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КУРСОВА РОБОТА
З ПЕРЕКЛАДУ
ЗАСОБИ ЕКСПРЕСІВНОСТІ У ТЕКСТАХ ОНЛАЙН - МЕДІА

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англійської мови

(підпис)

ЗАВДАННЯ

на курсову роботу з перекладу з першої іноземної мови

для студентів IV курсу

спеціальності **035 Філологія**, спеціалізації **035.041 Германські мови та літератури**
(переклад включно), перша – англійська, освітньо-професійної програми **Англійська**
мова і друга іноземна мова: усний і письмовий переклад

Тема роботи Засоби експресивності у текстах онлайн - медіа

Науковий керівник викладач Курбаль – Грановська Ольга Олегівна

Дата видачі завдання жовтень 2022 року

Графік виконання курсової роботи

№ п/п	Найменування частин та план курсової роботи	Терміни звіту про виконання	Відмітка про виконання
1.	Аналіз наукових першоджерел і написання теоретичної частини курсової роботи (розділ 1)	7-9 листопада 2022 р.	
2.	Аналіз дискурсу, який досліджується, на матеріалі фрагмента тексту; проведення перекладацького аналізу матеріалу дослідження і написання практичної частини курсової роботи (розділ 2)	11-15 лютого 2023 р.	
3.	Написання вступу і висновків дослідження, оформлення курсової роботи і подача завершеної курсової роботи науковому керівнику для попереднього перегляду	21–31 березня 2023 р.	
4.	Оцінювання курсових робіт науковими керівниками , підготовка студентами презентацій до захисту курсової роботи	25–30 квітня 2023 р.	
5.	Захист курсової роботи (за розкладом деканату)	2-13 травня 2023 р.	

Науковий керівник _____ (підпис)

Студент _____ (підпис)

РЕЦЕНЗІЯ НА КУРСОВУ РОБОТУ
З ПЕРЕКЛАДУ З АНГЛІЙСЬКОЇ МОВИ

студент IV курсу Па20-19 групи, факультету перекладознавства КНЛУ спеціальності 035 Філологія, спеціалізації 035.041 Германські мови та літератури (переклад включно), перша – англійська, освітньо-професійної програми Англійська мова і друга іноземна мова: усний і письмовий переклад

Тема роботи Засоби експресивності у текстах онлайн – медіа

_____ Кутасевич Олеся Анатоліївна _____

	Критерії	Оцінка в балах
1.	Наявність основних компонентів структури роботи — загалом 5 балів (усі компоненти присутні – 5 , один або декілька компонентів відсутні – 0)	
2.	Відповідність оформлення роботи, посилань і списку використаних джерел нормативним вимогам до курсової роботи — загалом 10 балів (повна відповідність – 10 , незначні помилки в оформленні – 8 , значні помилки в оформленні – 4 , оформлення переважно невірне – 0)	
3.	Відповідність побудови вступу нормативним вимогам — загалом 10 балів (повна відповідність – 10 , відповідність неповна – 8 , відповідність часткова – 4 , не відповідає вимогам – 0)	
4.	Відповідність огляду наукової літератури нормативним вимогам — загалом 15 балів (повна відповідність – 15 , відповідність неповна – 10 , відповідність часткова – 5 , не відповідає вимогам – 0)	
5.	Відповідність практичної частини дослідження нормативним вимогам — загалом 20 балів (повна відповідність – 20 , відповідність неповна – 15 , відповідність часткова – 10 , не відповідає вимогам – 0)	
6.	Відповідність висновків результатам теоретичної та практичної складових дослідження — загалом 10 балів (повна відповідність – 10 , відповідність неповна – 8 , відповідність часткова – 4 , не відповідає вимогам – 0)	

Оцінка: _____ Усього набрано балів: _____

“До захисту” _____ (42-70 балів) (підпис керівника)

“На доопрацювання” _____ (0-41 балів) (підпис керівника)“ _____”

_____ 2023р

CONTENTS

INTRODUCTION.....	1
CHAPTER 1.....	4
THEORETICAL FOUNDATIONS OF NEWS DISCOURSE RESEARCH	4
1.1 Correlation of the concepts of "text" and "discourse" in translation.....	9
1.2 Media discourse and news discourse.....	7
1.3. Expressiveness as an element of media discourse.....	10
Conclusion to Chapter 1.....	22
CHAPTER 2.....	23
ANALYSIS OF THE MEANS OF EXPRESSION ON ENGLISH AND UKRAINIAN WEBSITES.....	23
2.1 Peculiarities of Expressiveness of News Discourse on English and Ukrainian News Sites at the Lexical Level.....	23
2.2 Characterization of the expression of media discourse on English and Ukrainian news sites at the syntactic level.....	30
2.3 Means of expressing media discourse in the translation aspect.....	33
CONCLUSION.....	48
BIBLIOGRAPHY.....	51
LIST OF REFERENCE SOURCES.....	54
LIST OF ILLUSTRATIVE SOURCES.....	55
ANNEX.....	56
PE3IOME.....	61

INTRODUCTION

Modern improvements in information and communication technologies have led to a significant increase in the total body of mass communication texts. People's perceptions of what is happening in different parts of the world are largely determined by the images and interpretations that form the basis for the formation of an information picture of the world that reflects national and cultural peculiarities of world perception and a system of value relations. The same event, even in the news, can be interpreted differently depending on political, ideological and other social factors, and can be realized with the help of translation means not only in a single message, but also in a set of news texts and various means of presenting information - verbal and non-verbal. Through the prism of an individual worldview, news discourse actively reflects the present, including psychological, socio-cultural, emotional, expressive and other factors, conveying the complexity of modern relations between man and the world.

Despite the fact that the category of expressiveness has long been in the focus of researchers' attention (S. Balli, I.V. Arnold, O.G. Pospelova, O.V. Aleksandrova), the problem of expressiveness is still relevant, and its understanding remains controversial. On the one hand, this category is associated with the study of emotive factors of expressing a subjective attitude to the content or addressee of speech, and on the other hand, there are a number of issues related to the category of expressiveness as one of the effective ways of influence.

The relevance of the topic of the work is due to the little-studied issue of the expressive load of the language of newspaper and journalistic texts. There is a need to form a transparent system of expressive means, to characterize their functional features and emotional load. A broad-based analysis of linguistic and non-linguistic means of expression in the interrelation of their formal-syntactic and functional-semantic realizations is of great importance.

The purpose of the study is to determine the expressive potential of English and Ukrainian news discourse.

Objectives of the study:

1. To describe the relationship between the concepts of "text" and "discourse" in translation.
2. To analyze the features of media discourse and news discourse.
3. Describe expressiveness as an element of news discourse.
4. Describe the methodology of researching the means of expressiveness of news discourse.
5. Identify the features of news discourse expression on the material of English and Ukrainian news sites at the lexical and syntactic levels.
6. To analyze the means of expressing news discourse in the translation aspect.

The object of the study is modern media discourse.

The subject of the study is the means of expressing news discourse (based on the material of English and Ukrainian news sites).

The research methods are determined by the overall goal and specific tasks of the study. The specificity of scientific research involves the use of: the method of analysis of scientific and theoretical sources - to highlight methodological aspects relevant to the research; the method of operationalization of concepts, which was used to explain the essence of key concepts of scientific research: "text", "discourse", "expressiveness"; the method of continuous sampling - for the selection of empirical material; component analysis - to identify emotive and pragmatic connotations in the semantic structure; descriptive method - to characterize and evaluate translation units, as well as to highlight the communicative and pragmatic features of word-formation means of expressing news discourse; contextual analysis - to clarify the meaning of a lexical unit used in a particular context, to determine the components of expression; comparative method - to analyze the means of expressing news discourse in the translation aspect by comparing English and Ukrainian-language media texts; quantitative analysis - to identify trends in the functioning of the means of expressing news discourse; inductive method - to systematize and generalize the analyzed samples of expressive means; descriptive and analytical method, which allowed to highlight the results of the study, formulate conclusions and outline prospects for future research.

The methodological basis of the work was the works of such linguists as

N. D.Arutyunova, O. S. Kubryakova, Y. S. Stepanov, V. Z. Demyankov, V.I.Karasik, M. L. Makarov, L. V. Selezneva, A. I. Varshavska, V. E. Cherniavska and others, who investigated the problems of discourse, the relationship between discourse and text, and also studied manifestations of intertextuality, peculiarities of discursive behavior in everyday communication and within social institutions.

The research material was contemporary English and Ukrainian-language mass media texts, selectively selected from news sites.

The theoretical significance of the study is determined by its contribution to the study of news discourse and the identification of the potential of the means of expression.

The practical value of the results and conclusions obtained lies in the possibility of their use in the practice of teaching English, the theory and practice of translation, and the translation of specialized literature.

Structure of work. The work consists of the Introduction, 2 Chapters, Conclusions, Bibliography and 1 Annexes.

CHAPTER 1

THEORETICAL FOUNDATIONS OF NEWS DISCOURSE RESEARCH

1.1 Correlation of the concepts of "text" and "discourse" in translation.

Studying the history of the concept of "discourse", it is worth noting that initially the word "discours" in French linguistics meant language in general, a text. In the mid-twentieth century, E. Benveniste, developing the theory of discourse, finds a translation application for this concept and is one of the first to consistently give it a terminological meaning that defines discourse as "language appropriated by the speaker, as opposed to a narrative that unfolds without the explicit intervention of the subject of the utterance".

By contrasting these concepts, the French researcher attempts a communicative and pragmatic understanding of discourse, according to which the participants of the communicative act (speaker and listener), as well as the communicative intentions of the speaker to influence the listener, come to the fore.

There are reasons to talk about the broad and narrow understanding of discourse proposed by T. van Dijk. Discourse in the broad sense is a complex communicative event involving participants in a communicative act that takes place in a specific temporal, spatial and other contexts. A communicative act can be oral and written, combining verbal and non-verbal components, which is especially characteristic of its oral form. In a narrow sense, discourse is considered taking into account a single verbal component, which is why this concept is interpreted as the "product" of a communicative act (completed or not), expressed in oral or written form and interpreted by the recipients. According to T. van Dijk, discourse is based on its interactional nature, which takes into account the conditions of the social situation, however, the scientist considers it necessary to analyze written types of discourse, despite the fact that the interactional nature is less noticeable in them. Thus, a communicative action (act) can be written and spoken, and also contain both verbal and non-verbal components.

According to the functional interpretation, discourse is understood as the use of language and the establishment of the text-sentence-discourse-statement relationship.

