

РОЗДІЛ II НА ПЕРЕХРЕСТІ СЛОВА: ULTRA NOMEN

UDC 81'25:070.41

DOI <https://doi.org/10.32782/2522-4077-2025-213-22>

PECULIARITIES OF CONVEYING LANGUAGE IMPACT ON A READER IN THE TRANSLATION OF MEDIATEXTS

ОСОБЛИВОСТІ ПЕРЕДАЧІ МОВНОГО ВПЛИВУ НА ЧИТАЧА ПРИ ПЕРЕКЛАДІ МЕДІАТЕКСІВ

Karpusha I. V.,

orcid.org/0009-0008-9530-7377

*Assistant Lecturer at the Department of Germanic Philology,
Translation and Foreign Literature,
Vinnytsia Mykhailo Kotsiubynskyi State Pedagogical University*

Rak Y. D.,

orcid.org/0009-0005-8939-3246

*Assistant Lecturer at the Department of Germanic Philology,
Translation and Foreign Literature,
Vinnytsia Mykhailo Kotsiubynskyi State Pedagogical University*

This article addresses the issue of effectively conveying language impact when translating media texts, which are powerful tools for shaping public opinion in today's information society. In light of the rapid development of mass media and the expansion of globalized communication processes, the translation of media texts is becoming increasingly important. The study analyzes the concept of a media text as a complex, multifunctional construct that combines verbal, audiovisual, and graphic elements to create a multilayered semantic structure. Special attention is given to the linguistic and stylistic features of the media language, in particular, the use of expressive vocabulary, allusions, metaphors, and elements borrowed from different functional styles, and the role of these tools in creating a specific impact on the target audience. The article examines the diverse functions of media texts – informative, ideological, propagandistic, cultural, and mobilizing – and explores how these functions are implemented across various genres. It outlines the main approaches to media text translation: objective, constructive, and subjective. Key translation strategies are identified that help preserve the pragmatic potential of the original message in interlingual and intercultural communication. Special emphasis is placed on lexical and stylistic transformations as essential for achieving functional adequacy. The analysis shows that successful translation of media content requires a high level of linguistic, cultural, and pragmatic competence, as well as the ability to critically interpret the intent and context of the original message and adapt it appropriately for the target audience. The article concludes that the translator is not merely a linguistic intermediary, but an active participant in constructing a new communicative space – one that reflects the worldview of the target culture within the framework of global information exchange.

Key words: media translation, media text, media language, language impact, intercultural communication, translation strategies, translation transformations, media discourse.

У статті висвітлено актуальну проблему адекватної передачі мовного впливу при перекладі медіатекстів, які є потужним інструментом формування громадської думки у сучасному інформаційному суспільстві. З огляду на інтенсивний розвиток засобів масової інформації та активне поширення глобалізованих комунікативних процесів, переклад медіатекстів набуває особливої значущості. Проаналізовано концепт медіатексту як складного поліфункціонального утворення, що поєднує в собі вербальні, аудіовізуальні та графічні елементи, створюючи багаторівневу смислову структуру. Увага зосереджена на лінгвостилістичних особливостях мови ЗМІ: використанні експресивної лексики, алюзій, метафоричних конструкцій, елементів інших функціональних стилів, а також на ролі таких засобів у створенні певного впливу на масову аудиторію. Розглянуто функції медіатекстів – інформативну, ідеологічну, пропагандистську, культурну, мобілізаційну – та

специфіку їх реалізації в різних жанрах. Окреслено основні підходи до перекладу медіатекстів: об'єктивний, конструктивний та суб'єктивний. Визначено перекладацькі стратегії, які дозволяють зберегти прагматичний потенціал повідомлення в умовах міжмовної й міжкультурної трансляції. Особливу увагу приділено лексичним і стилістичним трансформаціям як способу досягнення функціональної адекватності. Встановлено, що ефективний переклад медіатекстів можливий лише за умови високої мовної, культурної та прагматичної компетенції перекладача, який здатен критично осмислити зміст і мету вихідного повідомлення, адаптувати його до особливостей цільової аудиторії, враховуючи соціальний, культурний та ідеологічний контекст. Зроблено висновок, що перекладач відіграє роль не лише мовного посередника, але й активного учасника формування нового комунікативного простору, який відображає специфіку світосприйняття іншої культури через призму глобального інформаційного обміну.

