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Course Paper
Linguostylistic means of emphasizing information in English news articles
and their translation into Ukrainian

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INTRODUCTION

The relevance of the work. Modern mass media increasingly become not just a conductor of necessary information, but also a means of indirect influence on the consciousness of society. Under such conditions, the discourse of news acquires special importance in the discourse of mass media, which fulfils an important social role – to express the interests of society and needs additional study, in particular, the study of linguistic stylistic means of accentuating information in news articles and their translation into Ukrainian in a comparative aspect.

News discourse is a specific type of discourse, which is characterized by certain features that distinguish it from discourses of other types and acts as an original communicative space, intentionally and stylistically diverse. The relevance of the work lies in the need to carry out a systematic study of modern English-language news discourse, studying its potential for accentuating information through the use of various linguistic stylistic means.

Among modern researchers who studied the specifics of news discourse, including its linguistic stylistic tools, it is worth mentioning such scientists as T. X. China Wu, A. van Dijk, O. Dovgan, L. Kozub, Q. Li, O. Matyushenko, N. Petiy, O. Shovak, G. Wang and others. However, despite the existing research, the role of linguistic stylistic means of accentuating information in news media remains on the periphery of scientific research. The study of the translation of these tools into Ukrainian requires special attention. All that has been said determines the relevance of the study, dedicated to the comprehensive analysis of stylistic figures and tropes used in the news discourse in English, and the specifics of their reproduction in the Ukrainian language.

The object of the research is news texts of online editions of English-language newspapers. The subject of the study is linguistic stylistic means of accentuating information in news discourse and ways of their translation into Ukrainian.

The purpose of the study is to examine linguistic and stylistic means of emphasizing information in English-language news discourse and methods of their reproduction in Ukrainian translation.

The set aim involves solving the following **research tasks**:

- 1) to consider the concept of English-language news discourse to clarify functional characteristics of English-language news discourse;
- 2) to determine the peculiarities of linguistic analysis of news discourse;
- 3) to characterize stylistic techniques and means of emphasizing information in English-language news articles;
- 4) to analyze linguistic means of emphasizing information in news articles;
- 5) to highlight the specifics of the translation of linguistic stylistic means of accentuating information in Ukrainian language news articles.

The research material is news articles from the British newspapers «The Guardian» and «The Times», which are publicly available on the Internet.

The research is based on the application of **a complex of methods**: general scientific – abstraction, generalization, induction, deduction, system method; empirical and theoretical – analysis, synthesis, ascent from the abstract to the concrete; specifically scientific – historical, comparative, statistical.

The theoretical significance of the work lies in the development of individual functional and communicative aspects, a contribution to the general theory of translation studies, translation methodology, and lexicology.

The practical value of the work is determined by the prospects of using materials and research results in courses on translation theory, functional grammar, lexicology, English stylistics, text analysis; as a reference material for writing course and diploma theses by students of linguistic specialties, etc.

The structure of the research is determined by its purpose and tasks. The work consists of an introduction, two chapters, conclusions, references, annex and summary.

CHAPTER 1. THEORETICAL ASPECT OF ENGLISH NEWS DISCOURSE RESEARCH

1.1. The concept of English-language news discourse

Discourse as an object of research is a new multifaceted thought-communicative category that is in the centre of attention of modern science in general and linguistics, in particular (Данилюк, 2019: 18). The term "discourse" appeared relatively recently. However, this did not prevent it from becoming one of the central concepts in linguistics. The appearance of this term is associated with different directions of linguistics and different unrelated schools. In this regard, there are different approaches to defining the concept of discourse. The general meaning of discourse is language or communicative activity. With this approach, any sentence from the text is contrasted with a separate isolated sentence.

Semenyuk considers discourse as "a coherent text combined with extralinguistic, pragmatic, sociocultural, psychological and other factors" as "language immersed in life" (Семёнюк, 2019: 8). Bacevich understands a type of communicative activity, an interactive phenomenon, a linguistic flow, which has different forms of manifestation (oral, written, paralingual) and is carried out within a certain channel of communication, regulated by communication strategies and tactics; it undergoes the action of a number of cognitive, linguistic and non-linguistic (social, mental, psychological, etc.) factors, conditioned by the specific environment "forms of life", which depend on the topic of communication and are aimed at the creation of various language genres (Бацевич, 2010: 138).

According to Kremnova, discourse is a complex concept, the study of which during the second half of the 20th century. many scientists in the fields of philosophy, psychology, sociology, linguistics, etc. devoted themselves. The dynamic development of scientific fields, one way or another related to the problems of discourse, led to the emergence of significant differences of opinion among representatives of the scientific community. Currently, linguistic science has developed various approaches to defining the concept of "discourse" (Кремнова, 2020: 112).

News discourse is an extremely important object of study in modern science. Since news plays an important role in a person's life, the very existence of an individual will depend on how the news discourse is structured in the communicative space: from receiving daily information to the process of making vital decisions. After all, discourse does not describe the world, but shapes it, it is the essence of knowledge and self-expression.

News discourse in the context of translation causes difficulties due to a large number of aspects, such as the style of writing and the use of elements inherent in this genre. Due to the peculiarities of news discourse, its translation can be a difficult task, therefore it requires a high level of preparation. Translation in the field of news discourse plays a key role in the transmission of information and the formation of public opinion in different countries and cultures. At the same time, it is important to take into account cultural features that can affect the perception of news information and its translation. The working material of mass media is news, which has different definitions. During the birth of mass media, the concept of "news" was identical to the concept of "newspaper". Today, news is considered as fresh, unusual, valuable information on a topic that is of general interest and was previously unknown (Хорошун, 2014: 66).

News – information or reports about recent events. According to the Dutch scientist T. A. van Dijk, the concept of "news" is ambiguous. According to the scientist, the meaning of "news" is equated to "new information", which can be interpreted in the following ways:

- new information about events and matters in a person's personal life;
- news articles in newspapers and television news programs;
- reports on radio, television or in the press, which provide up-to-date information on recent events (Dijk, 2006: 67).

According to the canons of Western journalism, news should answer the 5 "W" questions: "Who?", "What?", "Where?", "When?", "Why?" (Harris, 103). Some theorists include two more questions here: "How?" and "Which one?". It should be

borne in mind that the English word "news" means not only information in general, but also a separate information message: "a piece of news". It has a few synonyms: news story, item, report (Nash, 2016: 11).

The concept of "news" in its modern English sound appeared with the advent of mass media ("news" replaced "tidings"). The English word "news" is interpreted as "new information, news, reports about various, but, above all, the most important events in the country and the world" (Nash, 2016: 12). In the English language, the word news is the logical basis of many terms used to denote the professional attributes of journalists: news editor – editor of the news department, news gatherer - news collector, newsreader – an announcer who reports news on radio or television, latest news – the latest news.

According to Zernetska, news is a vital component in the existence of individuals, social life of groups, communities, and states. Therefore, news is a process, even several processes, thanks to which "raw information" is transformed into a new product. During this transformation, there are processes of selection of the information that will become news, its editing, amplification, deformation, and distortion, and sometimes its manipulation (Зернецька, 2005: 47). This process – from the event to its coverage in the mass media for a wide audience – is called mediation. Mediation is the interpretation of information according to the preferential models of those included in the reporting of the event, as well as according to the characteristics and means of reporting. During the process of mediation, "unprocessed information", or as it is also called "raw information", is transformed into a "statement of events", i.e. essentially acquires the genre features of a story, and becomes what is defined as "news discourse" (Козуб & Довгань, 2018: 273).

