of bilingual communication, its main objective is to maintain the communication function of initial language in the target language, thus determining specificity of components and functional composition of dominants.

Moreover, both the practice of translation and its theory have their own history.

From the features related to the two main types of translation- oral and written, a movement was established which studies characteristics of both in the course of process and result, as well as the integration of boundaries of these major types. The theory of specific types of translation is tightly linked to didactics of translation.

Any text in foreign languages composed for the purpose of communication, naturally requires to be translated into the language the object of communication knows. For the stated reason the following sciences have been established: translation studies, translatology etc.

The theory of carrying out translation-translatology studies consistent pattern of translation.

As it has already been noted, initially there were oral and written texts; later newspaper-publicist texts emerged and even later – television and internet network texts. The above stated are collectively called media texts. Media text nowadays represents the core of modern culture, as it is inseparable part of information space of any country.

The independent discipline studying the language of means of mass information is called Media studies.

Media text is newspaper-publicist texts which are distinguished by diversity, especially by compressed, formal and dry informational articles and reports. When translating these types of reports, precision is achieved through sentence syntactic transformations, structural changes, and lexical-contextual equivalents, as these changes are resulted from the necessity of following norms of the translation language and press style. The headline should be brief,

laconic and carrying content, moreover, it should have certain emotional influence on the reader. Essential function of a headline is to attract readers' attention and therefore, quite often, it does not fully express the content of the article. The stated function is mainly undertaken by the subtitle, which through several lines gives brief outline of the article. It is important for the interpreter to have the knowledge, which will enable them to objectively perceive the content of the headline and perform equivalent translation while considering stylistic and grammatical norms of the target language.

A translator comes across particular setback in the process of translating cultural concept, as the culture and intercultural communication is far more complex phenomenon than an interpreter may imagine. The quality of a translation greatly depends on competence of a translator, the more knowledge the translator has on the cultures and intercultural diversity, the better the translation is. Translation theorists have long recognized the cultural knowledge issues and difference between cultures. The knowledge about the culture and intercultural differences represented the main subject during initial period of translation practice and theory, they were the main focus.

From time immemorial, great attention has been paid to words that represent firm part of a particular culture and were virtually impossible to translate. Long debates were held on when to be paraphrased; when to use the closest equivalent; when to create a new word (especially in case of translating fictional text) and when just to decipher it, using so called transcription. The stated words and phrases carrying "untranslatable" culture seemed fascinating for interpreters and theorists.

2.2. Problems of foreign vocabulary units in recipient language.

Translation is not only linguistic but also cultural communicative act among cultures; the process of translation has two aspects, as it has been noted multiple times, language and culture are inseparable therefore culture and translation are inseparable as well.

One of the main aims of a translator is to transfer content of the original text as fully as possible. However, existing difference between language families and peculiarities of text structure may limit these possibilities being at the interpreter's fingerprints and fully maintain content in the translation, therefore the interpreter's responsibility is to communicate information in the original text as fully as possible. For this they must necessarily have particular general (background) knowledge which native speakers have. Successful completion of translation activities determines a thorough acquaintance with the history, culture, literature, customs, modern life and other realities of the natives. Basic requirement for fullfledged translation is the interpreter's knowledge of specific living conditions, country life, customs and traditions.

Chapter III. Linguistic peculiarities of media text style

3.1. Peculiarity of translating media text;

For practical work of the interpreter, mainly, the following features of English media text are revealed:

- spoken-informal style;
- highlighting the style using jargons, periphrasis etc.;
- formality of titles and addressing;
- special character of newspaper headlines;
- special method of paragraphing;
- lexical peculiarities of newspaper-informative materials; □ usage of terms.

In British and American press materials unlike Georgian and Russian languages, it is common to use spoken term. From our point of view, it is strange the familiarity (temerity) with which the English and American print media express themselves towards government

officials; often the leaders of the country and ministers in newspapers are referred to as Bob Kennedy (Robert F. Kennedy), their surnames are indiscreetly contracted: Mac (Macmillan) Joe Biden and so forth.