Ключові слова: медіапереклад, медіатекст, мова ЗМІ, мовний вплив, міжкультурна комунікація, перекладацькі стратегії, перекладацькі трансформації, медіадискурс.

Statement of the issue. It is difficult for a modern person to imagine life without television, e-mail, online news portals or blogs. Political and social changes, important events in politics, economics, science, culture and sports are reflected in the media. Various media have become so deeply embedded in society that they have become a powerful means of influencing the human mind. That is why the problem of presenting information in the media and adequately translating various media texts with their many unique characteristics is not only desirable but also necessary in today's world.

Analysis of recent research and publications. The translation of texts of a journalistic style, specifically media texts, is characterised by certain specific features that translators must take into account when dealing with them. Due to the large number of features and varieties of media texts, separate linguistic studies have been created – media linguistics, and later media translation.

Media linguistics as a separate science is quite young and became an independent field in Ukraine only in the last third of the twentieth century [1]. The formation of multilingualism took place thanks to the works of domestic and foreign scholars: A. Bell, D. Dergach, T. Kovalevska, L. Kompantseva, D. Perrin, O. Selivanova, D. Sizonov, L. Shevchenko, who not only offer a systematisation of knowledge and research on the language of media as an independent branch of media linguistics but also highlight the specifics, methodology, and peculiarities of research in this new scientific field.

In order for a translation of a media text to be adequate, a translator must apply certain strategies, techniques and transformations. The problem of translation transformations and text adequacy has been addressed in particular by O. Selivanova, Y. Naida, O. Finkel, J. Catford, P. Newmark, W. Benjamin and many other researchers. However, the problem of translation transformations, both lexical and grammatical, continues to be relevant.

The aim of the research is to identify and analyze the specific features of conveying linguistic influence in the translation of media texts, particularly focusing on the linguistic, stylistic, and pragmatic means that ensure the preservation of the communicative intent of the original message within the context of intercultural communication. The research is directed toward determining effective translation strategies and transformations that enable the accurate reproduction of functionally significant elements of media language, taking into account the social, cultural, and ideological characteristics of the target language as well as the needs of the intended audience.

The presentation of the basic material and reasoning of the study results. The functions of the media in society are quite diverse. According to Article 34 of the Constitution of Ukraine, everyone has the right to freedom of thought and speech, as well as to the free expression of their views and beliefs. This right is supported by the communication function of the media, which not only provides information to the mass audience and social institutions, but also provides an opportunity for dialogue with journalists, especially on social networks and media platforms [2].

The ideological function of the media, or propaganda, is the ability to transmit state-building ideas, form national integrity and a system of values both among the mass audience and among individual content consumers. This function becomes especially important in times of crises, military conflicts,

economic instability, as well as in the context of external and internal information confrontations and hybrid wars. In today's information society, the media play the role of a powerful educational institution, in particular, through the formation of knowledge, dissemination of educational information and stimulation of media literacy of the general public.

The media can mobilise the public around certain ideas. Their ability to mobilise and unite people in crisis situations, during military conflicts or in periods of stable state development allows us to consider the media as the «fourth estate». The cultural function of the media is of particular importance in the global information society, which is being shaped by major international players. They often impose cultural ideals that are not relevant to certain nations, which can lead to cosmopolitanism and the gradual depreciation of national traditions, replacing them with foreign influences [2].

In modern stylistics, the language of the media is traditionally seen as an independent sub-style of journalistic style responsible for magazines, radio, television and advertising [3, p. 22]. At the same time, the term «language of the media» is widely used to refer to oral or written journalism. There is a tendency to consider the language of mass media as an independent functional style of the Ukrainian language. Thus, A. M. Neliuba [4, p. 15] emphasises the informational, propaganda and agitation functions of the media style and identifies the following subtypes: journalism, politics, demagoguery, oratory and advertising.