The analysis of theoretical and practical material allows us to determine the following main features of English-language news discourse:

1. Influence on a mass audience. The method of dissemination of information significantly affects the degree of its assimilation and makes it possible to reach the

widest audience. Free access to diverse information on the Internet creates the illusion of objectivity - the perception of news as an undistorted reflection of reality.

2. Pluralization. English-language news discourse with almost no restrictions on the subject reflects the state of development of society, contributes to the democratization of political life and defines the role of Internet news as a discursive intermediary between the authorities and citizens, which does not limit the interpretive freedom of the audience.

3. Conciseness and simplification in the forms and means of presenting the material. The brevity of the plan of expression while increasing the capacity of the plan of content brings the news discourse closer to the mass audience, which ensures the market necessity to satisfy the needs of the consumer.

4. Operability. The rapid change of a number of news items, brevity, completeness of reported information, accuracy of presentation of material and concentration of attention on facts ensure efficiency in accessing relevant information.

5. The concentration of material, which is manifested in a significant number of news blocks on one Internet page with the possibility of requesting and receiving new information within the hypertext format (Козуб & Довгань, 2018: 274).

So, news discourse is a special form of discourse that reflects the process of creation, dissemination, and perception of news. It conveys current news, facts, analysis, commentary, and other information through mass media such as newspapers, television, radio, and the Internet. Considering the scale and effectiveness of the news discourse, the increase of its role in the formation of media reality and influence on the audience with the help of language means, there is a need to identify the latest translation models in the Ukrainian language.

1.2. Functional characteristics of English-language news discourse

News discourse in modern mass media is a special type of mass communication, a social phenomenon, the main function of which is to influence the mass audience through meaningful and evaluative information transmitted by mass media channels, a mechanism for updating information using various communication means.

The main function of news discourse is to report certain information that may be of interest to the recipient. The informative function of the news discourse involves the accuracy of the presented information, which enables the creation of a unified system of its perception, the ability of the journalist to analyze and generalize, stylistic restraint in the presentation of the material, concreteness and objectivity in the presentation of facts and events, and maximum brevity of expression.

For various news articles, which are widely presented in a newspaper-journalistic style, in addition to the informative one, an appellative function will also play an important role, i.e., the author's desire to influence the recipient, to cause an appropriate evaluative reaction in him, to convince him of the correctness of his view of the situation. Newspapers and mass media cover various topics that are of interest to the mass reader/viewer: various news reports/summaries, news from the field of culture, art, fashion, etc.

The manipulative function of news discourse aims to influence the reader. The author of the news material provokes a certain behavior of the reader, thereby causing changes in the value system of the recipient. It is worth noting that the informative function of mass media discourse in its pure form is quite rare, because any information affects the reader to a certain extent, forming his point of view on the covered event, which can be considered as an influence on his thoughts and behavior, but manipulation, in its turn, is also not possible without informing (Хорошун, 2014: 66).

Since manipulation in discourse is mostly understood as "communicative and interactive practice in which the manipulator controls other people, mostly against their will or best interests" (Dijk, 2006: 360), manipulation in news discourse, which

obviously overlaps with political discourse, consists in imposing on the addressee such interpretations of events or situations that are beneficial to the manipulator. News discourse has a number of prerequisites for manipulating public consciousness. Its manipulative potential is due, first of all, to the intentional setting of this type of discourse.

As you know, the task of media discourse, which includes news discourse, is to influence the formation of public opinion. Achieving the goal and task is ensured by the fact that media discourse is a communicative phenomenon, and any communication is a purposeful influence (Shovak & Petiy, 2022: 256). In the media discourse, journalists act as mediators. Since the population is distanced from most events and cannot directly observe this or that process, journalists model the virtual world and offer it as a real one. So, the journalist depicts in the media text not only the event itself, but its mental image, describing, on the one hand, its objective data, and on the other, emphasizing a certain aspect, thereby forming a public opinion about the event being described (Shovak & Petiy, 2022: 256).

In a discourse in which one of the participants has more power than the other(s), there is control and limitation of the interlocutor's communicative output by the stronger party. N. Fairclough (Fairclough, 2001: 86) identifies three main types of such restrictions:

- 1) restrictions on the content of the statement;
- 2) restrictions on social relations in which interlocutors enter;
- 3) restrictions on the subject positions of interlocutors.

News discourse performs a presentational function, which is determined by the need to satisfy various human needs in the conditions of mass communication. This function includes special presentational mechanisms of discourse organization using special verbal and non-verbal means, which are formed on the language and speech units used to influence the participants of communication. The author of the monograph calls such units presenters and defines them as a set of concepts and images with

different potential, which are transferred in the process of communication to another subject in order to influence him

Given the function of the impact of news discourse, the language of news should be communicatively meaningful, that is, clear and expressive, precise, and short (Bednarek & Caple, 2014: 140). Expression is achieved primarily using various means, the perception of which can sometimes present certain difficulties for readers. Phraseological turns, proverbs, sayings, and catchphrases are a mandatory stylistic component of the language of the newspaper, an important source of expressive and emotional saturation.

1.3. Peculiarities of linguistic analysis of news discourse

Linguistic analysis of news discourse involves studying the structure, patterns, and use of language in order to gain a broader understanding of various aspects of communication. Features of linguistic analysis cover various aspects of language and how they affect the meaning and transmission of a message. According to T. A. van Dijk, it is necessary to analyze news and news media on the basis of explicit structural analysis of news reports (explicit 30 structural analysis of news reports), because it can serve as a substitute for the traditional method of content analysis (Dijk, 2006: 66). In addition to the usual linguistic and grammatical analysis of the language, it is worth considering such important concepts as the topic (notion) and (schema) of news, which represent the general content and traditional form of news messages. News articles have a special microstructure that is worth investigating by looking at certain linguistic patterns.

First of all, it is advisable to consider the concept of language level. The language level is considered to be a set of relatively homogeneous units that are not in hierarchical relationships with each other and have hierarchical relationships with other units that also make up a certain set [25, c. 25]. Consider the main levels of language used to understand and analyze speech:

1. Morphology. This is the level of language that studies word formation, word structure, and how words are formed and changed to express different grammatical categories. Morphology examines how the smallest meaningful units of language (morphemes) combine to make words and how words change depending on their grammatical context. At the morphological level, the following aspects are studied: Morpheme; Word formation; Number, year, case, time; Inflection and word formation.

2. Syntax. Syntax studies the structure and organization of sentences and expressions in language. At the syntactic level, the following aspects are studied: phrase structure; syntax functions; syntax rules; syntax structures.

3. Semantics. Semantics is the study of the meaning of words and how they are used to convey information and express ideas. It focuses on how language units convey specific concepts, ideas, objects, or actions. At the semantic level, the following aspects are investigated: word meanings; meaning of phrases and sentences; semantic relations; textual semantics; special and temporal semantics.

4. Pragmatics. Pragmatics studies the use of language in specific situations and contexts, as well as the impact of language on human interaction. It focuses on the use of language to achieve its communicative purposes and how the context, social norms, and intentions of the speaker influence the interpretation of language. At the pragmatic level, the following aspects are investigated: speech acts; implicature; presupposition; deixis; speech acts and politeness; context and inference.

5. Lexicology. This is the process of studying and researching specific words and using vocabulary in text or speech. This analysis aims to understand how certain words are chosen and used to influence the perception and interpretation of messages. At the lexical level, the following aspects are investigated: word choice; tone and perspective; emotional language; framing and ideology; engagement of readers.