All the above stated familiar-spoken forms have long been acceptable for English readers. If we keep this form when translating, it will have poor impression on Russian reader by being unacceptable, which will violate original style, as a regular text for an English reader will be communicated by unusual Russian text, which will be perceived by Russian reader as careless and inappropriate familiarity.

Therefore, in order to adequately convey the character of the genre as a whole, it would be more appropriate to disclaim such genre features so that if in English this material is of the informative-descriptive genre, then the Russian translation must possess all the features that characterize the genre.

The one who works with the translation of informative-descriptive materials often has to deal with one more peculiarity of this genre. In English and American newspapers, apparently, due to technical reasons, nearly each sentence is being typed on separate line, naturally, the interpreter should not mechanically reflect in receiving language the paragraphs of English text, without checking how logically justified each of them is. Thus the translations of the newspaper text differ from the translations of magazine articles or books, where the paragraphing does not arise from the negligence of the arranger, but is precisely and thoroughly determined by the author himself.

In media text we often come across polysemy, that is multiple-meaning terms, synonymous terms, contracted terms and names. State and federal authority are bent in establishing a police state. In the first instance the term state stands with the definition "federal" and definitely means the government of state unlike the government of the country. In the second instance state is used with the meaning of nation. The term

congressman, which may have broad meaning- “the member of American congress” or narrower on “Member of the House of Representatives” (of US congress): last year a number of American Senators and Congressmen visited Russia. Besides the stated meaning it is also used with narrower function and its synonym is representative. Set of rules for a company in English can be called Regulations, Rule Constitution, Statutes or charter. Widely known terms are often used in texts in contracted form: Youth also virtually from Congress, the average age of member of the

Senate being 56 years and of House 51 years, here contracted form house stands for House of Representatives.

Thus, translation of English media texts is distinguished by significant, however not full lexical parallelism – most of the words from the original text can be substituted by the corresponding words having close content. From the lexical transformations descriptive translation is frequently applied. From our standpoint, choosing translational transformation, as well as the extent of their usage fully depends on the individual style of a translator.

3.2. Lingo-stylistic characteristics of publicist style;

Newspaper is the source of information and means of persuasion. It is aimed at a massive extraordinary audience that it persuades and forces to read it. We focus on it as one of the most important sources of communication and information.

Newspaper style is reviewed as publicist type and possesses characteristic feature.

The aim of the newspaper style is to provide a reader with information on events of the day, to enable the reader choose corresponding attitude towards the stated events. We discuss English, Russian and Georgian newspaper texts. A.I Galperin notes that in English newspapers the texts do not contain the author's evaluations. It is represented by introduction of the news, which are of informative nature. Reviews of the authors are given

in commentary articles in an editorial column. In the stated materials subjective opinion is expressed.

Newspaper style of English language is characterized by the use of political and economic technologies. Grammatical peculiarities of news programs represent abundance of complex syntax construction, for the large amount of information to be passed more briefly.

Generally, newspaper style (that is press language) is one of the genres of publicist text. As it is commonly known, main communicative objective of newspaper style is to transfer information to recipient with certain evaluation position. In news reports the first priority is communication of precise information. Consequently, terminologies are often used, for instance, A.D.H.D. (attention - deficit hyperactivity disorder) – hyperactivity disorder, which is connected with lack of concentration.

As it is known, translating terminology into Russian or any other language is relatively easy as the terms are largely context-independent and are used as both complete words and collection of words.

When conveying substantiated information and accurate facts, proper names well known to the general public, such as Barak Obama, Washington, The Great Depression, National Public Radio are often used in newspaper articles.

The use of proper names in contracted forms is not rare, first of all, due to publicity, for example L.A (Los Angeles), NYPost (New York Post), NIC (National Intelligence Council).

In newspaper style as well as in all publicist text, phraseology is present in vast number. For example, to patch holes – to improve faults, the nickel and diming – does not require much expense; for a rainy day – for a future time of need.

Researchers claim that great importance is paid to the peculiarity of the newspaper style, which is related to the title of the articles.

Considering the peculiarities of newspaper headlines, their translation represents a significant complication.

- The main aim of the newspaper article headlines is to interest the reader, attract attention towards the materials introduced.
- A headline should depict brief content of the article and highlight important facts.
- A headline should convince the reader, impressing upon the main message of the material.