The situational approach involves considering discourse as a process conditioned by social, cultural and psychological features of the circumstances of communication and individual characteristics of the participants in the communicative act.

In speech activity, discourse looks like an independent translation unit of a higher level, consisting of sentences related in content and having structural specificity. Scientists recognize an act (speech or communication) as the minimum unit of discourse.

In modern translation, the concept of "text" is seen as a unit of language that has internal cohesion and integrity, which allows it to be distinguished from a sequence of texts. That is, integrity and coherence are the main criteria of a text. However, the number of these properties and qualities varies. The term

"text" may refer to a certain limited sequence of translation signs that is coherent in itself and has an expressive communicative function.

The infinite variety of text types due to its multidimensionality causes great difficulties for typological research. There are many approaches to the problem of text typologization due to the fact that the term "text type" is interpreted by researchers ambiguously and there are differences in the choice of typologization criteria.

The study of communicative, structural and semantic characteristics of texts allows us to identify some classification parameters that separate one group of texts from another. Turning to the consideration of text types, it is advisable to define the concept of "text type". In modern translation, the term "text type" is used to denote a certain stable textual form and its realization in a particular situation of language communication. Accordingly, the form of the text is built according to certain norms and rules that correspond to this situation of communication. In the most general terms, different types of texts are understood as classes of texts characterized by a certain set of linguistic and extralinguistic features.

Any text, in addition to the peculiarities of its structure (grammatical, phonetic, lexical, etc.), has specific features characteristic of this particular type of language work. In particular, texts have certain features that allow us to correlate individual text instances with certain text types.

The typology of the text, like the typology of discourse, has not yet been developed sufficiently, but most authors who deal with the issues of the text, taking into account the nature of the reflection of reality and the sphere of communication, initially divide all texts into fiction and non-fiction. In addition, texts can exist in oral and written form.

Thus, discourse is a socially determined process of generating, objectifying and broadcasting socially significant content forms in the totality of its inherent texts, which reflect the peculiarities of the reproduced consciousness. Discourse as a communicative and cognitive phenomenon determines the way and nature of presenting and operating with information, as well as the nature and nomenclature of the content forms it reproduces, i.e. organized and value-oriented sets of meanings that are addressed in their being to social practice, social memory (tradition) and imagination.

The mass media provide the process of mass communication and realize their worldview resource aimed at "cognitive processing of society and the individual in order to form a special picture of the world." The discourse of the mass media is sensitive to the context of actual social life, marked by a social fact, as well as to the context of current ideology. It is directly aimed at public consciousness and the formation of current public opinion.

Mass media discourse is characterized by a specific, mass character in relation to the audience and, accordingly, by the "averaging" (and in this sense simplification) of its code, which operates in the mode of cognitive and axiological meanings

conceptual (identifying), metaphorical, figurative, symbolic, and value meanings.

"The mass media word is focused on the evaluative nomination as a struggle for basic values and metaphor as "the basic mental operation, as a way of knowing, structuring and explaining the world"; it reflects both the personal and social attitude of a person to reality.

The concept of "mass media discourse" refers to the problematic field of mass communication as a process of information exchange between all subjects of society aimed at shaping public opinion on a socially significant fragment of social life. Mass

communication as a type of broadcasting activity is a socially conditioned process in which this function is actualized through various communication media and channels. The source of social and mass communication is a social institution or a "collegial sender" that produces a certain type of consciousness and attitude to a certain type of pragmatics - goals, intentions in anticipation - in the aggregate of texts.

The recipient of a mass media message is a wide audience - massive, relatively heterogeneous, scattered in the space of signs, so the mass media text should be understandable to the mass (average) consumer.

Discourse is understood as a complex communicative event recorded in written texts and oral speech, carried out "in an inseparable connection with the situational context: with social, cultural, historical, ideological, psychological and other factors, with the system of communicative, pragmatic and cognitive attitudes of the author interacting with the addressee, determining a special ordering of language units of different levels when embodied in the text". In addition, it should be borne in mind that the texts that are combined into a discourse are thematically conditioned, but one discourse can be constituted by texts of different types and, on the other hand, texts of the same type can be elements of different special discourses.

Thus, discourse as an object of study in translation is a complex and multivalent concept. In the present study, the main characteristics of discourse are its fundamental continuity, inextricable connection with the situational context and the addressee factor.

1.2 Media discourse and news discourse.

The semiotics of communication is related to the concept of "information transmission model," which, in turn, has points of contact with the concept of "discourse." Communication is possible only if the listener decodes the message encrypted by the speaker. It is expected that communication will be lost if the decoded information differs from that which was originally encrypted.

Language is the link between the speaker and the listener, and the ways of transmitting information serve as communicative conduits of this information. The messages involved in the process of mass communication are a system of words,

phrases, and sentences that participate in the process of meaning formation. Accordingly, the basic unit of discourse is a statement.

Deciphering the discourse code is a crucial factor in successful verbal and semiotic communication, but the communication process does not end with the processing of structural features and decoding of information. These provisions are important for understanding discourse, which is a complex phenomenon, according to which any text can be considered in different situations. The sociolinguistic approach is fundamental to the study of discourse, as it allows us to study this multidimensional object in terms of the type of discourse, text format, and genre of speech as the main characteristics of a text in a communicative situation.

The media style, which includes, in particular, newspaper news texts, is a type of newspaper journalistic style characterized by a logical narrative, a clear presentation of facts and events, a detailed statement, often the presence of terminology from certain areas (political, economic, etc.), and division into logical segments. These characteristics bring this style closer to the scientific one. On the other hand, this style is characterized by the use of emotionally expressive, evaluative means, and the image of the author expressing his personal opinion about a certain situation or problem (which is expressed in the use of personal pronouns, expressing his point of view), bringing this style closer to the style of fiction and journalism.

The main function of the newspaper style is to communicate certain information that may be of interest to the recipient. For various critical or analytical articles, which are also presented in the newspaper-journalistic style, in addition to informative, an important role will be played by the appeal function, i.e., the author's desire to influence the recipient, to evoke an appropriate evaluative reaction, to convince him/her of the correctness of his/her view of the situation. Newspapers and mass media cover various topics of interest to the mass reader/viewer: various news reports/briefings, news from the field of culture, art, fashion, etc.

Coverage of information from different sectors leads to the need to use different terms: political, when referring to political events, economic, when providing economic analysis, etc.

The peculiarity of the addressee of media discourse is that he or she is involved in a pragmatic situation and, as a rule, requires a direct reaction to the speech act. In the discourses of the media space, the addressee's intentions are perceived by the addressee as their own. A message through communication and information channels is addressed to the sender of the segment of society to which this action is directed, and which affects both the mass consciousness and the consciousness of each individual.

The media not only transmit information, but also, through conscious selection, identify and subjectively interpret events in the surrounding reality, influencing the consciousness of the individual and shaping public opinion. As a result, the media are undergoing structural and stylistic changes that claim to reflect new social and philosophical concepts in modern society. A natural consequence of this is the formation of new directions, methods and techniques of language learning in modern science.

Media space is the environment in which media discourse exists in the broadest sense. Varieties of media discourse differ depending on the channels of communication and information used and are realized with the use of various language tools and strategies.

According to the general theory of discourse, scholars divide media discourse by the form of media texts: oral media discourse and written media discourse.

The news discourse uses vocabulary and phraseology that is diverse in terms of topics, thus reflecting the social diversity of the modern language. The news discourse is particularly characterized by evaluative means, while evaluation in journalism is social in nature, but not individual. Figurative means are widely represented in the news discourse, phraseological turns, proverbs, and catchphrases are used, which are often transformed and reinterpreted.

The translation features of news discourse include the special nature of headlines, the widespread use of clichés, the presence of colloquial elements, jargon, etc. In addition to these general features, in each language the same functional style has specific translation features.

1.3. Expressiveness as an element of media discourse.

Modern media discourse is characterized by a tendency towards emotionality, evaluation, expressiveness and a constant search for different ways of expressing it, since in order to realize their own ideas, journalists have to focus readers' attention on certain facts, phenomena, problems, create the desired atmosphere of perception and interest around them, balance logical perception and emotions, present an expressive assessment and put it into the minds of readers, form a certain attitude towards the problem being raised, and stimulate certain practical actions of the addressees.

Expressiveness, as a textual property, strives for maximum translation diversity, for non-neutral nomination in order to have the greatest impact on the addressee of the message. The overall expressiveness of the text is an integral result of the realization of emotionality, evaluation, intensity, stylistic marking, structural and compositional properties of the text, and subtext. The driving forces behind the formation of the text's expressiveness are the author's motives, the importance of the communicative task for him/her, the idea of the addressee, the author's attitude to the objects and events depicted in the text.

The main factor in the modern interpretation of the category of expressiveness is the functional factor, which is associated with the fulfillment of both stylistic and pragmatic functions.

Let's consider some factors of the translation and stylistic approach to the analysis of expressive means of expression in a text. Expressiveness can also be created through the use of the following techniques: internal monologue, amplification (amplification through similar definitions, comparisons of synonyms), tautology, and tension. One of the most important ways to create expressiveness is subtext. The type of emphasis based on a violation of predictability is called the effect of deceived expectation. Deceived expectation can occur at any level of language; some types of figures such as artistic paradoxes, oxymoron, pun, various deformations of idioms, and other types of illogisms are based on this effect.

The pragmalinguistic aspect of interpreting the category of expressiveness is determined by the correlation between the speaker's intentions and the result that can be achieved.

From the point of view of the cognitive approach, the expressive plan of the text is realized in two inextricably linked relations. Firstly, expressive means have a direct impact on the process of perception and understanding of the text by the recipient, acting as a regulator of his/her mental activity. Secondly, there are changes in the recipient's consciousness and behavior as a result of the "consequences" of perceiving and understanding the text, i.e., the individual experience changes, which is the achievement of the pragmatic goal. V.A. Maslova distinguishes between denotative and expressive plans of the text. This is due to the transfer of the author's emotional state, influence on the recipient and qualification of events from the point of view of the speaker. Expressiveness is all kinds of marking, the allocation of a sign against a more neutral environment; it is inherent either in the units of language or in the composition and structure of the text. The fact of the absence of certain translation means in a text can be expressive (for example, when there is not a single verb in a poem). The author may or may not consciously or unconsciously intend expressiveness in the text, but due to the recipient's personality, the text will still be perceived as expressive.