Thus, there are different views on whether the language of the media belongs to a particular sub-style or should be distinguished into a separate functional style. However, it can not be denied that media speech has stylistic features and uses the means of the journalistic style, as it serves the sphere of public communication and public life.

Rapid technological development and new perspectives of mass media related to the speed of information transmission, comprehensiveness, ability to infinite variations in terms of audience, communicative purpose and other parameters of communication in society have led to the emergence of a new area of linguistic studies – media linguistics.

«Media linguistics is a new interdisciplinary humanitarian discipline that studies the functioning of language in the mass media. In the complex of media linguistic problems as an integral humanitarian knowledge, it is important to focus on the linguistic aspect, which defines one of the components of this syncretic concept» [5, p. 27]. Therefore, it is the science of language resources of mass media, their stylistic aspects, communicative features and peculiarities of functioning in society.

In today's world, media linguistics is of great importance for both social processes and interpersonal communication: «The language of the mass media is one of the most influential areas of language. The influence of this language is increasing over time. Artistic, scientific, and official speech is incomparable to mass communication in terms of its influence on the literary language. Having a huge audience, various means of information and influence, the language of mass media becomes the centre of the national language», states V. Ivanov [6, p. 8].

O. Y. Kiziuk in her publication «Medialinguistics in the Speech Discourse: State of the Art and Current Issues» notes: «The concept of «media linguistics» is an intertextual product of a rather late study of the problem. The terminology for media linguistic aspectology has evolved from the concept of «journalistic style» to the concept of «mass information style»». Mass information in its linguistic aspect is considered as a «language of mass media», which is synonymous with the English-language concept of «Language media» [7, p. 196–197].

Media linguistics studies the functioning of language in modern mass communication in print, audiovisual and online media. The basic category of media linguistics is the media text.

Alan Bell in his book *Approaches to Media Discourse* writes: «The definition of media text goes beyond the traditional view of the text as a sequence of words printed or written on paper. The concept of media text is much broader: it includes voice qualities, music and sound effects, visual images – in other words, media texts actually reflect the technologies used for their production and distribution» [8, p. 3].

The concept of media text in the field of mass communication does not correspond to the traditional linguistic definition of texts. This is due to the fact that media texts go beyond formalised sign verbal representation. In modern media linguistics, the term «media text» is a hyperonym for many other terms: journalistic text, publicist text, mass text, virtual text, Internet text, advertising text, TV and radio text, etc. Thus, a media text is a special type of communicative (mass media) discourse in which information of social significance is processed and presented [5, p. 42].

A media text is a multifunctional heterogeneous semantic system that is a product of verbalisation of cognitive activity of an individual and an object and the result of purposeful construction of meanings in accordance with the pragmatic orientation of the media. Media text, therefore, is a special type of communicative (mass media) discourse in which information of social significance is processed and presented [5, p. 42].

Despite the diversity of media texts, they all have similar characteristics. They highlight the world of social reality and the journalist's vision and bear the imprint of the source of information. The texts are developed on the basis of a communication channel that is subject to certain established criteria.

To accurately describe a particular media text, a system of parameters has been identified according to the research of N.R. Bobal. The following parameters include [9, p. 235]:

- 1) Method of text production (author's, collegial).
- 2) Form of creation (oral, written).
- 3) Form of reproduction (oral, written).
- 4) Distribution channel (press, radio, television, Internet).
- 5) Functional and genre type of text (news, commentary, journalism, advertising).
- 6) Thematic dominance or coherence with a consistent media theme of regularly reproduced topics.
- 7) Text genres depending on their compositional and structural characteristics:

Media texts can be seen as fragments of national culture. Media texts are more and more often used as a basis for explaining the current state of language, as they reflect and document numerous changes in language. Language, especially the language of mass media, is the most important tool for the development of citizens, as it promotes involvement in spiritual and moral values, development of communicative and artistic culture in the context of language learning, education of civic position and patriotism through language [9, p. 235].