We can observe a frequent use of conversational style in article headlines. For instance, amid poverty and hunger, armies fight to grab wealth of mines and forests.

In addition, it is interesting to use the words of multiple meaning in the headlines of newspaper articles. As you know, the same word in the title can have different meanings, for example: Green Gets a Holiday Update - planting will make the holiday perfect.

The grammar of newspaper headlines is of great importance in the study of given issues.

3.3 Publicist style in the system if styles.

In every developed literary language, linguistic expression of a particular system can be detected, which differ from one another by the peculiarities of linguistic use. One group of means can be distinguished from each such system, which is presented as leading, more or less noticeable and essential one. Systematic use of linguistic means leads us to the fact that the use of a language in various fields is normalized though the choice of words and nature of their use, through the use of different synthetic constructions, by using peculiarities of samples of linguistic means, using different methods of connection between parts of expressions etc. such system is referred to as speech system or speech style. Style is a socially thought-out and functionally justified, internally integrated set of methods used.

Every speech style has, common- typical peculiarities characteristic to the given style, which are included into the basis of distinguishing the stated style as independent, as well as separate form of expression.

“Publication” originates from the Latin word (verb)- publicare and means “to become available, explained publicly, become public.” Literary genre deriving from here- publicist is a special type of literary work, in which the current issues of socio-political life are covered, explained, moral issues are brought to foreground.

Publicist style is used in the field of socio-political activities. This is a newspaper language, socio-political magazines, propaganda radio and television programs, language of documentary commentators at meetings, rallies, celebrations etc. Publicist style is speech activity in the field of politics with all its purpose. Fundamental purpose of publicist style is considered not only for programs, information and logical argumentation, but also on emotional influence on the listener (audience).

Publicist style is represented by a number of genres:

1. Newspaper- essay, article, feuilleton, news report;
2. Television- analytical program, news program, dialogue in live broadcasting;
3. Oratorical- rally speech, toast at the celebration, debates on television or public space;
4. Communicative- press conference, informal meetings;
5. Advertising- essay, advertisement, poster, slogan.

The following functions of the style are distinguished: communicative, expressive and aesthetic.

There are two varieties of publicist style: written and oral.

The written types include: essay, newspaper articles, literary-critical magazine articles etc.

The oral variety of publicist style include oratory speeches, recently radio commentary were added.

Publicist style is entirely subject to one constructive principle –alteration of “expression and standards”.

Depending on genre, in the first place sometimes comes expression, sometimes standard. If the main objective of the information is excitement towards it, the expression comes to the foreground (often observed in feuilletons and other genres). In newspaper articles, chronicle news and the standard takes the first place in the articles for maximum attainable information.

Terms from science fields are frequently used in the press with figurative meanings: atmosphere (trust atmosphere), positive (positive results); art: duet (duet of liberals and conservatives); play (political play); backstage (backstage negotiations); military: order (put into order), front (battle front), course (new political course) etc.

On one hand, publicist style has words and phrases with positive connotations (asset, virtue, figure, hard-working, welfare, charity, intentions, self-sacrifice, prosperity etc.) on the other hand, there are negative ones (invasive, implementation, travel, attraction, sabotage, employees and so forth).

The usage of specifically emotional words, words and word combinations with figurative meaning (black god – oil), usage of exclamation, question marks and incomplete sentences, or vocabulary which trigger certain emotional reaction, moreover- frequent use of common clichés, stereotypical phrases, newspaper stock phrases, political terms, social realia etc. are characteristic to newspaper and magazine publications.

Translating Georgian, Russian and English media text is distinguished by significant, however not full lexical parallelism- majority of the original words can be substituted in the translation by the words having close content.

Chapter IV. Problems connected with untranslatable vocabulary in media texts

4.1. Reasons, sources and translation methods of untranslatable vocabulary;

Untranslatability- is the feature of a text in the process of translating it from one language to another language, when in recipient language there is no corresponding that is equivalent word or notion. For instance, terms should not be assigned to strictly translatable or untranslatable units, complexity of their translation is related to their origin and competence of an interpreter.