Moving on from the general understanding of the category of expressiveness to the ways of its realization, it is necessary to briefly highlight the means and methods of creating expressiveness. The idea of distinguishing these concepts belongs to V.V. Vinogradov. So, means is what is given in the language, i.e. units of all levels of language and stylistic units (e.g. tropes) used by the author to create expressiveness of the text. Techniques are a plot and thematic composition and structure of images, a system of organization at the time of creating a text, when the author selects, combines, and combines various translation means; these are methods of directly combining passages into a single whole, semantic intersections in different planes, interaction of different narrative plans in the text, etc.

To create a whole arsenal of expressive techniques, the following mechanisms are used: unusual functioning of certain language elements in the text, which is manifested in an unusual selection of language means and their unusual organization; violation of the homogeneity of the stylistic context; use of intensifiers; absence of both semantic and formal elements in the presence of a hint of their possible appearance,

and then the recipient predicts them on the basis of his or her own language experience and background knowledge.

The analysis of the factual material was carried out from the standpoint of anthropocentrism and systematicity. As the most optimal approach for studying the expressive resources of a modern news text, the work adopts a comprehensive approach, including classification (description of the system of means of creating expression); functional (identification of the specifics of the use of certain expressive means in news texts); cognitive (identification of the nature and methods of authorial evaluation) and communicative (study of the dynamics of means of creating expression and the degree of their effectiveness) aspects.

In particular, the most common means of expression in the studied English and Ukrainian news discourse are phraseological units and idioms. For example:

*There are many ways **to kill the goose that lays the golden eggs**. London's economy makes Britain rich. If Britons were to vote on June 23rd to leave the European Union, London would suffer.*

А коли ти сім років б'єшся як головою об стіну й одержуєш відповідь, що ми підтримуємо бажання....

At the same time, there is a widespread use of emotional and evaluative vocabulary as a means of expression in English and Ukrainian news texts:

Awful but Lawful.

*Після **жахливого** обстрілу під Шумами, в результаті якого загинуло 4 українських захисників, президент країни Володимир Зеленський намагався зв'язатись з Володимиром Путіним.*

At the same time, expressiveness can be enhanced, weakened, added and deleted due to translation and cultural differences, communication situations, and the personality of the translator. For example:

*This is the main split – the information war, the information **wiping of their feet on our country**.*

*Це і є головний розкол – інформаційна війна, інформаційне **вигирання** своїх ніг об нашу країну .*

In these cases, phraseologisms are the means of expression. The expressiveness in the Ukrainian sentence was preserved by reproducing the English expression wiping of their feet by means of the lexical equivalent - **вигирання своїх ніг**.

*Does that make me **crazy**?*

*А, може, я просто **з'їжджаю з глузду**?*

In the English sentence, the means of expression is the emotional and evaluative vocabulary **crazy**, which has been amplified in Ukrainian by the phraseology **з'їжджаю з глузду**. Accordingly, we can see the replacement of the adjective **crazy** with the verb construction - **з'їжджаю з глузду**.

*I am president of the United States of America, and **the buck stops with me**.*

*Я – президент Сполучених Штатів Америки, і **вся відповідальність** лежить на мені.*

In an English-language sentence, **the buck stops with me** is a catchphrase used by US President Joseph Biden in his speech. Earlier, former US President Harry Truman made this phrase his motto, meaning that he makes the final decision. When translating the expression into Ukrainian, the expressiveness was weakened by a holistic transformation.

*Was I given a glimpse of true reality when I got the message **to stop drinking alcohol**?*

*Це натяк на те, що варто **зав'язати з алкоголем**?*

In the English sentence, there is no expressiveness, while in the Ukrainian one it is added due to colloquial vocabulary - **зав'язати**. In this case, the gerund **drinking** is omitted.

*My husband is **a poor man** who works to feed our children so why should I ask him to go to the health center with me?*

Мій чоловік не має грошей, він працює, щоб прогодувати наших дітей, так чому я повинна просити його піти зі мною в поліклініку?

In an English sentence, the euphemism *a poor man* is a means of expression. The phrase *a poor man* can be translated not only as a person who does not have enough money or material goods, but also as an unhappy, disadvantaged person. In the Ukrainian sentence, the expressiveness was removed by replacing the compound noun *a poor man* with the verb construction - *не має грошей*.

Next, we used quantitative analysis to identify trends in the functioning of expressivization in news discourse. Our research has shown that most often in both English and Ukrainian news discourse, expressiveness is conveyed by phraseology, idioms and emotional and evaluative vocabulary:

Moments when you should keep your mouth shut.

Чому інколи слід тримати язика за зубами .

In these cases, the expressive means are the phraseological units *keep your mouth shut* and *тримати язика за зубами*. In the target language, the expressiveness was enhanced by the lexical equivalent - *тримати язика за зубами*.

“I personally had a girl grab and hold on to me for dear life,” he said. “I had to calm her down because she literally thought she was about to die.”

«Мене особисто дівчина схопила й тримала мертвою хваткою, - сказав він. -

Мені довелося її заспокоїти, бо вона буквально думала, що ось-ось помре»

In these examples, the idioms for dear life and *мертвою хваткою* are used to express expressiveness. The expressiveness in the target language is preserved and reproduced with the help of the lexical equivalent *мертвою хваткою*. We can also observe the use of the idiom about to die, which was translated into Ukrainian with the lexical equivalent - *ось-ось помре*.

President expressed condolences to the families of the victims of the devastating floods in Western Europe.

*Президент співчуває рідним жертв **руйнівних** повеней у країнах Західної Європи .*

In these sentences, the means of expression is emotionally evaluative vocabulary - *devastating* and *руйнівних*. The expressiveness is preserved in the target language by means of calquing, where the first-order counterpart in the target language, *devastating*, was chosen as the equivalent of the word *руйнівних* in the source language.

Our study is based on the assertion that language consists of ordered translation units that have a unique set of properties and constitute a certain class, correlated according to certain rules and a significant number of facts under study.

In our case, the unit of analysis is the means of expressing news discourse.

The category of emotionality in the text reflects different types of emotional content: on the one hand, emotion is part of the cognitive content of the text; on the other hand, it is part of the pragmatic strategies of the text author. The identification of various elements of the emotional content of texts, taking into account their functional features, determines the existence of groups of functions inherent in textual emotionality: in terms of the ratio of emotional and rational information in the text, in terms of pragmatic tasks (emotional expression of the author, emotional evaluation, emotional pragmatic influence on the addressee). The coexistence of emotional content in the text and its pragmatic impact on the reader leads to the introduction of emotional and pragmatic connotations. In this regard, the emotive-pragmatic connotation is understood as the interaction of emotive and pragmatic components in the semantics of a word, taking into account the pragmatic situation and pragmatic parameters of communicators in the process in speech.

In the course of the study of emotive and pragmatic connotation, we define the following functions:

- *emotive*, aimed at conveying the speaker's feelings:

climate change is **“real and cannot be ignored”**; Calling **“sweetie pie”** and **“hello cutie”** to dogs in a daft baby voice is actually **effective** with younger dogs, the research reveals.

Наскільки це управління є **безжально** реалістичним, слова мають значення – не тільки для керівників, а й для всіх нас .

Після **жахливого** обстрілу під Шумами, в результаті якого загинуло 4 українських захисників, президент країни Володимир Зеленський намагався зв'язатись з Володимиром Путіним .

- *voluntary*, which involves encouraging the addressee to act and can be realized through expressive and evaluative words:

Pandemic Status: Almost “Normal”, but Not OK.

І це чудова новина, нехай навіть спровокована не дуже **хорошими** подіями навколо звільнення наглядової ради і глави «Нафтогазу» .

- *appeal*:

*Man, when I go out tonight, I am so going to **Meghan Markle** it, before going home early, getting eight hours sleep and not texting your ex.*

*You have to understand the cultural relevance of women in the country you're travelling to. Educate yourself before you get there. Reach out to locals, find **good** people and build that network.*

- *contact-establishing*, which consists in showing attention to the audience:

Для тих, хто все ще не прочитав повний текст резолюції, або ж не проаналізував промову від містера Ксі, є багато чого профільтрувати та зрозуміти (його довге звернення включає в себе заклик протистояти «безпринципній політиці славного малого»).

“You get an extreme heat weather event that [the insect] cannot escape from because they are juveniles, so they cannot move as much,” explained co-author Rhonda Snook from the University of Sheffield, UK. They live through it because it does not kill them, but then they have the subsequent problem of reproducing.

- *aesthetic* (influence on the aesthetic sense):

By British standards, a political party capable of raising £ 6m from three benefactors is in clover. Mindful of the reputation for sleaze which contributed to the downfall of the Conservatives in 1997, Labour has introduced new, much tougher laws on party funding.

In speeches and with champagne toasts, many across the world bid Trump "good riddance".

Так вони як кіт в маслі. Що їм ще треба? .

Звісно, та земельна ділянка ласий шматок .

The use of certain images contributes to greater clarity and expressiveness of the message.

Thus, the means of emotive and pragmatic connotation contribute to the most accurate expression of thoughts, intentions or feelings, in accordance with the focus of the news discourse.

Excerpt from the BBC news

Alessandra Korap Munduruku, 39, has been awarded this year's Goldman Prize, which recognises grassroots activism.

Her vocal campaign to protect the Munduruku territory saw her confronting mining giant Anglo American.

As a result, Anglo American withdrew 27 research applications to mine inside indigenous territories.

The company's move represents a rare victory of an indigenous community over one of the world's largest mining companies.

Asked by the BBC if she found the prospect of taking on the mining giant daunting, Alessandra Korap Munduruku said that she had derived strength from the territory she aimed to protect.

"It [Anglo American] may be powerful to you, but to me, the powerful ones are the river, the strength of our territory and our people, the ant doing its work and the resistance of our people for more than 500 years in the fight for our land."

She also said that social media had played a key role in giving her struggle more visibility, thereby increasing the pressure on Anglo American.

With the help of the Coalition of Indigenous Peoples of Brazil (APIB) and pressure group Amazon Watch, Alessandra drafted an open letter calling for Anglo American to withdraw the permits to conduct mining research inside indigenous territories in the Brazilian Amazon. The permits had been issued without the indigenous communities' informed consent needed under Brazil's constitution.

The text under analysis headlined excerpt from the BBC news belongs to artefact types of texts that first reflect the real world. It is of media discourse.

The text appears to be an original composition based on information and quotes from various sources, including the BBC, the official Goldman Prize website, as well as news articles covering the activities of Alessandra Corap Munduruku and her conflict with Anglo American. It is taken from the news site BBC. It is intended for people who are interested in the environment, as it describes the prize that is awarded annually to grassroots environmental activists. This is evident in the use of environmental terms related to these areas, such as "mining" and "mine."