6. Stylistics. Stylistics studies styles and their features. In its studies, stylistics pays attention to various aspects of language, such as expressiveness, imagery, composition, rhythm, and other artistic means of expression. The main goal of stylistics is to reveal how language is used to achieve certain communicative and emotional

goals in speech. At the lexical level, the following aspects are investigated: expressiveness; figurativeness; lexical diversity; lexical features; rhythm and sound; grammatical structures; authorial style); genre specifics (Olausson, 2014: 713–714).

Other aspects of language are distinguished, namely dialectology, psycholinguistics, cognitive linguistics, etymology. However, in this scientific work, we will consider only the following levels of language: lexical, semantic, stylistic, pragmatic and sociolinguistic.

According to T. A. van Dijk, the analysis of the stylistic structure of news is related to the cognitive and social, ideological conditions of news production, as well as their understanding by readers (Dijk, 2006: 44).

General features of the style of mass media are distinguished, which include: the use of proper names (toponyms); use of numbers; using a large number of dates; complex sentences; specificity in word order; cliché; use of abbreviations; socio-thematic focus of vocabulary (Olausson, 2014: 715).

Since news discourse has certain distinctive characteristics, it is worth considering the linguistic features of the stylistic aspect that show how journalists create messages for clarity and audience engagement, namely:

1. Nominalisation. Journalists often use nominalization - a language technique that turns verbs or adjectives into nouns, for example, instead of "The military has changed the tactics of conducting hostilities" in the news, you can use "Changing the tactics of conducting hostilities." This can give news articles an air of formality. However, you can often find the inverted structure, when the news uses verbs, for example "*Government has adopted sticking-plaster*", "*The local community declares itself in financial distress*" (The Times).

2. Syntactic structures. News articles usually use simple and direct syntactic structures. Complex sentences and long subordinate clauses are avoided for clarity. Short sentences and fragments are common, for example "*Currently, only political will is needed to achieve the set goal*", "*It is high time for the government to act*" (The Times).

3. Passive Voice. Although news articles mostly use the active tense for directness and clarity, the passive tense can be used in certain situations where the emphasis is on the action rather than the subject, for example "The message was sent" instead of "They sent the message".

4. Appositives. Adverbs are noun phrases that rename or further define another noun. They can add specificity and detail to the news, for example, "*The president, Volodymyr Zelenskyi, announced the new policy*", "*Fico's party, Neil Fork, is ahead of the other parties in the elections*" (The Times), where "Volodymyr Zelenskyi" and "Neil Fork » are applications.

5. Connotation and Denotation. The language of news carefully considers the connotations (emotional or cultural associations) of words. It strives for neutrality and avoids overloaded language that may bias readers, such as "Teacher" and "Educator".

6. Discourse Markers. News articles use discourse markers such as "meanwhile," "thus," and "nevertheless" to guide readers through the logical structure of the text and to emphasize the relationships between ideas.

7. Rhetorical Devices. Journalists can use rhetorical devices such as parallelism, antithesis or alliteration, hyperbole, personification, irony, metaphor, onomatopoeia, litote to make news articles more interesting and memorable. For example, "*At a stroke, Slovakia could soon become Russia's newest ally*" (The Times). The rhetorical device used in this sentence is hyperbole. The action "with one stroke" is exaggerated, it was used to emphasize the potential significance of this action.

8. Hedging. In some cases, news language uses hedging to indicate uncertainty or avoid categorical statements. For example, "It's possible that the stock market might experience some difficulties in the upcoming weeks."

9. Transitivity choices. Transitivity refers to how verbs interact with their objects. News language often uses verbs with a high degree of transitivity (eg "predict", "confirm", "announce") to convey the final action. Passive constructions can be used to reduce transitivity or to de-emphasize the role of the performer of the action (Bednarek, 2012: 77).

Conclusions to Chapter 1

News discourse is a special form of discourse that reflects the process of creation, dissemination and perception of news. News discourse, which belongs to media discourse, transforms events into textual messages that are disseminated through media channels to be perceived, interpreted, and processed by readers. In the news discourse, current events in society are presented in concise but informative texts and comments. It is built according to rhetorical principles, taking into account means of influence, such as ethos, logos and pathos, which are expressed by means of language and the structure of the text [26, p. 354].

News discourse in modern mass media is a special type of mass communication, a social phenomenon, the main function of which is to influence the mass audience through meaningful and evaluative information transmitted by mass media channels, a mechanism for updating information using various communication means of the institute

Linguistic analysis of news discourse involves studying the structure, patterns, and use of language in order to gain a broader understanding of various aspects of communication. Features of linguistic analysis cover various aspects of language and how they affect the meaning and transmission of a message. The main levels of language used to understand and analyze speech are: morphology, syntax, semantics, pragmatics, vocabulary and stylistics.

CHAPTER 2. ANALYSIS OF THE USE OF LINGUISTICAL MEANS OF ACCENTING INFORMATION IN NEWS ARTICLES AND THEIR TRANSLATION INTO THE UKRAINIAN LANGUAGE

2.1. Linguostylistic means of emphasizing information in English-language news articles

The British newspapers "The Guardian" and "The Times" are very popular today, on the pages of which the latest news both in Great Britain and in the world are printed. Authors of news reports use a wide arsenal of stylistic means of emphasizing information, such as: gradation, epiphora, anaphora, comparison, rhetorical sentences, tropes, etc. Stylistic figures in the news discourse of British newspapers serve to enhance expressiveness and give emotional colouring to speech, are used to achieve imagery and expressiveness of the text message. Let's consider examples of the use of stylistic means of accentuating information.

Accentuation of information by increasing the expressiveness and expressiveness of the statement is achieved with the help of such a stylistic figure as gradation. Gradation is built on contrasting relationships, with its help, the transformation of some objects or states into others is demonstrated in the gradual dynamics. We will demonstrate the ascending gradation with the following example from the newspaper "The Guardian":

(1) *Britain's UN ambassador, Barbara Woodward, said countries had seen "what Russia's idea of multilateralism means for the world" – the **trampling of the UN charter** and a war that **had brought unimaginable suffering to Ukraine** and been "**an unmitigated disaster for Russia, too**" (The Guardian).*

As an expression of the strengthening of the meaning of the statement about the destruction caused by the attack from the Russian Federation, the phrase and the owl convey: *trampling of the UN charter – a war*, as well as the phrase *had brought unimaginable suffering to Ukraine, been "an unmitigated disaster"*. These units are placed in the order of their increasing emotional significance: first there is a violation of the UN charter, and then the outbreak of war; suffering that turned into a disaster.

Epiphora (repetition of the same words, sound combinations, phrases at the end of a sentence) occurs in the following lines from the newspaper "The Guardian":

(2) *The realities of this are **fierce, fierce** fighting* (The Guardian).

Such a stylistic figure as anaphora, which is expressed in the repetition of the same elements at the beginning of each parallel series, is found in the sentence:

(3) *But it has shifted attention from **Russian military success** to **Russian military humiliation*** (The Guardian).

In the given sentence, the expressive function of anaphora, which arises as a result of mental operations of contrast, thanks to skilful changes in language tactics, and leads to the effect of increased influence on the addressee of the message, can be clearly traced. The news report says that due to the inexperience and incoherence of the actions of the Russian army, Russian military success turns into Russian military humiliation. The basis of the given anaphora is the repetition of the phrases *Russian military success* and *Russian military humiliation*.

Anaphora also occurs in the following statement:

(4) *According to staff sergeant Valerii Markus of the Ukrainian 47th **brigade** – which was involved in the incident – Russia had hugely exaggerated the **brigades'** losses* (The Guardian).

Authors of news articles use phraseological units to emphasize information. For example, we found a constant expression of *western-leaning political elite*:

(5) ***Western-leaning political elite** must join forces in opposing Russian evil* (The Times).