It is worth noting that the language of the media often contains vocabulary from other functional styles: scientific, official business, colloquial and fiction, due to the variety of topics and genres:

- o socio-political vocabulary and phraseology;
- o socio-political terms;
- o various kinds of neologisms (semantic and lexical)
- o buzzwords;
- o slogans. They are especially relevant in headlines, as they immediately catch the eye and arouse the reader's interest;
- o words of foreign origin and borrowings, Anglo-Americanisms, which fill the language and appear primarily in newspapers;
- o emotionally coloured vocabulary [10].

In addition to the features specific to the language of each media genre and the features that distinguish, for example, the text of an analytical article from the text of a political commentary or sports news, there are some features that are characteristic of the language of the media in general. Translators need to be aware of these features before they start translating, as they determine the peculiarities of translation in mass communication and intercultural communication to a large extent. «One of the most important characteristics of media texts in almost all genres is the combination of message and action elements» [11, p. 22].

Among the peculiar linguistic and stylistic characteristics of the media language, the totality of which differs from the language of other functional styles, we can note [12, p. 53]:

– High standardisation of the resources used. A high percentage of fixed and clichéd expressions, various journalistic clichés, metaphors, standardised terms and headlines. This feature is very typical for news and information materials, which is explained by the authors' desire for absolute objectivity.

– expressiveness of the media language as a means of attracting readers' attention, displaying attitudes to the information being conveyed, the presence of evaluative accents, including the use of evaluative epithets, and direct addresses to readers.

– Extensive use of metaphorical phrases and idioms (both literary, informal and colloquial), including «twisted idioms», wordplay, puns, proverbs and sayings (often in a «twisted form»);

– saturation with various realities (social, political and cultural life), allusions and quotations;

– the use of colloquial vocabulary, slang and jargon that express the author's special attitude to the material and create specific stylistic images and effects.

One of the most important characteristics of media texts is their impartiality and objectification of information, which reflects the desire for neutrality and impersonality. This fact explains both the absence of authorship of news texts and the collegiality of the method of writing for a group of people: editorial staff, TV company, news agency.

The factors that influence the adequacy of media translation include the discursive type of media text, i.e. its features and attributes (functional orientation, time and place of transmission, genre, etc.), the nature of the audience, temporal and social distance, as well as the status of the source and target languages [13]. Different types of media texts are characterised by different proportions and arrangements of message and action elements, as well as different ratios of information and means of expression, and professional translators must not only know the peculiarities of each text, but also be able to convey them correctly in the translation process. Translation of media texts is a giant linguistic experiment in which language and its elements are compared, equated and modified in the process of communication [11, p. 641]. In other words, not only the system of equivalent relations between two languages is analysed, but also the peculiarities of the implementation of this system in translation activities. The study of the process of media text translation is directly related to applied disciplines, namely journalism, cognitive linguistics, the basics of general linguistics and linguistic and cultural studies.

In the process of translation, a media text can be presented either as a complete translation or as an interpretation. The same unit of translation can be translated in different ways depending on the goals of the author, the recipient of the message, and the political situation in a particular country or the world.

Adapting the political model of mass communication aimed at translation, developed on the basis of the theories of G. Mazzoleni and M. Benhegy [14], we can distinguish three ways of translating news texts:

1) Objective translation – translation in which the existing facts are transmitted accurately, without cuts and additions, while preserving the form of the original text;

2) Constructive translation – a translation that reflects only the content of the article through the translator's interpretation without preserving the form of the original;

3) Subjective translation – the translator is faced with the task of presenting events in a certain light, and therefore adds information to the translation that is not in the source text to achieve the desired effect.

Modern mass media, computer technology and telecommunication systems greatly facilitate the acceleration of information exchange and globalisation. At the same time, it is in this environment that language is actively developing – new lexical elements such as neologisms and occasionalisms instantly appear in the media with the emergence of new phenomena or events. This creates significant challenges for translators of this type of discourse [15].

Furthermore, some media texts often aim to «mislead» the public, influence mass consciousness and create a discourse conducive to manipulation through the use of various strategies and tactics. A

translator in the field of media discourse should have critical analysis skills, be able to transmit reliable information in a timely and accurate manner, and find appropriate expressive means and transformational methods that would carry a similar semantic and stylistic load and ensure the functional adequacy of the original text [15].