The communicative aim of this text is to inform readers about Alessandra Korap Munduruku winning the Goldman Prize for her activism in protecting the Munduruku territory and confronting mining giant Anglo American. The text provides information on the background of the conflict, Alessandra's perspective and motivations, and the role of social media and activism groups in supporting her cause. The overall aim is to highlight the importance of grassroots activism in protecting indigenous communities and the environment and to inspire readers to support similar causes.

1) Structural level of the text is ensured by lexical and semantic cohesion.

Lexical cohesion is implemented by repetition links, which are:

- simple lexical repetition: indigenous;
- complex lexical repetition: powerful;
- complex paraphrase: world's largest mining companies;

-co-reference: vocal campaign to protect the Munduruku territory", "the powerful ones", "the permits";

-substitution: cognitive tests and "Alessandra Korap Munduruku" with "her" refer to the same thing.

B. Grammatical cohesion and syntactical structure is ensured by sequence of tenses.

C. Compound and complex sentences, as well as the use of conjunctions and prepositions, ensure grammatical cohesion.

2) Semantic level establishes the macroproposition of the text is the recognition of Alessandra Korap Munduruku's activism and its impact in protecting the Munduruku territory and the rights of indigenous communities in the Brazilian Amazon. The text presents several pieces of information that contribute to this macroproposition, including:

The fact that Alessandra Korap Munduruku has been awarded the Goldman Prize, which recognizes grassroots activism.

Her campaign to protect the Munduruku territory and confront mining giant Anglo American.

The withdrawal of 27 research applications by Anglo American to mine inside indigenous territories as a result of the campaign. Alessandra Korap Munduruku's perspective and motivations for her activism, which is rooted in her connection to the land and her community.

The role of social media and activist groups in supporting her cause and increasing its visibility.

All of these pieces of information contribute to the macroproposition that grassroots activism, led by people like Alessandra Korap Munduruku, can make a significant impact in protecting the rights of indigenous communities and the environment, even in the face of powerful corporations like Anglo American.

3) Stylistic characteristics of the text are:

1. Formal tone: The text has a formal tone, as evidenced by the use of complex sentence structures, formal vocabulary (e.g. "grassroots activism," "withdraw the permits," "indigenous territories"), and quotes from official sources.

2. Objective perspective: The text takes an objective perspective, presenting factual information without expressing a particular bias or opinion.

3. Clear organization: The text is well-organized, with each paragraph focusing on a specific aspect of the story, such as Alessandra Korap Munduruku's background, her activism, and the role of social media and activist groups.

4. Use of quotes: The text makes use of direct quotes from Alessandra Korap Munduruku and other sources to provide more detail and support for the information presented.

5. Clarity and simplicity: While the text has a formal tone, it is still written in a clear and simple style that is easy to understand, making it accessible to a wide audience.

6. Use of concrete details: The text includes specific details, such as the number of research applications withdrawn by Anglo American, to provide a more concrete understanding of the conflict and its resolution.

7. Special vocabulary:

"Grassroots activism" - Refers to activism that is initiated and led by individuals or groups at the local level rather than by established organizations or political parties.

"Mining giant" - Refers to a large mining company that has significant economic and political power.

"Indigenous territories" - Refers to lands that are traditionally inhabited or used by indigenous communities, which are recognized as distinct legal and cultural entities under national and international law.

"Informed consent" - Refers to the principle that individuals or communities must be fully informed about the potential risks and benefits of a particular action or decision, and must be able to freely choose whether or not to participate or give their consent.

"Activist groups" - Refers to organizations or networks that engage in social or political activism to promote specific causes or values.

"Open letter" - Refers to a public statement or petition that is addressed to a specific individual or organization and is meant to express a particular viewpoint or demand action on a particular issue.

4)The figures of speech:

Metaphor: "the powerful ones are the river, the strength of our territory and our people, the ant doing its work and the resistance of our people for more than 500 years in the fight for our land." - This is a metaphorical statement that compares the power of the Munduruku people and their connection to the land to various natural elements, such as the river and the ant.

Personification: "the resistance of our people for more than 500 years in the fight for our land" - This is an example of personification, as resistance is given human-like qualities of persistence and endurance.

Allusion: There are no explicit allusions in the text, but the reference to the "fight for our land" can be seen as an allusion to the long history of indigenous resistance and struggle against colonization and land exploitation in Brazil and other parts of the world.

Conclusion to Chapter 1

1. Today, media discourse is considered to be one of the most important and relevant practical effective means of communicative action, since much knowledge about reality comes to modern people indirectly, through the media. Media discourse is considered to be a reality created by the mass media, which mediate the production, storage and dissemination of socially significant information.
2. Media discourse is also interpreted as a hierarchically organized, multilevel set of texts, in which texts of smaller structural and semantic scope are included in larger text units (texts of the press, radio, television, Internet).
3. The concept of expression is interpreted in modern linguistics as a set of semantic and stylistic features of a linguistic unit that ensure its ability to act in a communicative act as a means of subjective expression of what the communicator says, attitude to the content or addressee. Expressiveness is defined as the property of a linguistic unit to enhance the logical and emotional meaning of what is said, to act as a means of subjective expression of language. Thanks to the expressiveness of the means of expression, the speaker conveys his or her attitude to both the message and the addressee. Thus, expressiveness gives the speech both stylistic designation, expressiveness, and expresses the speaker's attitude to the message and to the addressee.

CHAPTER 2

ANALYSIS OF THE MEANS OF EXPRESSION ON ENGLISH AND UKRAINIAN WEBSITES

2.1 Peculiarities of Expressiveness of News Discourse on English and Ukrainian News Sites at the Lexical Level.

An important feature of modern mass media is the use of typical ways of presenting material and the use of topical lexical items. Attempts to make the material attractive push journalists to search for "fresh" vocabulary and use non-standard emotional and expressive units.

The language of the media is the entire body of texts produced and distributed by the media in the virtual media space;

- it is a stable intralinguistic system characterized by a certain set of translation and stylistic properties and features;

- it is a special sign system of mixed type with a certain ratio of verbal and audiovisual components specific to each of the media: print, radio, television, and the Internet.

The emotionality of a text is the expression of the author's feelings in the text and the impact of the text on the reader's feelings. The emotional component is conveyed by various translation means. The nature of emotionally expressive vocabulary is related to the style. The stylistic value is related to the ability of the text to influence the recipient's emotions, to evoke certain feelings in him or her and to convey the speaker's emotions, as well as to enhance expressiveness, i.e., the expressiveness of the language. Emotions allow us to reveal a specific assessment. Thus, emotionality and expressiveness complement each other, but are not identical. Emotionality is connected with the expression of emotion in the text, and evaluativeness with the author's mental activity.

Emotionally expressive vocabulary can be evaluative with positive and negative characteristics. However, words with neutral emotional and expressive coloring can also be evaluative. The expressiveness of a text is the expressiveness of a text, an increase in the power of influence that conveys meaning with increased intensity and, as a result, has an emotional or logical amplification that may or may not be similar.

Expressiveness (being a phenomenon of the translation personality) is considered as a manifestation of the speaker's individuality, which is manifested in the feelings, emotions and assessments of the subject. Expressive (expressive) means of language include: book vocabulary, neologisms, foreign language inclusions, abbreviations and acronyms, colloquial and emotionally colored vocabulary, colloquialisms, dialectal vocabulary, figurative phraseology, tropes and figures, etc.

Any news media text, if it has emotional and evaluative connotations or acquires features that are characteristic of the language of a mass, average reader, is expressive. The emotionally expressive coloring of words is clearly manifested when comparing stylistically neutral, high and low synonyms.

That is why it is often impossible to distinguish between emotional and expressive coloration, and then one speaks of emotionally expressive vocabulary. Combining words similar in expression into lexical groups, we can distinguish:

1) words expressing a positive evaluation of concepts, 2) words expressing their negative evaluation.

Among the positive-evaluative words, there are solemn, rhetorical, approving and partially humorous ones; among the negative-evaluative or pejorative ones, there are such expressive shades as ironic, disapproving, swearing, dismissive, humiliating vulgar. The nature of coloring can vary depending on the context and situation.

News in the English media discourse, as well as in the Ukrainian one, has four communicative tasks: informational, educational, emotional and evaluative, and attracting attention (influence).

A striking feature of English news texts at the level of vocabulary is the large number of terms: *Internationally recognized in pulmonology, he helped define acute respiratory distress syndrome, the condition that led to his death, as coronavirus-related.*

*Idaho children felled after cutter shots despite end of **incubation period**.*

English-language news articles also use bookish vocabulary, for example:

This phenomenon, almost certainly the result of climate change, is the first modern case of river piracy caused by glacier melting. However, when Cazwell, Frye and their colleagues compiled an evolutionary family tree of blennies, the only genus with both fangs and venom branched off.

Colloquialisms are also common in English-language news articles:

Council takes otherwise child into care.

The plus-size personal trainer aiming for "strong not skinny".

Abstract words are very common in English texts: *a low-carbon economy, physical structure, back pain.*

Words of logical emphasis are also used in English-language articles:

***Additionally**, we explored the effects of orbital eccentricity on the planetary conditions using a range of eccentricities guided by the observational constraints.*

In English news, abbreviations and acronyms characteristic of the scientific style of speech are often found: *Dr. Green said; You have to hike up to above*

2,500m to find the gibbons; Mr. Arnold has also said he wants the US to pull out of the Paris climate agreement.

Vaccine-related words spiked in frequency in 2021 due to Covid, with the words double-vaxxed, unvaxxed, and anti-vaxxer seeing a spike in usage.

A distinctive feature of English-language news is the presence of emotional and evaluative vocabulary typical of journalistic style and modern media discourse:

*climate change is “**real and cannot be ignored**”; Calling “**sweetie pie**” and “hello **cutie**” to dogs in a daft baby tone of voice is actually **effective** with younger dogs, the research reveals.*

***Awful** but Lawful.*

*You have to understand the cultural relevance of women in the country you’re travelling to. Educate yourself before you get there. Reach out to locals, find **good** people and build that network.*

*Our legal system allows for extrajudicial killings by the police without **real** consequence.*

*Pandemic Status: Almost “**Normal**”, but **Not OK**.*

*Biden says Putin is a **killer** and “will pay a price” for election interference.*

Another expressive lexical feature in English news is internationalisms and borrowings: *from the **University** of Sheffield, problem of **reproducing**, the team carried out the **experiments**.*

The use of new words is one of the most effective lexical means of attracting the recipient's attention. For example, new borrowings are often used in the language and are more practical than the corresponding words in the native language, as they have different connotations that attract the reader's attention.