Epithets are a powerful tool for emphasizing information in the news. Thus, the epithets *rabid* – "mad" and *aggressive* used by the authors carry a large semantic load and well convey the author's attitude to the policy of the enemy of Ukraine. In the following example, the author of the publication conveys the opinion of the Russian banker, founder of the bank of the same name, O. Tinkov, who calls the war that the Russian Federation started in Ukraine "crazy":

(6) *Russian businessman, Oleg Tinkov, spoke out against the “crazy” war in Ukraine and described supporters of Moscow’s military actions as “morons” (The Guardian).*

In the same sentence, O. Tinkov aptly defines supporters of Moscow's military actions as "morons" - "дебіли". Due to their functions, epithets not only emphasize and strengthen the features and characteristics of the object in the news text, but also saturate, enrich it emotionally, figuratively, and contribute to the emergence of various associative connections.

During the textual analysis of the news discourse of the English-language mass media, the frequent use of rhetorical questions and appeals was noted. These techniques are aimed not so much at persuasion in the form of forming an impression of the validity of judgments, but as an influence on the level of feelings. A rhetorical question or address is intended to sway the audience to the author's side, because when using these techniques, the journalist attracts the attention of readers with his frankness and honesty and, ultimately, inspires the addressee with the desired ideas and attitudes. Let's analyse the following example:

(7) *Could you please just be a little nicer in Ukraine, that's not going to work (The Guardian).*

The author of the publication appeals to Russia, urging it to moderate its brutal actions against Ukraine. In this case, the reader involuntarily feels sympathy for Ukraine and hatred for Russia, which limits it. In this case, the last country acquires features of the enemy. Another rhetorical question in this example seems very emotional:

(8) *"And how will the army be good, if everything else in the country is shit and mired in nepotism, sycophancy and servility?" (The Times).*

While emphasizing information, the authors of English-language news reports often use apt comparisons, which are considered as a stylistic technique based on the figurative transformation of a grammatically designed juxtaposition, which is one of the means of human cognition of the surrounding world. Being the result of analytical

observation, as well as the result of the selected, observed similarity between the objects of reality, the comparison primarily performs a nominative function when marking signs, states that do not have abstract definitions. Thus, at the basis of creation by the authors of a publication that touches on the topic of socio-political and military life in our country, any comparative construction is based on the author's primary ideas (observations), and the comparison becomes the result of a study of perception, allowing to identify similarities and differences in objects and phenomena of life.

Among the various phenomena of the language, comparison is characterized not only by an extremely wide stylistic use, but also by the diversity of its structure, the specificity of lexical and grammatical semantics. The authors of the publications managed to use the full potential of comparative constructions in their news texts.

The metaphorical comparison of heavy losses at the front with a meat grinder (м'ясорубка) is revealed in the following sentence:

(9) *Each side is thought to have suffered tens of thousands of casualties in the battle for a city that is more important to Moscow symbolically than strategically. Both sides have referred to the combat there as a “**meat grinder**”* (The Times). With the help of such a successful comparison, the author focuses the reader's attention on the significant losses of both the enemy and Ukrainian soldiers.

A key component of the image of the leader of the Russian Federation is the image of a predator. This image began to be exploited in 2011, when one of the articles compared Putin to a python (*Vladimir Putin is a snake or a python*).

In the publications of the English-language mass media, the metaphorical image of V.V. Putin as a python is indicated:

(10) *Putin slowly creeps into Ukraine **like a deadly snake*** (The Guardian).

The image of a python is associated in the minds of recipients with danger. This is the image of a ruthless and cunning, dangerous, and intelligent opponent, who strangles his victim slowly and carefully. Yes, some journalists compare V. Putin with a hungry and merciless python, and Ukraine with its prey.

The comparison in the next sentence is very emotional, where we are talking about the Russian occupiers who commit atrocities on Ukrainian land, loot, and behave very immorally. The author of the message will compare the military of the Armed Forces of the Russian Federation with homeless people, sacks of unorganized shit, lambs for the slaughter:

(11) *The soldiers in the photo look like homeless people, sacks of unorganised crap all over the back of the tank, lambs to slaughter springs to mind* (The Guardian).

This behaviour of the invaders is explained by low morale and poor financial and material support of the enemy. From such an apt comparison, the reader draws a clear picture of the soldiers of the Russian army, who have a pitiful appearance.

The main element of the analysed comparisons in the news discourse of the English-language mass media is an image based on the seen subject of a comparative construction or an imaginary one. The verbal description of the comparison is created by the authors of publications in the newspapers "The Guardian" and "The Times" in the presence of a comparative sign, which considers that even cognitively, for the process of comparing several concepts, it is necessary to have a basis for its implementation. Such a construction is static and affects the grammatical structure of the comparative construction, even if one of the components is not materially expressed (for example, the sign may not be verbally formed, but the addressee understands it from the text of the message, or the comparative construction often separates the subject from the object of comparison, but it emerges from the context).

2.2. Linguistic means of emphasizing information in news articles

The contextual analysis of the news discourse of the British newspapers "The Guardian" and "The Times" revealed a high frequency of using linguistic means of accentuating information in news articles.

As you know, there are several key characteristics of news discourse, which is characterized by a separate functional style. First, it is high standardization, which is expressed in the use of journalistic clichés, stamps, and lexicalized metaphors, which

allows to create the effect of the author's impartiality: *call for actions; officially comment on; a statement issued by; in the midst of political campaign; the agency reported that*. Many clichés of English-language news discourse are stable and should be followed: *to proceed from the assumption that...; restricted information*. So, the language of news discourse is characterized by expressiveness, emphasized by a large number of clichés:

(12) *From the House to the Senate, a demon lurks, luring the country's leaders to twist and mangle words into grotesque amalgamations* (The Guardian).

Due to the predominance of mentions of Ukraine in news reports on military topics, military terms became the most widespread. We found a wide use of terms that denote narrow concepts of the military sphere. Example:

(13) *The **Gray Eagle Unmanned Aerial System** is capable of staying in the air for 24 hours and is equipped with Hellfire missiles, according to a profile on the US Army website* (The Guardian)

In this sentence, the terminological name of military equipment *Gray Eagle Unmanned Aerial System* is unusual and unfamiliar to most people. Often, the terms used in the news discourse of the English-language mass media perform a pragmatic function caused by the need to convey accurate, clear information, imagery, and the reflection of cultural characteristics. Example:

(14) *The **undersea surge** has prompted NATO to initiate a surge of its own, launching large numbers of maritime patrol planes to find, track and practice sinking the Russian boats* (The Guardian).

In addition to literary language, news materials often contain reduced vocabulary, even invectives. As in the following example, the author of the article cites the reduced vocabulary used by O. Tinkov: nepotism, sycophancy and servility. In order to emphasize the attention of readers to the raised problem, the author rightly notes that it would be good if everything in the country is shit and bogged down in nepotism, cronyism and servitude.

(15) *And how will the army be good, if everything else in the country is shit and mired in nepotism, sycophancy and servility?*” (The Times).

In this case, profanity is used to give a very objective assessment of the Russian army, whose fighting capacity and morale are very low, so the attackers cannot carry out effective attacks, resorting to terrorizing the civilian population of Ukraine.

We find inventive vocabulary in the following example:

(16) *“Waking up with a hangover, the generals realized that they have a **shit army**,” Tinkov, 54, wrote on Instagram* (The Guardian). These words express anger at war events. The author notes that the generals, waking up from a hangover, realized that they did not have an army, but a pile of shit, incapable of anything worthwhile. Immorality, looting, and terror of the civilian population became commonplace for Russian soldiers during this war.