Quite often, those terms or expressions, which are considered as untranslatable, in reality are lexical units, which do not have similar meaning in recipient language.

When comparing language, we reveal the items, meanings, phenomenon, which represent a possession of one language and is not present in the vocabulary of another. Such lexical units, linguists, in particular, E.M Vereshchagin and V.G. Kostomarov, assign to untranslatable, non-equivalent vocabulary. According to them the words, exact meaning of which are impossible to perceive, do not match to any foreign word, are non-equivalent.

Non-equivalent vocabulary mostly depicts peculiarity, culture of a certain country and contains information in a contracted manner. It attracts attention on the most important and peculiar in the language structure and attitude of one nation's culture towards another, especially it refers to realia and associative non-equivalent vocabulary.

Untranslatability has its own reasons and sources: non-equivalent vocabulary;

The fact of lexical non-equivalency means only the fact that lexical unit of the original language cannot be expressed with similar, “symmetrical” manner, through the lexical unit of target language.

For conveying non-equivalent vocabulary, translation methods, that create special class and do not belong to neither substitutions nor transformations, are recommended; these are:

Transliteration. In essence, this method is similar to borrowing foreign words. As the equivalent of a translation in the original language of a non-equivalent unit, its graphicphonetic notations are used, which are reflected in written letters of the translation language, while in oral translation it is subject to the phonetic rules of the translation language.

Transliteration method is acceptable only in case where equivalent does not truly exist.

In Russian language, replete number of words have been adopted through transliteration: sport, (knock-out), (beefsteak), (grape-fruit), penny, gentleman, elf.

This roused Jack, and he went out and hired himself for the next day to a neighbouring farmer for a penny;

Проработал день, получил пенни и пошел домой, но когда переходил через ручей, потерял монету. (<https://www.gutenberg.org/files/7439/7439-h/7439-h.htm>)

Calque. Essence of this method is that constituent parts of non-equivalent lexical units (morphemes of non-equivalent words or non-equivalent lexemes, fixed collocations) are substituted with their precise equivalents in translation language, for example: cyber store, commercial bank, marriage contract.

Approximate translation. Instead of foreign realia the interpreter uses target language realia, having its own national peculiarities, however has a lot of in common with the realia of original language. For instance, Santa Claus and თოვლის ბაბუა (Georgian version of

Father Christmas) cannot be the same however, it is obvious that in certain context they are interdependent, furthermore, we can give another example of translation: cow-keeper - პირუტყვის მწევები (cattle shepherd).

Elimination of national-cultural specifics. This technique is most frequently used when translating non-equivalent vocabulary, by conveying the meaning of non-equivalent lexical unit through giving extended description.

Advantage of descriptive translation is the fact that the essence of phenomenon is conveyed fully, for the stated reason some author calls it explanatory.

Distribution of the meaning of non-equivalent lexical unit. The essence of distributing the meaning of non-equivalent lexical unit on several lexical units of target language, the nonequivalent lexical unit disappears in the translation. This technique reminds us of descriptive translation.

All of the above stated techniques for translating non-equivalent vocabulary have particular advantages as well as disadvantages, however, the latter can be compensated at certain degree through combining various techniques.

4.2. Realia, as the part of non-equivalent lexis of a language;

It is commonly known that when translating a text from a foreign language, lexical fund of the recipient language should be ready for retrieving corresponding word. In case of Georgian, such problem almost does not exist, as Georgian is one of the distinguished languages in the world by its grammatical structure and affluent lexical fund. The language survived to this day having nominal changes in grammar and most importantly indigenous vocabulary, which indicates that it is strong, solid and text of any complexity, from any language, can be translated into Georgian word by word, however, the Georgian language could not overcome the invasion of foreign words, which is caused by various factors. The

lexical fund was filled with borrowed words over time, but it is lawful only if the corresponding word was not found in it.

It is known, that in every language there are words and expressions which are possessions of only the stated language and are untranslatable in any other language- it is transferred precisely as it is in the target language. These words and expressions are referred to as exoticisms.

Realia are a sign of national color, which is why in most cases they are untranslatable words and nominative word collocations, that is, realia have no equivalent in another language, and only in that case it takes its place in another new or receiving language.