The functioning of neologisms in newspapers is determined by the regularities that are common to all literary language and journalistic style - a combination of expression and standard. The basis for the implementation of this principle is the phenomenon of "actualization" - the use of language means that are perceived against the background of the context as unusual and attracting attention. Neologisms are an obligatory stylistic component of newspaper language, an important source of expressive and emotional richness:

*The key to a successful **flirtationship** is knowing that it will not go beyond flirting.*

*Man, when I go out tonight, I am so going **to Meghan Markle** it, before going home early, getting eight hours sleep and not texting your ex.*

In the previous example, the neologism *Meghan Markle* is used as a verb.

*Oprah asks Meghan and Harry about one of the prevailing stories about the royal couple: that Meghan orchestrated their departure from the Royal Family, in what the media branded as "**Megxit**".*

In the following, we will focus on the functioning of idioms in journalistic discourse in more detail.

In analyzing the corpus of idiomatic expressions in modern journalistic discourse, text fragments from electronic English-language publications were used. The lexicon of the language, which determines the component composition of idioms, is closely related to the world around us. The most active in the formation of idiomatic expressions are lexemes somatisms related to the perception of the world, its cognition and change and evoking associations with life, feelings, physical and mental labor in a particular language community.

The most frequent lexeme used to characterize a person's financial situation is the somatism "*конюшина*". There is an extra-linguistic explanation for this fact: clover is one of the grasses associated with the fact that ruminants like clover. In addition, cows fatten up quickly on clover and feel great when they eat it. Therefore, people began to compare a person who lives in luxury to a happy cow grazing in clover. Hence the idiom: *to be / live in clover* – *жити розкошуючи, як сир у маслі, в хорошому положенні*.

*By British standards, a political party capable of raising £ 6m from three benefactors **in clover**. Mindful of the reputation for sleaze which boosted to the downfall of the Conservatives in 1997, Labour has introduced new, much tougher laws on party funding.*

Так вони як кіт в маслі. Що їм ще треба?

Along with the above phrase, the idioms *golden handcuffs* і *a slice/share of the cake*. *A slice/share of the cake* - частка, ласий шматочок (про гроші):

Globalisation is causing the biggest shift in relative prices (of labour, capital, commodities and goods) for a century, and this in turn is causing a major redistribution of income. Low-skilled workers in developed economies are losing out relative to skilled workers. And owners of capital are grabbing a bigger *slice of the cake* relative to workers as a whole.

Звісно, та земельна ділянка ласий шматок .

The idiom *golden handcuffs* – «золоті наручники» refers to a salary increase given to an employee to keep him or her from quitting and leaving for competitors:

As Gerald Ledford of the University of Southern California's business school puts it, they are “golden handcuffs” to keep people at their desks.

The idiom *to make (both) ends meet*- зводити кінці з кінцями is used to refer to the fact that a person fully spends the money he or she has earned, i.e., the salary covers only primary needs, thus indicating a lack of earnings. In fact, according to one version, the phrase originally sounded like *to make ends meet* - *робити кінці м'ясними*. Back in the days of the Great Depression in the United States, sausage manufacturers used tricks such as filling only the two ends of the sausage with meat and filling the middle of the product with a special cheap filler mixture. The buyer was encouraged to taste the meaty tip of the sausage product before buying, and no one cut the sausage or frankfurter in half:

Doctors are on strike because of a new, less lavish contract imposed by the government. And hospitals everywhere are scrambling to make ends meet.

The lexeme *peanuts* also has a negative connotation, which leads to a difficult financial situation if someone is paid very little money (*to pay (someone) peanuts*).

Literally- *платити арахісом*. This idiom is used when referring to a very small salary paid by an employer.

The idiomatic expression *to work for peanuts- працювати за копійку* is also often used in journalistic discourse, hence the well-known proverb *If you pay peanuts, you get monkeys*. The word *peanuts* is widely used as slang for a small amount of money.

The English phraseological nomenclature with negative connotations can be supplemented with the following idioms:

-good riddance – позбуватися когось чи щось.

In speeches and with champagne toasts, many across the world bid Trump “good riddance”.

- to kill the goose that lays the golden eggs – вбивати курку, яка несе золоті яйця; своїми руками знищувати щось, що приносить прибуток.

There are many ways to kill the goose that lays the golden eggs. London's economy makes Britain rich. If Britons were to vote on June 23rd to leave the European Union, London would lose.

-to grease someone's palm – дати комусь хабар.

This makes it an offence for companies merely to fail to prevent an act of bribery, even if they do not actively grease palms, setting the bar higher for them to stay clean.

-money-laundering – відмивання/легалізація доходів.

The Financial Crimes Enforcement Network (FinCEN), part of America's Treasury, chose February 19th to announce it had rescinded a devastating finding against a European bank suspected of facilitating money-laundering. The withdrawal, less than a year after the designation, looks like a climbdown.

-to rob Peter to pay Paul – зайняти у одного, щоб віддати іншому.

But this gives rise to complaints that the federal government is robbing Peter to pay Paul, and using its spending power to muscle in on provincial jurisdiction.

In conclusion, the language of the media is a unique and complex system that utilizes emotional and expressive vocabulary to attract and influence readers. The use of emotionally expressive vocabulary can convey the author's feelings and influence the reader's emotions. This type of language can be evaluative, with both positive and negative connotations, and varies depending on the context and situation. Understanding the language of the media is important for readers to fully comprehend the information being presented to them, and to be able to critically evaluate the messages being conveyed. As readers, we must be aware of the emotional and evaluative nature of media language, and approach it with a critical eye to fully understand the meaning and intent behind the words.

2.2.Characterization of the expression of media discourse on English and Ukrainian news sites at the syntactic level.

The main principle of translation organization of news texts is a combination of standardization and expression. Stylistically, the vocabulary of a media text is characterized by the presence of emotionally expressive semantic components. This brings it closer to colloquial speech. In a news text, such words enhance the emotional attitude to the topic of the article, which in turn leads to a positive or negative assessment that affects the addressee.

News texts are characterized by the impersonality of information presentation. The author does not speak in the text on his/her own behalf, the information is presented mainly from the third person. It should also be noted that the volume of quotes in English news is much larger than in Ukrainian texts: quotes often form a whole paragraph or several paragraphs in a row. For example: *“You get an extreme heat weather event that [the insect] cannot escape from because they are juveniles, so they cannot move as much,” explained co-author Rhonda Snook from the University of*

Sheffield, UK. “They live through it because it does not kill them, but then they have the subsequent problem of reproducing”.

It is worth noting that indefinite-personal and impersonal sentences prevail in English-language news texts. Such constructions allow the author to maintain the objective nature of the information provided:

*There is an authentically Nero-vian air to this spectacle, with its grand indifference to the smell of burning. Living in Delhi, **it's hard to ignore; it is the unmistakable** scent of a failing state.*

*Unfortunately, it's often **hard to prove exactly how** contagious a particular behavior is, or which behaviors will actually spread.*

Another syntactic feature of English-language news articles is the widespread use of inline words.

***Finally**, male insects are attracted by the ersatz scent of female flies and they actually will attempt to copulate with a part of the orchid they think is a potential mate. Likewise, female gnats may pick up a mushroom-like odor from many orchids, which attracts them as a place to lay their eggs because the decaying fungal tissue is a source of future nutrition.*

Adjectival and adverbial phrases are widely used as a means of logical emphasis:

*Scientific research has established these tiny particles, **measuring less than 1 millimetre in size**, are found in all ocean organisms, including fish in Sydney Harbour.*

*This makes it difficult for the fashion industry **to make changes** to minimise its impact on the environment.*

Due to the absence of an unambiguous definition of repetition, the study adopted the broadest interpretation of it: a phenomenon manifested in the repetition of a part of

a sound complex, a morpheme, the whole word or a group of words. The multifunctionality of repetition causes difficulties in creating a single classification of this phenomenon.

Repetition of words contributes to greater strength of the statement, increasing the intensity of the news.

*I look over at Pete during the debates and **I think, I think**, you know, that's a Beau because he has such enormous character, such intellectual capacity, and such a commitment to other people.*

*It's all about **freedom: freedom** of speech and if the newspapers ignore this, then we have a really **big, big** problem.*

*"It's a **big, big, big** decision and you just can't take it until you have reliable facts on which to base it," Pound said.*

*"I sang with everybody since the years of Renata Tebaldi all the **great, great, great, great** singers of those days and I'm so proud now when I sing with winners of Operalia," he said.*

*Father Cella's evening services now often turn to remembrance for those taken by the virus. He says that it's not all about statistics, behind the numbers are **people, people** special to communities.*

*With many of them small or medium-sized businesses, restaurants, edging **further and further** into the red, are forced to rely on the temporary supportive measures being provided across the continent.*

In conclusion, the organization of news text translation involves a combination of standardization and expression, with the vocabulary characterized by emotionally expressive semantic components that bring it closer to colloquial speech. The impersonal presentation of information in news texts is a notable characteristic, with a significant amount of quotes in English news texts. Repetition is also a vital feature of news texts, contributing to the strength and intensity of the

statement. Overall, the translator needs to have an understanding of the linguistic and stylistic features unique to news texts to ensure effective and accurate translation.

2.3 Means of expressing media discourse in the translation aspect.

Our research raised the question of the implementation of means of expressing news discourse from English into Ukrainian. We are interested in the translation aspect of this problem, because the expressive load of the source language may undergo certain changes in the target language - preserved, strengthened, weakened, added and deleted. This is because translation is not only "the process of transferring one piece of language into another, which expresses the same thing, but in different words."

Let's analyze lexical transformations that are used when the source text contains non-standard translation units at the word level, such as proper names that are characteristic of the source language culture and are absent in the target language; jargon; words denoting objects, phenomena and concepts that are characteristic of the source culture but are absent or have a different structural and functional order in the target language. The most common methods of translating non-standard lexical elements of the original are: transcoding, calquing, lexical equivalent, and modulation.

First, let's look at examples of reproducing the means of expressing news discourse from English into Ukrainian by transcoding, which is the transfer of a sound or letter of the original form of a lexical unit using the target language alphabet:

*This guy was arrested in his 18 y.o. birthday, so the **cops** sang happy birthday to him.*

In the source language, there are no means of expressiveness, while in the target language, expressiveness is added by borrowing ***konu***. The sound and letter form of

the English word **cops** when translated into Ukrainian are rendered using the Ukrainian alphabet.