Also, the contextual analysis of the English-language mass media confirmed the use of phraseological units, as in the following example:

(17) *Dear '**collective west**' please give Mr. Putin a clear exit to save his face and **stop this massacre**. Please be more rational and humanitarian.*” (The Guardian).

In the given text, several stable expressions are used at once: "*collective west*", as well as *save his face* ("*save your face*") and *stop this massacre* ("*stop the slaughter*").

In order to create more emotional speech, journalists turn to phraseological units in the following example:

(18) *Dear '**collective west**' please give Mr. Putin a clear exit to save his face and **stop this massacre**. Please be more rational and humanitarian.*” (The Guardian).

The phraseological units used by the authors of the publications to emphasize the information by their nature carry a positive or negative evaluation, help the addressee to understand the journalist's position more easily.

The news texts revealed many realities, including social and political realities: *brain drain, Salvation Army, electoral college, elastic clause*, etc. For example, *the reality of the Post-truth world* - "the world after the truth" - circumstances in which the

facts of objective reality have less impact on the audience than a direct appeal to emotions.

(19) *We've entered a **post-truth world** and there's no going back* (The Times).

Therefore, in order to emphasize information, the authors of news reports in "The Guardian" and "The Times" use such linguistic means as clichés, phraseological units, terms, invective vocabulary, realities.

2.3. The specifics of English-Ukrainian translation of linguostylistic means of accentuating information in news articles

There are several main ways to convey linguistic stylistic means of accentuating information in English-language news articles in the Ukrainian translation:

1. Translation transcription. The term "transcription" refers to finding the most accurate counterpart by recording the sound of words of the source language with graphemes of the target language (Корунець, 2008: 127). We will demonstrate the translator's use of transcription in the translation of the analyzed phenomenon:

(20) *The defense ministry said an analysis of the route taken by Ukrainian naval drones launched 23 March and 24 April showed they originated in the water area of the **Crimean port of Odesa** that is designated for the implementation of the **Black Sea initiative** (The Guardian). – У Міноборони повідомили, що аналіз маршруту українських військово-морських безпілотників, запущених 23 березня і 24 квітня, показав, що вони вирушили в акваторію **кримського порту Одеса**, який призначений для реалізації **Чорноморської ініціативи**.*

The practice of transcribing consists in the transmission of Ukrainian letters, not the spelling, but the sound of the English word in other words, it is the transmission of the sound form by letters. The translational transformation of transcription also occurs when translating proper names used in the following sentence:

(21) *The acting head of the self-proclaimed **Donetsk People's Republic** says **Bakhmut** will now be known by its former Soviet name "**Artemovsk** (The Times). – Виконувач обов'язків глави самопроголошеної **Донецької народної республіки** каже, що тепер **Бахмут** називатиметься колишньою радянською назвою "**Артемівськ**".*

It should be especially emphasized that the transcription of linguistic stylistic means of accentuating information in news articles involves the mechanical transfer of a lexical unit from the source language to the language of translation by graphic means of the latter with maximum approximation to the original phonetic form. The actual translation of such units, such as the method of transferring them to the target language,

is used, as a rule, in cases where transcription is impossible or undesirable for one reason or another. It can be about the introduction of a neologism, an approximate translation of realities or about "contextual translation".

In the following examples, it is appropriate to use transcription:

(22) *With in a short time – less than six years – the weakness of **confederation** was apparent to all* (The Guardian). – *За короткий час – менше шести років – слабкість **Конфедерації** була очевидною для всіх.*

2. Translational transliteration. In linguistics, it is believed that transcription and transliteration are always interconnected, since the elements of transliteration make themselves felt even when using the transcription of one or another lexical unit, this can be seen in the following aspects: transliteration of unpronounceable sounds; transliteration of reduced vowels; transmission of double consonants; in the presence of several variants of pronunciation, the choice of the variant that is closer to the spelling (Корунець, 2008: 129).

For clarity, we will give examples of transliteration when translating lexical items that emphasize news information in the texts of English-language mass media:

(23) *The UN chief and representatives from western countries berated Russia's top **diplomat** as he chaired a UN meeting Monday, accusing Moscow of violating the UN charter by attacking Ukraine and occupying part of its territory* (The Guardian). – *Глава ООН і представники західних країн розкритикували російського **дипломата** під час його головування на засіданні ООН у понеділок, звинувативши Москву в порушенні статуту ООН через напад на Україну та окупацію частини її території.*

Transliteration is especially often used when translating onomastic units. This type of translation transformation is used when translating proper names. In particular, in the example below, Antonio Gutterres is transliterated:

(24) *UN secretary-general **Antonio Gutterres** said the invasion of Ukraine was "causing massive suffering and devastation"* (The Guardian). – *Генеральний*

секретар ООН *Антоніу Гуттерріш* заявив, що вторгнення в Україну «спричинило величезні страждання та руйнування».

Lexical units of information emphasis in news articles are also proper names, in particular the toponym *Zaporizhzhia nuclear power plant (ZNPP)*, as well as the anthroponyms *Rafael Grossi* and *Alexey Likhachev*. They are also reproduced in the translation using transliteration:

(25) *The chief executive of Russia's state-owned nuclear energy business, **Rosatom**, discussed security at Ukraine's **Zaporizhzhia nuclear power plant (ZNPP)** with International Atomic Energy Agency (IAEA) head **Rafael Grossi**. **Alexey Likhachev** was attending a meeting in Beijing [66].* – Генеральний директор російського державного атомно-енергетичного бізнесу «**Росатом**» обговорив безпеку на українській **Запорізькій атомній електростанції (ЗАЕС)** з головою Міжнародного агентства з атомної енергії (МАГАТЕ) **Рафаелем Гроссі**.

3. Tracing. When it comes to the socio-political realities that accentuate news coverage in the English-language media, especially those that are equally familiar to the target language recipient, tracing is the most popular translation transformation. This is a translation technique, which consists in the fact that the constituent parts of a word (morphemes) or phrase are replaced by their direct counterparts in the translation language.

We will demonstrate with examples from publications in the newspaper "The Guardian":

(26) *Unless these systemic institutional problems are resolved, it is likely that country will continue to experience a **brain drain** (The Guardian).* – При вирішенні цих системних інституційних проблем ймовірно **витік мозку** з країни припиниться;

(27) *Ukraine's navy chief has eye on liberating Crimea (The Guardian).* – **Головнокомандувач ВМС України** прицілився до звільнення Криму.

Let's consider another case of translation of socio-political reality with the help of tracing. *Post-truth world* - "the world after the truth" - circumstances in which the

facts of objective reality have less impact on the audience than a direct appeal to emotions.

(28) *We've entered a **post-truth world** and there's no going back* (The Times). –
Ми увійшли до «світу після правди» і тепер немає шляху назад.

As can be seen from the analyzed material, the authors of the translation pay special attention to tracing, which also belongs to the most common methods of translation of socio-political realities and terms of the English language. The dominant feature of tracing is that all words and expressions of the source language are translated with the help of exact reproduction by means of the translated language while preserving the morphological structure.

Therefore, when translating linguistic stylistic means of accentuating information in English-language news articles into Ukrainian, tracing is often used, that is, the translation of complex words of a foreign language by replacing its constituent parts - morphemes or words (in the case of stable word combinations) with their lexical equivalents in the language of translation.

4. Explication A rather frequent type of translational transformation when reproducing linguistic stylistic means of accentuating information in news articles is explication. Explication, or descriptive translation, is a lexical-grammatical transformation in which a lexical unit of the source language is replaced by a phrase that explicates its meaning, that is, gives a more or less complete explanation or definition of this meaning in the translation language" (Бойчук, 2009: 135). With the help of explication, it is possible to convey the meaning of most social and political realities, but this method of translation is cumbersome.