The notion of untranslatable vocabulary is comparatively broad by its essence. It is, as well as realia, called a unit, which does not have lexical equivalent in the translation language and does not have connotation in target language. Georgian, English and Russian languages are replete with similar examples of non-equivalent vocabulary and realia.

Untranslatable units are:

Geographical

names; Toponym;

proper names;

Units of currency;

Natural phenomenon: (Katrina, hurricane)

4.3 Problem of barbarism and exoticism usage in media texts.

Generally, development of a language, extending its lexical fund and diversifying process go in hot pursuit with the level of social development, during which the language is

constantly filling with new materials: expression units, new words, depicting economic and cultural advancement of the society.

The words and expressions of foreign origin can hardly take their place in the Georgian language, although since the 19th century the influence of the neighboring country - the Russian language and the tendency of establishing Russian words can be observed. Besides Russian, similar process takes place from other European languages. Generally, the lexical fund of a language is enriched by the words and expressions having invaded and then established in the language such as so called loan words- barbarisms and exoticisms. Enriching the lexical fund of a language in such manner is observed in every language of the world, some experience it more, some-less. The stated process, as we have already mentioned above, are determined by different factors, first of all- technological advancement and its modern achievements.

Nowadays, a new word is adopted by Georgian nearly on a daily basis. Today, people speak using different terminology than years ago, even in recent past. Lexical fund underwent significant alterations in the 21st century, which were determined by objective ambient conditions (current circumstances, period, modern technologies etc.).

The words from other languages (mainly from English) are found in fiction, scientific and political literature.

Media resources facilitate establishment of barbarisms and mostly exoticisms in a language. People, often teenagers, do not understand the meaning of some foreign words, but they actively use them, moreover, they put these words within the scope of Georgian grammar that is adding corresponding affixes characteristic to Georgian, thus making the words sound Georgian, for example: the word “like” (the word is English meaning to enjoy something) become so Georgian that people who want their friends to express their approval of their photo or post on social media ask each-other: გსდოლსი ი (like it)! If they want their

videos or photos reposted, then: გააშიარე (share it)! the journalist, who is outside a studio and broadcasts a report, in order to check whether he is live or not asks: ლაივში ვარ?!

The words adopted from foreign languages were present before computer era, for example: college, bus, institute, journal etc. Some of the words suited the mould of Georgian so tightly that we do not even remember neither their original meaning nor their etymology, these are: აკვარელი (water colours), პლატინა (platinum), კომფორტი (comfort), პოლკი (regiment), გროში (Groschen), ნოკაუტი (knock-out), კოლორიტი (national hue), ლაზარეთი (infirmary), ნოველა (short story), გონდოლა (gondola), პიჯაკი (suit), პროფილი (profile), კომბინიზონი (overalls), კლუბი (club), კიტელი (keitel), გრუნტი (soil), პლაში (raincoat), სამოვარი, ვაგონი (carriage), კალოში (rain boot) etc. as a rule, every lexical novelty is settled in corresponding language, however, the number of new words in 21st century is increasing so rapidly that they are difficult to keep the pace with and reflect them in dictionaries.

Another point, we would like to focus is exoticisms and the problems connected with their use in media texts.

Compared to barbarisms invasion in the language, introduction of exoticisms is comparatively painless process. They are frequent “guests” of media texts, from where they are adopted in common speech. Its relevance is especially highlighted in the process of intercultural communication, artistic communication being one of its variety.

Exoticisms introduced from foreign languages are abundant in Georgian too, however, Georgian on its hand has such words that cannot be translated into other languages, they are national and are adopted in foreign languages without alteration, this mainly refers to national clothes, dishes and customs (e.g.: - Chokha, Ajika, Matsoni, Lava, Kebab, Satsivi, Churchkhela, Khachapuri, Khinkali, Pkhali, Supra, Barbecue, Georgian Wine Names (Khvanchkara, Rkatsiteli, Kindzmarauli, Tsitska etc. Genatsvale, Tamada) great effort is

needed to explain the meaning of such words, that is an explanatory translation is used. It should also be noted that Georgian word „სვამი“ (chair) equivalent of which exists in Russian- стул, are sometimes used with its literal meaning in some contexts, as chair-school desk, park (garden) bench- in diminutive form- скамейка; (со школьной скамейки; на садовой скамейке); in case of defendant's chair (dock) non-diminutive form- скам (скам подсудимых).