*Of course, we all understand that we can't solve all the **cases** I talked about due to one issue.*

*Авжеж, ми всі розуміємо, що ми не можемо завдяки одному питанню вирішити всі ті **кейси**, про які я говорив.*

We can observe the addition of expressiveness of news discourse in the target language through the borrowing of **кейси**. The translation conveyed the sound and letter form of the English word **cases** using the Ukrainian alphabet.

*Therefore, we will hope that in the near future we will receive dates, **agenda** and deadlines, which is important.*

*Тому будемо сподіватися, що найближчим часом ми отримаємо дати, **адженду** й терміни, що важливо.*

In these sentences, expressivity is conveyed by the terminology **agenda and адженду**. The expressivity in the target language is preserved by transmitting the sound and letter forms of the English word using the Ukrainian alphabet- **адженда**, meaning "agenda".

Next, let's consider the reproduction of expressive means of news discourse from English into Ukrainian using calquing, which consists in the realization of the combinatorial composition of the word rather than the sound or graphic one, i.e., the translation of lexical units of the source language is carried out by replacing their constituent parts with lexical equivalents of the target language:

*President expressed condolences to the families of the victims of the **devastating** floods in Western Europe.*

*Президент співчуває рідним жертв **руйнівних** повеней у країнах Західної Європи.*

In these sentences, the means of expression is emotionally evaluative vocabulary - *devastating and руйнівних*.

devastating and destructive. The expressiveness is preserved in the target language by means of calquing, where the first-order counterpart in the target language, destructive, was chosen as the equivalent of the word devastating in the source language.

*So far, this is not a **pearl of Ukrainian land** by the sea.*

*Поки що це не та **перлина української землі** біля моря .*

In the English sentence, the means of expression is a metaphor - *a **pearl of Ukrainian land***, which, when translated into the target language, was preserved and reproduced by calquing - ***перлина української землі***.

*Behind him **lurks** Vladimir Putin, Russia's president.*

*Позаду нього **зачаївся** президент Росії Володимир Путін .*

In the source language, the means of expression is colloquial vocabulary - ***lurks***, which has been preserved and reproduced in the target language by means of calquing - ***зачаївся***.

*Still, Poland and Europe need a more co-ordinated, rational and above all humane policy to counter Lukashenko's **execrable** actions.*

*Менше з тим, Польща та Європа потребують більш скоординованої, раціональної та гуманної політики для протидії **жахливим** діям Лукашенка.*

In these examples, the means of expressiveness is emotional and evaluative vocabulary - ***execrable and жахливим***. In the translation, the expressiveness was preserved and reproduced by calquing, where the word ***execrable*** of the source language was rendered by the first-order counterpart in the target language - ***жахливим***.

*It should stop posing as **the lone saviour** of Poland and Europe from **an alien horde**.*

*Йому треба припинити позиціонувати себе як **єдиного рятівника** Польщі та Європи від **ворожих орд**.*

In these sentences, the means of expression is hyperbole - ***the lone savior and єдиного рятівника***. The expressive load of the original was preserved and reproduced in the translation by means of calquing, where the source language's equivalent of the phrase *the lone savior* became *єдиного рятівника* in the target language. It is also worth noting the use of historicisms as means of expression: the phrase *an alien horde* was reproduced with the lexical equivalent of *ворожих орд*.

Our fleet is weak.

Наш флот слабкий.

In this case, the means of expression is emotional and evaluative vocabulary - *weak and слабкий*. In the translation, the expressiveness was preserved and reproduced by calquing, where the first-order counterpart in the target language, weak, was chosen as the equivalent of the word *слабкий* in the source language.

Here's a little phantasmagoria.

Ось така ж трохи «фантасмагорія».

In these sentences, the means of expression is synecdoche - *phantasmagoria and фантасмагорія*. In the translation, the synecdoche was preserved and reproduced by means of calquing - *фантасмагорія*, in the sense of "something unreal, existing only in dreams, in imagination, in a dream".

*As for the classic phrase “Do not decide for **Ukraine** without **Ukraine**” – I think it is very fair.*

*Щодо класичного вислову «Не вирішуйте за **Україну** без **України**» – я вважаю, що це дуже справедливо .*

In both sentences, the metonymies *Ukraine, Україну, України* are used to express the meaning. In the original language, the word *Ukraine* is used in the sense of "people". When translated into the target language, the expressiveness was preserved and reproduced by calquing - *Україну, України*.

Volodymyr Zelenskyu: Many Russians are ashamed of everything related to Crimea, Russian history will later mourn over Russia's steps regarding the peninsula.

Володимир Зеленський: Багатьом росіянам соромно за все, що пов'язано з Кримом, згодом російська історія оплакуватиме кроки Росії щодо півострова .

In both cases, anthropomorphisms are the means of expression. In the translation, the anthropomorphism *Russian history will later mourn* was reproduced by means of calquing - *згодом російська історія оплакуватиме*.

Because Crimea is the first match, the first flake of fire due to which two peoples –for a generation or two – treat each other this way: don't want to see, don't want to hear.

Тому що Крим – це перший сірник, перший вогник, через який два народи – на покоління чи на два – так один до одного ставляться: не хочуть бачити, не хочуть чути .

In these cases, the expressive load is conveyed by metaphors. The English phrase *Crimea is the first match, the first flake of fire* was translated into Ukrainian by calquing - *Крим – це перший сірник, перший вогник*.

As they say "Baba Yaga is against".

Як то кажуть «а баба-яга – проти».

In both sentences, the means of expression are catchphrases - "*Baba Yaga is against*", which was reproduced in the target language by means of calquing - "*а баба-яга– проти*".

*It's not that **we, as beggars**, want to take every penny from the United States and do something for that.*

*Це не про те, що **ми, як жебраки**, хочемо кожен копійку взяти у США і за це щось робимо .*

In these examples, the means of expression is comparison. From the source language ***we, as beggars***, was translated into the target language by means of calquing - ***ми, як жебраки***.

*You do not hear venom of critics, but **listen to the voice of your heart**.*

*Ви не чуєте злобу критиків, а **слухаєте голос вашого серця** .*

In both sentences, metaphors are used to express the meaning. ***Listen to the voice of your heart*** was translated into the target language by means of calquing - ***слухаєте голос вашого серця***.

Next, let's look at the means of expressing news discourse that are translated from English into Ukrainian by lexical equivalents. This method consists in reproducing lexical items with the help of a permanent lexical analog that exactly matches the meaning of the word in the source language. Lexical units that have equivalents in the native language play an important role in translation. Equivalents are those correspondences between words in two languages that are constant, equivalent, and usually independent of context. Let's analyze them:

*This is the main split – the information war, the information **wiping of their feet** on our country.*

*Це і є головний розкол – інформаційна війна, інформаційне **вигирання своїх ніг** об нашу країну .*

In these cases, the means of expression are phraseological units. The English expression ***wiping of their feet*** has been reproduced in the target language with the help of the lexical equivalent - ***вигирання своїх ніг***.

And when you've been beating your head against the wall for seven years and get the answer that "we support the desire".

А коли ти сім років б'єшся як головою об стіну й одержуєш відповідь, що ми підтримуємо бажання....

In both sentences, the means of expression are the phraseological units **beating your head against the wall and б'єшся як головою об стіну**. The expressiveness in the target language was reproduced with the help of a lexical equivalent.

We don't want to burn bridges, but if somebody interprets our good intentions as weakness, our reaction will be asymmetrical, rapid and harsh.

Ми дійсно не хочемо спалювати мости. Але якщо хтось сприймає наші добрі наміри як байдужість або слабкість і сам має намір остаточно спалити або навіть підірвати ці мости, повинен знати, що відповідь Росії буде асиметричною, швидкою і жорсткою .

Here, the expression is the phraseology to **burn bridges**. In the target language, it is reproduced by means of the lexical equivalent - **спалювати мости**. We also note the presence of emotionally evaluative vocabulary in both the English - **rapid and harsh** and Ukrainian sentences - **швидкою і жорсткою**, which was also reproduced by lexical equivalents.

Moments when you should keep your mouth shut.

Чому інколи слід тримати язика за зубами.

In these cases, the expressive means are the phraseological units **keep your mouth shut and тримати язика за зубами**. In the target language, the expressiveness was enhanced by the lexical equivalent - **тримати язика за зубами**.

In "Advice to A Young Tradesman," Franklin writes that, "Remember that time is money."

Написавши твір «Рада молодому купцеві», Франклін вжив вислів: «Пам'ятай, що час – гроші» .

In both sentences, proverbs are used to express the meaning. *Time is money* was reproduced in the target language by using the lexical equivalent *-час – гроші*.

We have to ring the alarm every day.

Треба щодня бити у дзвони .

In both the English and Ukrainian sentences, metaphors are used to express the meaning. *Ring the alarm* is translated into the target language with the lexical equivalent - *бити у дзвони*.

This means that your destiny is to own the stars.

А отже, ваша доля – панувати над зірками .

Here, metaphors are also used as a means of expression. *To own the stars* is reproduced by means of the lexical equivalent - *панувати над зірками*.

“And why shouldn't they go to space? Space is extraordinary; the Universe is magnificent. I want people to be able to look back at our beautiful Earth and come home and work very hard to try to do magic to it to look after it.”

«Чому б їм не вирушити в космос? Космос надзвичайний. Всесвіт чудовий. Я хочу, щоб люди могли озирнутися на нашу прекрасну Землю, повернутися додому і наполегливо працювати, щоб піклуватися про неї», – додав він .

In both sentences, the epithets *Space is extraordinary, the Universe is magnificent, beautiful Earth* are used to express the idea. In the target language, they have been preserved with the help of lexical equivalents - *Космос надзвичайний, Всесвіт чудовий, прекрасну Землю*.

“Jeff was actually taking the calls himself”, Bryar says. He recalls that a complaint on one product in particular kept coming in. “Jeff's eyes went wide,” he says.

«Джефф справді сам приймав дзвінки», – говорить Браяр. Він згадує, що постійно надходили скарги щодо одного товару. – «Джефф **виричив очі**».

In these cases, idioms are the means of expression. *Eyes went wide* was translated into the target language using the lexical equivalent - **виричив очі**.

“I personally had a girl grab and hold on to me **for dear life**,” he said. “I had to calm her down because she literally thought she was **about to die**.”