Descriptive translation of social and political realities, which involves a detailed explanation of a phrase or word, is used by the translator in the following cases:

- when there is no reality in the Ukrainian language, which is indicated, for example, a *maverick* – a statesman who takes a position different from others;

address – speech at the plenary sessions of the General Assembly to heads of state and government;

- due to the peculiarities of the combination of words in the English language: negotiated settlement – an agreement reached as a result of negotiations; *Better-late-than-never admission* - admission made according to the principle "better late than never";

- when the grammatical structures of the English and Ukrainian languages completely differ.

5. Lexical substitutions. The lexical replacement of the word *drone* with the Ukrainian counterpart *безпілотник* is used in the translation of the following sentence:

(29) *Russian forces have shot down "a large number" of **drones** in the southern Belgorod region, a local official has claimed* (The Guardian). – *Російські війська збили "велику кількість" **безпілотників** на півдні Білгородської області, заявив місцевий чиновник.*

The phrase "*stop making excuses*" is literally translated as "stop making excuses" in the following sentence is translated as "*переставати виправдовуватися*", i.e. a translational transformation of lexical substitution takes place:

(30) *It is time for the Nato alliance to "**stop making excuses**" and accept Ukraine as a member, as the country has demonstrated its readiness and has much to offer, Ukraine's foreign minister, Dmytro Kuleba said* (The Guardian). – *Альянсу НАТО пора «**перестати виправдовуватися**» і прийняти Україну в члени, оскільки країна продемонструвала свою готовність і може багато чого запропонувати, заявив міністр закордонних справ України Дмитро Кулеба.*

We analyzed a total of 60 lexical transformations. Based on the results of the study, the most common translation transformations used during the translation of linguistic stylistic means of updating information in the English-language news discourse into Ukrainian have been outlined. The following lexical transformations were most often used: translation transcription (25,0 %), transliteration (13,3%),

tracing (20,0%), explication (6,7 %), lexical substitutions (35,0 %). A more detailed ratio of applied lexical transformations is presented in Figure 2.1.

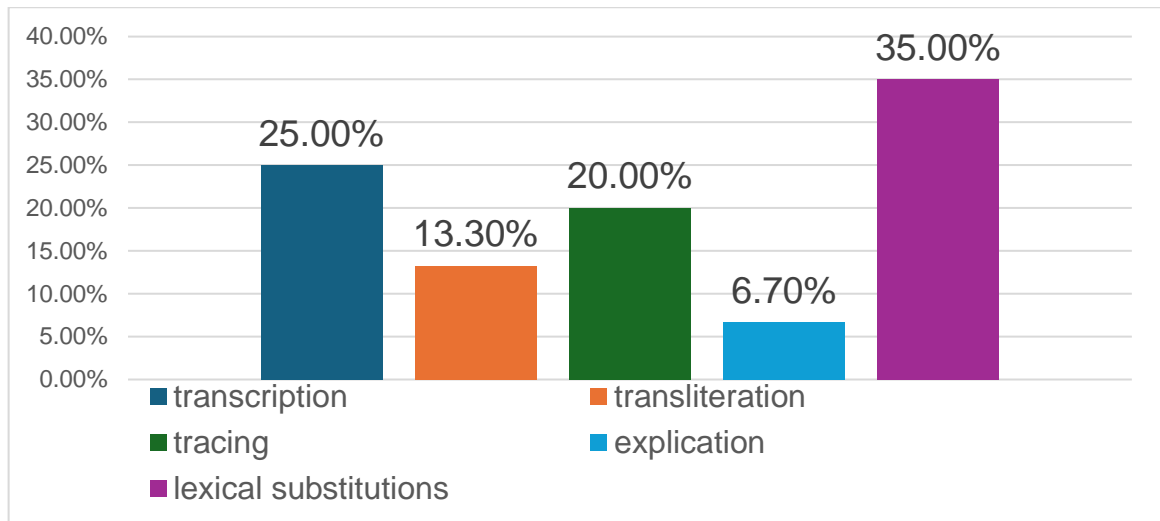


Figure 2.1. Correlation of lexical transformations

So, we can conclude that the use of lexical translation transformations is appropriate when reproducing linguistic stylistic means of accentuating information in news articles in the Ukrainian language in the case when the lexical units are international and denote universal human values and defects, or when due to a semantically transparent structure they are completely understandable through awareness values of their individual components.

Grammatical transformation is one of the methods of translation, which consists in changing the structure of a sentence or phrase while preserving semantic information. This is a complete or partial reconstruction of a sentence, replacement of parts of speech and sentence members during translation [31, c. 78]. The widespread use of grammatical transformations in the translation of the studied units is explained by the fact that the Ukrainian sentence does not match the English one in terms of its structure: a different order of words, a different order of arrangement of sentences - main, subordinate and interjection. The parts of the language used to express the members of the sentence can be transmitted by other parts of the language during translation. The brevity of expression in English is possible thanks to the presence of a

whole range of structures and forms, requiring the introduction of additional words and even sentences when translating into Ukrainian.

The most frequent methods of grammatical transformations are: literal translation, the method of segmenting sentences, the method of combining sentences, grammatical substitutions, permutations.

1. Literal translation (zero transformation) is a method of translation in which the syntactic structure of the original language is replaced by a similar structure of the target language. We will demonstrate the literal translation with the following examples from the analyzed media:

(31) *We will continue to support Ukraine's military and its people in its quest for freedom, peace and justice.*" (The Guardian). – *Ми продовжуватимемо підтримувати українську армію та її народ у прагненні свободи, миру та справедливості».*

2. Sentence structure. A special type of grammatical transformation when reproducing linguistic stylistic means of accentuating information in news articles in the Ukrainian language is the so-called clause division - the division of one complex (rarely – simple) sentence into two or simpler ones. We will demonstrate this transformation with the following example from the newspaper "The Guardian":

(32) *In a video posted online this week, a visibly angry Markus said his brigade had lost five soldiers, not the large numbers claimed by Russia, and had inflicted far heavier losses on the Russian side.* – *У відео, опублікованому в Інтернеті цього тижня, був помічений розлючений Маркус. Командир заявив, що його бригада втратила п'ятьох солдатів, а не таку велику кількість, як заявляє Росія, і завдала значно важчих втрат російській стороні.*

3. Combining sentences. We will demonstrate the use of combining sentences with the following example from "The Guardian":

(33) *It is reported that Xi Jinping made a loud announcement. He said that China "will not sit idly by, will not add fuel to the fire, and even more so will use the situation for its own benefit" regarding Ukraine* (The Guardian). – *Повідомляється, що Сі*

Цзіньпін зробив гучну заяву, виголосивши, що Китай «не буде сидіти склавши руки, не підливатиме масла у вогонь, а тим більше використовуватиме ситуацію для власної вигоди» щодо України.

In the Ukrainian version, the translator combines two sentences into one. As a result, a complex sentence was formed.