Conclusions

As a result of our research, we have reached the following conclusions: A review of the theoretical works of well-known scientists have revealed that the phenomenon of untranslability and related problems have been studied and the optimal ways to overcome it are reflected in the example of English texts.

Urgency of the research can be defined by the necessity to study one of the essential aspects of translation theory- issue of “untranslatability”.

The aim of the research was to study techniques of solving untranslatability, to determine the ways to convey comparatively adequate components, which represent the concept of untranslatability, when translating non-equivalent vocabulary and lingo-cultural realia from English into other language, attempt of which is our work.

During the research, the planned primary tasks were performed:

1. a) The causes and sources of untranslatability have been studied; b) Based on determined causes and sources of untranslatability we have discussed and identified optimal techniques of translating on-equivalent vocabulary and lingo-cultural realia, as a constituent component of “untranslatability”.

2. The ways of solving “untranslatability” in translation through examples have been discussed.

The research conducted by us has revealed the following:

- Untranslatable lexis is present in the language of any people and it takes special place in recipient language. Media texts are replete with the instances of untranslatability. There are cases when untranslatable words that is realia, exoticisms, barbarisms, loan words are being adopted by some languages, which are somehow confronted by the natives for the purpose of maintaining purity of their own language, however, it is also understandable that if the recipient language does not have equivalent words, it then boldly takes its place in this language and it does not damage but enriches the lexical fund of that language.
- A text maintains and preserves everything at least once observed through linguistic canals; it is assigned to restore and relive an event, even when the memory of that event is vague and the fact itself no longer exists.
- All the definitions of a translation are similar, however, the linguists perceive the quality of a translation in a different way.
- Throughout the process of study of a source language, interpreters should be able, first of all, to reveal cultural components and only after that determine sufficient strategies and methods for their translation. Furthermore, they should be aware of the methods as how to preserve content and style, so that the reader enjoys it to the same extent as the original text.
- When modeling the process of translation, we should take into consideration the nature of the situation, which will make it easier to understand the text.
- Accurate translation of media texts is essential for a correct understanding of the idea, because the main task of media texts is to influence the mass

consciousness. We also made sure that it is necessary to comprehend realia of the media texts if there is no exact equivalent in the target language.

- Translation of English media texts are distinguished by important, however, not full lexical parallelism- most of the original words may be substituted in the translation with the corresponding words having close meanings.
- Translation is a culture, inseparable part of a culture the essential aim of which is to introduce the cultures of different people to one another.
- Newspaper style text, as a genre of publicist style, includes the same lexical, morphological, and syntactic features that characterize the publicist style. The only difference is the number of features used.
- For an interpreter to perform practical the knowledge of the following functions characteristic to media text is important:
 - spoken-familial character;
 - Variety of styles with slangs and periphrases;
 - Official titles and form of address;
 - The special features of newspaper headlines;
 - Paragraphing;
 - Lexical peculiarities of newspaper-information material, – Use of terms.

Finally, based on the theoretical material discussed, it is determined that the concept of culture represents several connotations of the existing word, which are actively used by the representatives of a given culture. It is the reflection of the nation's spirituality, which is sometimes passed from generation to generation and does not lose its expressiveness, sometimes it lasts only decades and changes with the era.

The main provisions of the thesis are given in the publications bellow:

1. The problem of using barbarisms and exoticisms in media texts. Intercultural communications N32p.67, ISSN 1512-4363 ,Tbilisi. 2019;
2. Linguistic and extra linguistic factors of neologisms and borrowings. Internationally reviewed multi-linguistic science magazine “Scripta Manet” N3(47), p.30, ISSN 1987-7390,Georgia. 2020;
3. Realia, as a constituent part of non-equivalent vocabulary. International science magazine “Intellectual” N38, p. 14,ISSN 1512-2530, Tbilisi. 2019

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