«Мене особисто дівчина схопила й тримала **мертвою хваткою**», – сказав він.

– «Мені довелося її заспокоїти, бо вона буквально думала, що **ось-ось помре**».

In these examples, the idioms *for dear life and мертвою хваткою* are used to express expressiveness. The expressiveness in the target language is preserved and reproduced with the help of the lexical equivalent of *мертвою хваткою*. We can also observe the use of the idiom *about to die*, which was translated into Ukrainian with the lexical equivalent - **ось-ось помре**.

Here, idioms are also used as a means of expression. *Catch her breath* is reproduced in the target language with the lexical equivalent - **перевести дихання**.

Only by acting legally, humanely and firmly can it call the gangster's bluff.

*Лише діючи законно, гуманно та рішуче він зможе **вивести гангстера на чисту воду**.*

In both sentences, the means of expression are the phraseological expressions *call the (gangster's) bluff and вивести (гангстера) на чисту воду*, which were translated into the target language with the help of lexical equivalents.

It is worth noting that the lexical equivalent was mostly used in the translation of phraseological units, idioms, metaphors and epithets.

Next, let's consider the implementation of the means of expressing news discourse from English into Ukrainian by means of differentiation, which is used when reproducing words with broad semantics. A bilingual dictionary usually provides a number of partial variant correspondences, each of which covers only one of the partial meanings of a foreign language word. However, even all the dictionary matches in their aggregate do not cover the full semantics of the source language word. Differentiation contributes to a more complete translation of the meaning and clarification of the lexical unit. Differentiation was used in the translation of the following sentences:

*My partner, he is **stuck** in a different city with his family. I cannot go there, he cannot come here.*

*Мій партнер **застряг** зі своєю сім'єю в іншому місті. Я не можу поїхати до нього, він не може приїхати сюди .*

In the source language, the means of expression is the colloquialism **stuck**. In English, the word **stuck** can have several definitions: glued, stuck, pierced. In this case, the expression is reproduced in the target language by means of differentiation - **застряг**.

*Their empire reached its **height** in the 15th Century before their defeat by the Incas.*

*Їхня імперія досягла свого **розквіту** в XV столітті, поки її не завоювала імперія інків приблизно у 1470 році .*

Here, the means of expression is the bookish everyday vocabulary of **height and розквіту**. In English, the word **height** can have several meanings: висота, вишина, зріст, ріст. In the target language, the expression was enhanced by differentiation - **розквіту**.

Next, we will analyze the reproduction of the means of expressing news discourse from English into Ukrainian by applying modulation - replacing a word or phrase in the source language with a word or phrase in the target language, the meaning of which is logically derived from the original meaning.

Kim Kardashian West's Kimono underwear meets Japanese backlash.

Чому білизна від Кім Кардаш'ян розгнівала японців.

In English, the means of expression is the colloquialism *to meet backlash*. The expressiveness was weakened in the target language by modulation - *розгнівала японців*.

The Polish government is on the horns of a dilemma.

Водночас уряд Польщі має вирішити дилему.

In the English sentence, the idiom *is on the horns of a dilemma*, the meaning of which has been weakened by modulation in the target language - *має вирішити дилему*.

In some cases, we may even be able to recognise that uncertainty can be a source of excitement.

У деяких випадках невизначеність може навіть приємно лоскотати нерви.

In the English sentence, the means of expression is the metaphor *a source of excitement*, which was reinforced in the Ukrainian translation by modulation - the phrase *a source of excitement* is reproduced by the phraseology *лоскотати нерви*.

In the course of researching the means of expressing news discourse in the translation aspect, we found the following cross-linguistic transformations: replacement of sentence type, replacement of active voice with passive voice or vice versa, replacement of parts of speech, replacement of sentence members, replacement of grammatical tense, rearrangement, combining and splitting sentences.

Ridiculous. People say it, propagandize it.

Я «в захваті». Люди це говорять, пропагують .

In the Ukrainian sentence, the means of expression is the parcellation I am *"в захваті"*, which was reinforced in the process of reproduction by replacing the

uninflected sentence "*Ridiculous.*" with the marked-personal sentence "I am *в захваті*".

Gunmen attack wedding to stop music being played.

Розстріляли весілля, щоб вимкнули музику .

In both sentences, the means of expression are headings. The expressiveness of the source sentence has been preserved in the target language, but we observe the replacement of the definite-personal sentence "*Gunmen attack wedding to stop...*" with the impersonal one "*Розстріляли весілля, щоб вимкнули музику*".

He gasped for air as if he were running a marathon, the pain in his chest unbearable.

Він хапав повітря так, ніби біг марафон, біль у грудях був нестерпним .

In both sentences, the means of expression is comparison. The expressiveness in Ukrainian language was preserved and reproduced by replacing a complex sentence with a simple one.

"I wish the news were different. I wish we were thriving."

«Хотів би, щоб новини були іншими. Я хотів би, щоб ми процвітали».

In both sentences, the means of expression are parallelisms "*I wish the news were different. I wish we were thriving.*" and *«Хотів би, щоб новини були іншими. Я хотів би, щоб ми процвітали»*. There is a replacement of a complete sentence with an incomplete one in the translation.

Glancing at his friend – also surging on LSD – Dublin was struck by a fresh vision.

Поглянувши на сусіда по кімнаті, який теж був під ЛСД, Дубліна «накрили» свіжі видіння .

In these examples, the means of expression are jargonisms. The expressiveness of the sentence in the target language is preserved by replacing the passive voice

Doblin was struck by a fresh vision with the active voice - *Добліна «накрили» свіжі видіння.*

It also shows Hawkeye wearing hearing aids for the first time on screen: in the original comics, he has been portrayed as deaf, and so it looks like this series could weave that storyline in.

Вперше на екрані Соколине Око покажуть зі слуховим апаратом - в оригінальному коміксі він мав вади слуху, і творці телешоу вирішили зберегти цю деталь .

In the Ukrainian sentence, expressiveness is added by the euphemism *він мав вади слуху*, which was reproduced by replacing the adjective *deaf* with the verb construction - *він мав вади слуху*.

He said cyberespionage was a "extremely effective" tool for the Kremlin to spy on the west.

Хакер додав, що кібершпигунство є надзвичайно ефективним.

In the Ukrainian translation, the means of expressiveness is a borrowing - *хакер*, which was reproduced by replacing the part of speech where the third-person singular pronoun *he* in the source language was translated by the noun *хакер* in the target language. Thus, expressiveness is added in the target language by clarifying information.

Not only can finger counting reveal where in the world you come from, it may also shed light on how we learned to understand the concept of number – as children and even as a species.

Те, як ми рахуємо на пальцях, показує не лише, звідки ми родом, але й проливає світло на те, як ми навчилися розуміти поняття числа - як діти й як вид.

In the English sentence, inversion is the means of expressiveness. In the target language, the expressiveness was removed by replacing the inversion with a direct word order.

*During term time, while Jemma was at university, **Marisa**, a nanny Shakey had hired to help him with the children, **held everything together**.*

*Коли Джемма була в університеті, **усе трималося на Марісі** – няні, яку Шейкі найняв, щоб допомагати йому з дітьми .*

In both the English and Ukrainian sentences, hyperbole is used as a means of expression. The expressiveness of the sentence was enhanced in the source language by rearrangement.

*Matthew Strachan, the composer who co-wrote the theme music for **Who Wants To Be A Millionaire?**, has died at the age of 50 .*

*У 50-річному віці в своєму домі пішов із життя британський композитор Метью Стрекан, який прославився саундтреком до знаменитого шоу **«Хто хоче стати мільйонером?»***

In both the English and Ukrainian sentences, the means of expression are the rhetorical questions *Who Wants To Be A Millionaire?* and *«Хто хоче стати мільйонером?»* The expressiveness of the sentence was preserved in the source language by rearrangement.

“How many more lives, American lives, is it worth, how many endless rows of headstones at Arlington National Cemetery?”

«Скільки ще життів, американських життів, це коштує? Скільки ще нескінчених рядів надгробків на Арлінгтонському національному цвинтарі?»

In these sentences, the means of expression are rhetorical questions that are preserved in the target language by dividing the sentences, which in turn enhances the given expressive load.

In conclusion, the implementation of means of expressing news discourse from English into Ukrainian involves various translation methods, including transcoding, calquing, lexical equivalent, and modulation, which are used to translate non-standard lexical elements of the original text. The choice of method depends on the specific characteristics of the source and target languages and the context of the translation. It is important to approach translation as a creative process that involves making decisions about how best to convey the meaning and expressive load of the original text in the target language. By taking a thoughtful and context-driven approach to translation, we can ensure that the resulting translation is accurate, effective, and appropriate for its intended audience.

CONCLUSIONS

Summarizing the study, the following conclusions can be drawn:

1. In the theoretical part of the paper, the correlation between the concepts of "text" and

"discourse" in translation. It has been noted that today in the scientific literature one can find many different definitions of discourse, which is explained by the ambiguity of the term itself and the variety of approaches to its study. Discourse is interpreted quite broadly as a complex interrelation of several texts functioning within the same communicative sphere.

It is established that the text becomes a discourse, "overgrown" in the process of its generation and perception with various semantic and pragmatic shades, caused by a certain communicative situation, the characteristics of the participants in communication, the reaction of each of the parties, the need to make adjustments to the language behavior.

2. The analysis of the peculiarities of media discourse and news discourse has shown that the language of the mass media has a certain integrity, which is due to the peculiarities of its use in the field of mass communication, the set forms, and a stable thematic structure. The news text has two components: informative and evaluative. Hence the specificity of the media language, which is characterized by high emotionality and accuracy, evaluation and persuasiveness. Its distinctive features are also logicity and imagery. This is facilitated by such translation means as a significant amount of public, socio-political, foreign language vocabulary, the use of phraseological turns of phrase, simple syntax, and richness of intonation.

3. The study of expressiveness as an element of news discourse has shown that the main factor in the modern interpretation of the category of expressiveness is the functional factor, which is associated with the performance of both stylistic and pragmatic functions. In the study, we proceed from the understanding of

expressiveness as a pragmalinguistic category, the main function of which is to purposefully influence the reader in terms of focusing attention on certain elements of the content of the utterance; at the syntactic level, expressiveness is realized in the manifestation of special types of constructions that allow to highlight certain fragments of information in the speech chain.