4. Grammatical substitutions – refusal to use similar grammatical forms in translation. A grammatical category, part of speech, part of a sentence, sentence of a certain type can be replaced. The most common method of grammatical transformations should be considered the replacement of English nouns with Ukrainian verbs. This is related to the richness and flexibility of the Ukrainian verb system. Adjectives can be replaced by nouns, verbs and adverbs. In the following sentence, the replacement of the verb *had been wounded* in the Past Perfect with the noun *поранення* was made. This does not reveal the meaning of the message:

(34) *The Kremlin said it was concerned by unconfirmed media reports that a senior Chechen commander had been wounded in Ukraine (The Times).* – *У Кремлі висловили стурбованість непідтвердженими повідомленнями ЗМІ про поранення в Україні високопоставленого чеченського командира.*

When explaining the subject situation, the English language often uses a different starting point than the Ukrainian one in the presentation, chooses a different predicate or arrangement of features. The English language, in particular, is characterized by the predominant use of verb forms. Ukrainian, on the contrary, is characterized by a wider use of actions and signs of an objectified character, which is reflected in the more frequent use of nouns than in English. This is convincingly evidenced by considering the above example. Let's analyze the grammatical substitutions in the following sentence:

(35) *It was a one of a number of attacks across the country on Wednesday that left 13 civilians dead and 24 injured (The Guardian).* – *Це була одна з низки атак по всій країні в середу, в результаті яких настала смерть 13 мирних жителів і 24 отримали поранення.*

In the translation, instead of the English verbs *deadinjure* and *injured*, the Ukrainian nouns *смерть* and *поранення* are used, respectively.

5. Permutation. Transposition involves touching grammatical categories. As a type of translation transformation, permutation is a change in the order of placement of language units in the translation message compared to the original text. Transposition, in particular, includes the rearrangement of the components of the sentence of the original language in the language of translation, which provides the translator with the opportunity to obtain the necessary emotional and evaluative load of a certain fragment in the text. In this way, conveying the impact in the translation intended by the author of the publication in the mass media, which, for example, is achieved with the help of the articulation of a negative construction with the introduction of an adverb into it, which in the original was outside such a construction. In this way, the translator seeks to strengthen the evaluative effect:

(36) *Britain's UN ambassador, Barbara Woodward, said countries had seen "what Russia's idea of multilateralism means for the world" – the trampling of the UN charter and a war that had brought unimaginable suffering to Ukraine and been "an unmitigated disaster for Russia, too" (The Guardian). – Посол Великої Британії в ООН Барбара Вудворд заявила, що країни побачили, «що російська ідея багатосторонності означає для світу» – порушення статуту ООН і війна, яка принесла неймовірні страждання Україні та стала «безперечною катастрофою для Росії також».*

This type of transformation is related to the differences in the communicative division of sentences in Ukrainian and English. Permutations are caused by a number of reasons, the main one of which is the difference in the order (order of words) of sentences in English and Ukrainian languages. As a rule, a sentence in English begins with a subject or subject group, followed by a predicate or predicate group. It is characteristic of the English language that the rheme comes first. Second information about circumstances of place and circumstances of time are located at the end of the sentence.

The order of words in the Ukrainian language is different: secondary clauses usually come first, followed by the predicate, and at the end of the sentence – the subject. This should be taken into account during translation. This phenomenon is known as "communicative clause division".

Next, consider an example of permuting part of a complex sentence:

(37) *The most obvious thing is to ensure they have the weapons, the supplies, the maintenance to continue to conduct the offensive,*” Stoltenberg told journalists (The Times). – «*Переконалися, що вони мають зброю, запаси, технічне обслуговування для продовження наступу – найбільш очевидна річ, — сказав Столтенберг журналістам.*

In this case, the translator rearranged part of the complex sentence *to ensure they have the weapons, the supplies, the maintenance to continue to conduct the offensive* from the end of the sentence to the beginning, before the sentence *the most obvious thing*. This was done in order to adapt the translation to the rules of the Ukrainian language.

6. Additions. Consider an example of a translation in which the translator uses the grammatical transformation of addition:

(38) *Ukraine had also trained dolphins at an aquarium near Sevastopol, in a program born out of a Soviet-era scheme that fell into neglect in the 1990s.* (The Times). – *Україна також тренувала дельфінів в океанаріумі поблизу Севастополя за програмою, створеною з використанням схеми радянських часів. Дана розробка, на жаль, в 1990-х роках була занедбана.*

The phrase "this development" is added in the translation. An explanation with the addition of additional words is used here to make it clearer what the message is about.

We analyzed a total of 40 grammatical transformations. The conducted analysis gives reasons to talk about the frequency of use of grammatical transformations. We found that literal translation accounts for 17,5% of all cases; sentence structure – 7,5 %; combining sentences – 10,0 %; grammatical substitutions – 20,0 %; replanting –

30,0 %; addition – 15,0 %. A more detailed ratio of applied grammatical transformations in the translation of linguistic stylistic means of accentuating information is presented in Figure 2.2.

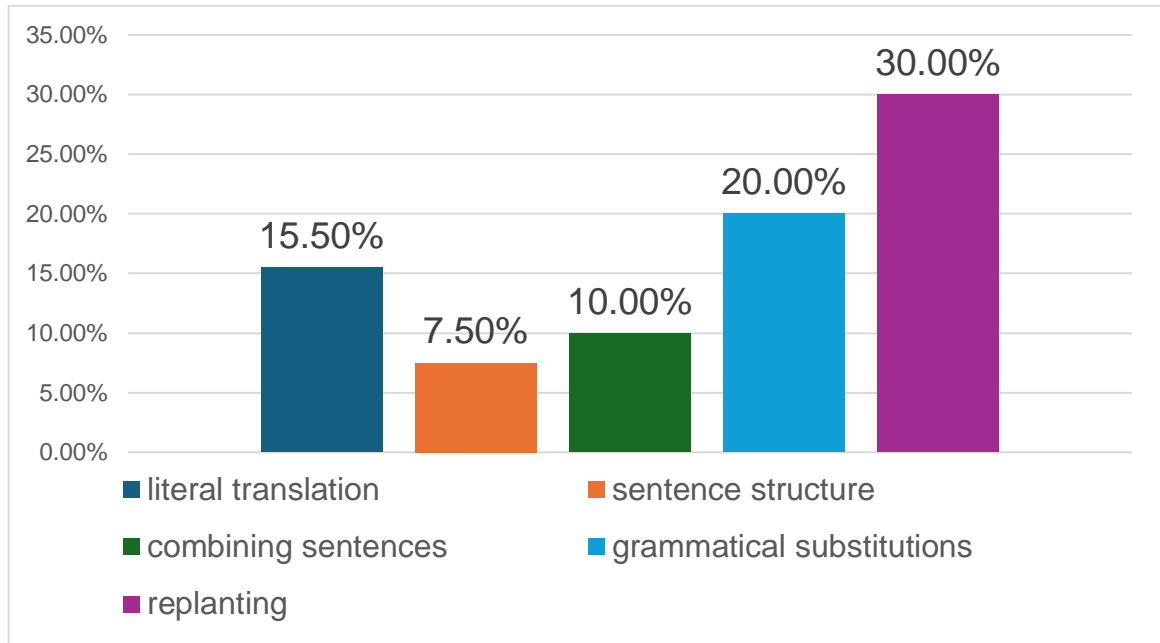


Figure 2.2. Correlation of grammatical transformations

From the analyzed material, it can be concluded that the use of grammatical transformations in the reproduction of linguistic stylistic means of accentuating information in the English-language mass media in the Ukrainian translation is determined by various reasons – both purely grammatical and lexical in nature, although the main role is played by grammatical factors, that is, differences in the order of English and Ukrainian as.

Conclusions to Chapter 2

We have analysed the linguistic stylistic means of emphasizing information on the material of the popular British newspapers "The Guardian" and "The Times", on the pages of which the latest news both in Great Britain and in the world are printed. Authors of news reports use a wide arsenal of stylistic means of emphasizing information, such as: gradation, epiphora, anaphora, comparison, rhetorical sentences, tropes, etc. The use of stylistic figures when emphasizing information in the English-language news discourse gives the described phenomenon that meaning, a new shade of meaning, which is needed in the given linguistic situation by the author of the publication, and even conveys his personal assessment of the phenomenon. The use of stylistic figures is determined to a large extent by their socio-evaluative qualities and possibilities from the point of view of effective and purposeful influence on the mass addressee.