Conclusions. Thus, considering these findings, we can conclude that the translation of media texts in various fields causes many difficulties in terms of vocabulary and stylistics. So in order to achieve adequacy, the translator must skillfully use various translation strategies and transformations to ensure that the translation text conveys all the information contained in the source text as accurately as possible, subject to the relevant language norms. In addition, when translating media texts, a translator needs to take into account not only all the linguistic and stylistic features of the translation units, but also the linguistic and cultural features of the target language as a reflection of the world picture. Translators should be aware of their role in shaping public opinion and take a responsible approach to the choice of translation strategies.

BIBLIOGRAPHY:

1. Стрельбіцька О., Подолук С. Медіалінгвістичні тенденції на сучасному етапі розвитку мовної освіти в Україні. *Академічні студії*. Серія : «Гуманітарні науки». Видавничий дім «Гельветика», 2021. Вип. 1. С. 41–47.
2. Городенко Л. М. Медіа. *Енциклопедія Сучасної України* / ред. кол. : І. М. Дзюба, А. І. Жуковський, М. Г. Железняк [та ін.]. НАН України, НТШ. Київ : Інститут енциклопедичних досліджень НАН України, 2018. URL: <https://esu.com.ua/article-66085> (дата звернення: 08.04.2025)
3. Пилинський М. М. Взаємодія художнього і публіцистичного стилів української мови. К. : «Наукова думка», 1990. 216 с.
4. Нелюба А. М. Теорія і практика ділової мови. Х. : Акта, 1997. 192 с.
5. Шевченко Л.І. Теорія медіалінгвістики : підручник / за ред. Л.І. Шевченко. Київ : ВПЦ "Київський університет", 2021. 214 с.
6. Іванов В. Основні теорії масової комунікації і журналістики : навчальний посібник / за ред. В. Різуна. Київ : Центр Вільної Преси, 2010. 258 с.
7. Кізюк О. Я. Медіалінгвістика у мовному дискурсі: стан дослідження та актуальні проблеми. Актуальні проблеми лінгводидактики в сучасному освітньому середовищі : матеріали Всеукраїнської науково-практичної інтернет-конференції (з міжнародною участю), м. Тернопіль, 6 листопада 2020 р. / за заг. ред. Г. І. Дідук-Ступ'як, Т. М. Миколенко, М. В. Пігур. Тернопіль, 2020. С. 195 – 198.
8. Bell A. *The Language of News Media*. Oxford : Blackwell, 1991. 277 p.
9. Бобаль Н. Р. Тексти ЗМІ: структура та зміст поняття. *Наукові записки Національного університету "Острозька академія". Серія : Філологічна*. 2012. Вип. 30. С. 234–235. URL: http://nbuv.gov.ua/UJRN/Nznuoaf_2012_30_72.
10. Грицай І. С. Засоби масової інформації як окремий підстиль публіцистичного стилю. Матеріали за 9-а міжнародна научна конференція «Achievementofhighschool – 2013», 17–25 November 2013. София : Бял ГРАД-БГ ООД. Т. 27. Філологічні науки. 112 с.
11. Білецька О.О. Переклад інформаційно-новинних текстів у контексті міжкультурної комунікації. *«Молодий вчений»*, 2016. № 3. С. 638–642. URL: http://nbuv.gov.ua/UJRN/molv_2016_3_153.
12. Кухаренко В. А. Інтерпретація тексту : Навчальний посібник для студентів старших курсів фак-ів англ. мови Вінниця: Нова книга, 2004. 272 с.
13. Fairclough N. *Media Discourse*. Hodder Arnold Publication, 1st ed. Bloomsbury USA. 1995
14. Banhegyi M. Screening Political Bias and Reality in Media Translation. *Translation Journal*. 2012. July. Vol. 16. №. 3. URL: <http://translationjournal.net/journal/61bias.htm>. (дата звернення: 04.04.2025)
15. Бондарчук О. Ю., Лисецька Н. Г., Пасик Л. А. Переклад як трансфер культури (художній, науково-технічний та медіа-дискурс). *Наукові записки Національного університету «Острозька академія»: серія «Філологія»*. Острог : Вид-во НаУОА, 2021. Вип. 12(80). С. 126–130.