4. The choice of methods for studying the means of expressing news discourse is due to the need for a comprehensive and systematic description of these phenomena in accordance with the goals and objectives set in the Introduction. In particular, the method of analysis of scientific and theoretical sources, the method of operationalization of concepts, the method of continuous sampling, component analysis, descriptive method, contextual analysis, inductive method, descriptive and analytical method were used.

At the first stage of the study, the empirical base was formed by selecting English-language news discourse in the modern media space. At the second stage, we clarified the meaning of the concepts of "text", "discourse" and "expressiveness".

5. In the practical part of the study, we identified lexical and syntactic features of expressiveness of news discourse on English-language news sites. Attempts to make the material more attractive push journalists to search for "fresh" vocabulary and use non-standard emotionally expressive units. Emotionally colored vocabulary is an effective tool for influencing the reader in journalistic texts. Mass media texts perform two most important functions: they inform the reader about current events and influence his or her attitude to these events. The emotional component is conveyed by various translation means.

It is noted that a common phenomenon for modern English-language media texts is their convergence with spoken language and, accordingly, the use of stylistically reduced units, dismembered expressive constructions. At the lexical level, the means of expressiveness of English and Ukrainian journalistic articles are divided into the following types: terminological vocabulary, bookish everyday vocabulary, colloquial

vocabulary, abstract vocabulary, words of logical emphasis, abbreviations and acronyms, emotional and evaluative vocabulary, internationalisms, borrowings, neologisms.

The main communicative goal of news is to provide up-to-date information about recent events. Despite the impartiality of objective information typical of news genres, news on the websites of popular publications is distinguished by the presence of an emotional and evaluative purpose: the author sets one of his tasks to change the addressee's state of mind, to influence the formation of his opinion, and to help him assess the situation, on the one hand. Various stylistic techniques are used, for example, a pronounced play on words.

6. The analysis of the means of expressiveness of news discourse on the material of English and Ukrainian news sites from the translation aspect showed that in most cases the expressive intensity of the source language is preserved in the target language. In some cases, expressiveness can be enhanced, weakened, added and deleted due to linguistic and extra-linguistic factors, which include differences in the worldviews of native speakers of the source and target languages. In our study, we took into account the differences in the perception of the world of English-speaking and Ukrainian-speaking cultures. We identified trends in the functioning of the means of expressing news discourse. Accordingly, in both English and Ukrainian news discourse, expressiveness is most often conveyed by phraseological units, idioms and emotional and evaluative vocabulary.

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ANNEX

Examples of reproduction of means of expressing media discourse
(based on English and Ukrainian news sites)

1. Everyone worked *tirelessly*. - Усі працювали *не покладаючи рук* .

2. "Vova's thousand" against the *anti-vaxxers*. - «Вовина тисяча» проти *антиваксів*.

3. *Social isolation* is the result of excessive use of social media. - *Соціальна ізоляція* є результатом надмірного користування соціальними мережами.

4. Starting from the end of March, we will be *locked down*. - З кінця березня нам уведуть *локдаун* .

5. When it is introduced, we will need to maintain *social distancing*. - Коли його введуть нам потрібно буде дотримуватися *соціального дистанціювання*.

6. Volodymyr Zelenskyu: Many Russians are ashamed of everything connected with Crimea, later Russian history *will mourn Russia's steps* towards the peninsula. - Володимир Зеленський: Багатьом росіянам соромно за все, що пов'язано з Кримом, *згодом російська історія оплакуватиме* кроки Росії щодо півострова.

7. His uncertainty tickled her nerves *tickled her nerves*. - Своєю невизначеністю він добряче *лоскотав нерви їй*.

8. Crimea is our *pearl of Ukrainian land*. - Крим це наша *перлина української землі*.

9. Together we will go to the enemies to carry out *bloody revenge*. - Разом ми вирушимо до ворогів здійснити *криваву помсту*.

10. Are you telling me to *give up* alcohol? - Ти натякаєш мені , що *потрібно зав'язати* з алкоголем?

11. "Is it possible that we *be a priority*?" - asked a company of three. - «А можна, щоб ми *були в пріоритеті*?» - поцікавилась компанія з трьох чоловік.

12. In Spain, the *cops* detained a boy on his birthday, sang a song and gave him a cake. - У Іспанії *кони* затримали хлопця в його день народження, заспівали пісню і подарували торт .

13. We can't solve all the *cases* we talked about in one meeting. - Під час одного зібрання ,ми не можемо вирішити всі *кейси*, про які ми говорили.

14. Getting dates, *agendas* and deadlines is very important for us. - Отримати дати, *адженду* й терміни, вкрай важливо для нас .

15. Our government condoles with the families of the victims of the *devastating* floods in the country. - Наша влада співчуває рідним жертв *руйнівних* повеней у країні.

16. This is our response to Russia's *terrible* actions. - Це наша протидія *жахливим* діям Росії.

17. He positions himself as the *only savior* of Europe from the *enemy hordes*. - Він позиціонує себе як *єдиний рятівника* Європівід *ворожих орд*.

18. It is *weak*, our navy. - Він *слабкий*, наш флот.

19. There is a kind of "*phantasmagoria*" here. - Тут присутня така собі *«фантасмагорія»* .

20. "Do not make decisions for *Ukraine* without *Ukraine*". - «Не приймайте рішення за *Україну* без *України*»

21. "Our *Crimea* is the *first match, the first light*. - «Наш *Крим* – це *перший сірник, перший вогник*.

22. As people say, "Baba Yaga is against it." - Як кажуть люди «*а баба-яга – проти*».

23. I don't mean that *we, as beggars*, want to borrow money. - Я не про те, що *ми, як жебраки*, хочемо взяти кошти в займи.

24. You do not hear a note of condemnation, but listen to the voice of your heart. - Ви не чуєте нотку засудження, а *слухаєте голос вашого серця*.

25. He is too confident. Today at the meeting he will have his *wings clipped*. - Він занадто самовпевнений. Сьогодні на нараді *йому підріжуть крила* .

26. This is the main split - the information war, *wiping your feet* on their country. - Це і є основний розкол – інформаційна війна, *витурання своїх ніг* об свою країну .

27. When you have been *banging your head against the wall* for six years and

have not gotten what you need. - Коли ти шість років *б'єшся як головою об стіну* й не отримуєш потрібного.

28. We would not like to *burn bridges*. - Ми б не хотіли *спалювати мости*.

29. In some cases, you should keep your mouth shut. - В деяких випадках слід *тримати язика за зубами*.

30. In his work "A Word of Advice to Every Buyer," Graham used the expression: "Remember that *time - is money*." - Написавши твір «Рада усякому покупцеві», Грем вжив вислів: «Пам'ятай, що *час – гроші*» .

31. We must constantly *ring the bells*. - Треба постійно *бити у дзвони*.

32. *To have power over the stars* is your destiny. - *Мати владу над зірками* – твоя доля.

33. Space is beautiful. *The universe is fascinating*. I want people to be able to look back at our *beautiful Earth*, come home and work to take care of the planet," she added for it," she added. - *Космос прекрасний. Всесвіт захоплюючий*. Я хочу, щоб люди могли озирнутися на нашу *чудову Землю*, повернутися додому і планету працювати, щоб піклуватися про неї», – додала вона.

34. "Rick was really the one taking the incoming calls," Shelby says. He recalls that there was a recurring complaint about one product - "Rick's eyes were *bugging out*."

34. «Рік справді сам приймав вхідні дзвінки», - говорить Шелбі. Він згадує, що постійно поступали скарги щодо одного товару. – «Рік *вирячив очі*» .

35. "The girl personally grabbed me and held me with a *death grip*," he said. - "I had to calm her down because she literally thought she was *going to die*." - «Мене особисто дівчина схопила й тримала *мертвою хваткою*», – сказав він. – «Мені довелося її заспокоїти, бо вона буквально думала, що *ось-ось помре*» .

36. Richard says he stopped to *catch his breath*. - Річард каже, що він зупинився щоб *перевести дихання* .

37. Only by acting legally, humanely and decisively will he be able *to bring the gangster to justice water*. - Лише діючи законно, гуманно та рішуче він зможе *вивести гангстера на чисту воду*.

38. My friend is *stuck* with his girlfriend in another city. - Мій друг *застряг* зі своєю дівчиною в іншому місті.

39. I do things that are *too predictable* and that can break an organized team like Verona. - Я роблю речі, які *занадто передбачувані* і які можуть зламати організовану команду на кшталт Верона.

40. 10 years later, I learned the *hard way* that there was never a good time to withdraw American troops a good time to withdraw. - Через 10 років я на власному *гіркому досвіді* переконався, що для виходу американських військ ніколи не було вдалого часу.

41. Their empire reached its *height* in the fifteenth century. - Їхня імперія досягла *розквіту* в XV столітті.

42. Lingerie from Kim Kardashian *angered the Chinese*. - Білизна від Кім Кардаш'ян *розгнівала китайців*.

43. The German government *has to solve dilemma*. - Уряд Німеччини *має вирішити дилему*.

44. The girl looked like she was *in trouble*," the driver said. - Дівчина, наче була *в біді* – зазначив водій.

45. An adorable dog named Charlie, who has every chance of *capturing the viewer's attention*. - Чарівний пес на ім'я Чарлі, який має всі шанси *перетягти на себе увагу глядача*.

46. All *responsibility lies with me* because I am the President of the United States of America. - *Вся відповідальність лежить на мені*, тому що я президент Сполучених Штатів Америки.

47. The pain in his chest was unbearable, so *he gasped for air as if he were running a marathon*. - Біль у грудях був нестерпним, тому *він хапав повітря так, ніби біг марафон*.

48. "Privatbank" will drag down the entire banking sector if it *goes under*. - «Приватбанк» потягне за собою весь банківський сектор, *якщо піде на дно*.

49. But a *tasty piece* of land. - *Але ласий шматок*, та земельна ділянка

50. This inability to define what humanity is *ironically* one of our most human traits. - Ця нездатність визначити, що таке людство, за *іронією долі* є однією з наших найбільш людських рис.

РЕЗЮМЕ

Роботу присвячено дослідженню засобів вираження експресивності у текстах онлайн-медіа. Робота включає в себе теоретичне та практичне дослідження. В рамках теоретичного аналізу було розглянуто поняття терміну, зокрема медійної термінології, способи її перекладу та їх класифікації в англійському та українському медіа дискурсі.

В другому розділі здійснено практичний аналіз функціонування та утворення експресії . У висновках узагальнено результати роботи з теоретичного та практичного аналізу.

Ключові слова: термін, медіа дискурс, переклад, лексичні та граматичні трансформації , експресивізація.