The stylistic level of information emphasis in the English-language news discourse shows that the authors of newspaper publications use such stylistic figures as paraphrase, rhetorical questions, anaphora, oxymoron, litote, etc. Through the use of such stylistic figures, it is possible to better understand the deep intention of the author of the message. With the help of these language techniques, the author's style of one or another journalist often becomes recognizable. The artistic and stylistic significance of the language of a news text is determined to a large extent by the nature of the linguistic material, the presence in it of a large arsenal of universal expressive means, a significant place among which belongs to tropes (epithets, metaphors, comparative constructions, and others).

Traditional linguistic means of emphasizing information in news discourse, such as comparisons and comparative turns, metaphors and metaphorical expressions, epithets, repetitions, idioms and turns of phrase, perform an important semantic and stylistic function, contributing to the author's intention to draw maximum attention to this or that news information.

The use of lexical translation transformations is appropriate when reproducing linguistic stylistic means of accentuating information in news articles in the Ukrainian language in the case when the lexical units are international and denote universal human values and defects, or when, due to a semantically transparent structure, they are completely understandable due to the awareness of the meanings of their individual components.

The use of grammatical transformations in the reproduction of linguistic stylistic means of accentuating information in the English-language media in the Ukrainian translation is determined by various reasons - both purely grammatical and lexical in nature, although the main role is played by grammatical factors, that is, differences in the order of the English and Ukrainian languages.

GENERAL CONCLUSIONS

1. News discourse is a special form of discourse that reflects the process of creation, dissemination, and perception of news. It conveys current news, facts, analysis, commentary, and other information through mass media such as newspapers, television, radio, and the Internet. Considering the scale and effectiveness of the news discourse, the increase of its role in the formation of media reality and influence on the audience with the help of language means, there is a need to identify the latest translation models in the Ukrainian language.

2. It has been studied that news discourse has clear lexical features, including economic terms, political vocabulary, newspaper clichés, abbreviations, and neologisms. Despite the factual nature of the news, emotional language can be used to attract attention and create dramatic effect. Techniques used in news headlines include abbreviations, wordplay, alliteration, puns, strong adjectives, singular nouns, parallel structures, full declarative sentences, direct speech, questions, infinitives, participles, and gerunds. Predication strategies and referential strategies were also identified. Predication strategies include modality (using modal verbs and adverbs to express certainty or doubt), evidence (indicating the validity of a statement), and citation (quoting individuals directly to provide evidence). Referential strategies in news are techniques used to refer to people, events, or objects in news reports.

3. As evidenced by the research material, when using linguistic stylistic means of accentuating information in the English-language mass media and their reproduction in the Ukrainian translation, the authors of messages widely use various linguistic means of expression. The authors resort to the use of stylistic figures and tropes in order to give the text greater brightness and expressiveness. The translator has a choice: to copy the stylistic device of the original in the target text, in the case when this is not possible, the translator must create his own stylistic device in the translated text. At the same time, the translator must consider the requirement that such a tool will have an effect like the original text. When transferring various types of tropes – epithets,

similes, metaphors, allusions, oxymorons, etc. – the translator needs to make a translation decision every time is it rational to preserve their basic images, or is it justified to replace the image with another image in the translation [32].

4. The translation of linguistic and stylistic means of accentuating information in news articles in "The Guardian" and "The Times" into Ukrainian has a few functional and stylistic features that are directly dependent on the features of the news discourse. Of the common language functions, the most relevant for news discourse is the function of influencing the addressee. The theory of translation at the current stage of its development pays attention to the interrelationship of translation with sociolinguistic factors. The recipient invariably perceives the translated text through the prism of his national culture, and accordingly, some meaningful aspects of the statement will be a priori not understood or misinterpreted. The study of functional and stylistic features of news discourse helps to translate while maintaining the necessary communicative effect, which is, of course, the primary task of the translator.

5. Based on the results of the study, the most common translation transformations used during the translation of linguistic stylistic means of updating information in the English-language news discourse into Ukrainian have been outlined. The following lexical transformations were most often used: translation transcription (25,0 %), transliteration (13,3%), tracing (20,0%), explication (6,7 %), lexical substitutions (35,0 %). The conducted analysis gives reasons to talk about the frequency of use of grammatical transformations. We found that literal translation accounts for 17,5% of all cases; sentence structure – 7,5 %; combining sentences – 10,0 %; grammatical substitutions – 20,0 %; replanting – 30,0 %; addition – 15,0 %.

RÉSUMÉ

The course work is dedicated to highlighting the theoretical aspects of the use of linguistic methods of accentuating information in new articles and the features of their translation in Ukrainian. A practical part of the work is based on materials from the British newspapers “The Guardian” and “The Times”.

The new discourse is a specific type of discourse, for which power songs that challenge this type of discourse of other types and act as an original communicative space, intensely and stylistically rich. The relevance of the work lies in the need for a systematic investigation of the current English-language new discourse, strengthening its potential for accentuating information through a variety of different linguistic features.

The object of investigation is the latest texts of English newspapers. **The subject of investigation** is the linguistic-stylistic ways of emphasizing information in new discourse and the ways of their translation into Ukrainian.

The purpose of the investigation is to identify and describe the linguistic-stylistic methods of implementing accentuated information in the English-language new discourse and the ways of their implementation in the Ukrainian translation.

The work examines the concept of the English-language novelty in discourse to explain the functional characteristics of the English-language novelty in discourse. The particularity of linguistic analysis of new discourse is highlighted. Stylistic devices and ways of emphasizing information in English-language new articles are characterized. The main ways of emphasizing information in new articles have been analysed. The specificity of the translation of linguistic methods of emphasizing information in Ukrainian information articles is revealed.

Key words: new discourse, emphasis on information, linguistic features, stylistic figures, tropes, translation transformations.

РЕЗЮМЕ

Курсова робота присвячена висвітленню теоретичних аспектів вживання лінгвостилістичних засобів акцентування інформації в новинних статтях та особливостей їх перекладу українською мовою. Практична частина роботи виконана на матеріалі британських газет «The Guardian» і «The Times».

Новинний дискурс є специфічним типом дискурсу, для якого властиві певні риси, що відрізняють його від дискурсів інших типів і виступає як самобутній комунікативний простір, інтенційно та стилістично багатий. Актуальність роботи полягає у потребі системного дослідження сучасного англомовного новинного дискурсу, зокрема вивчення його потенціалу акцентування інформації через використання різноманітних лінгвостилістичних засобів.

Об'єкт дослідження – новинні тексти англомовних газет. **Предмет дослідження** – лінгвостилістичні засоби акцентування інформації в новинному дискурсі та способи їх перекладу українською мовою.

Мета дослідження – виявити та описати лінгвостилістичні засоби реалізації акцентування інформації в англомовному новинному дискурсі та способи їх відтворення в українському перекладі.

У роботі розглянуто поняття англомовного новинного дискурсу для з'ясування функціональних характеристик англомовного новинного дискурсу. Визначено особливості лінгвістичного аналізу новинного дискурсу. Охарактеризовані стилістичні прийоми та засоби акцентування інформації в англомовних новинних статтях. Проаналізовані мовні засоби акцентування інформації в новинних статтях. Висвітлено специфіку перекладу мовностилістичних засобів акцентування інформації в україномовних інформаційних статтях.

Ключові слова: новинний дискурс, акцентування інформації, лінгвостилістичні засоби, стилістичні фігури, тропи, перекладацькі трансформації.

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