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PECULIARITIES OF ENGLISH NEWSPAPER HEADLINES AND THEIR TRANSLATION INTO RUSSIAN

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Newspapers are considered sources of information and means of persuasion. One of the main functions of newspapers is informative. This function can be expressed briefly in the newspaper headline which indicates the nature of the article below it. A headline's purpose is to draw attention to the story quickly and briefly and to excite the readers' interest.

It is known that a newspaper headline is a specific linguistic phenomenon. It is a subject of numerous scientific works, it has its peculiarities in different languages, the process of translation of newspaper headlines presents some difficulties because of these peculiarities. So, the aim of our scientific work is to analyze the main features of modern newspaper headlines in English and present their translation into Russian.

The object of our study is 70 English newspaper headlines selected from such newspapers as “The Times”, “The Guardian”, “The Sun” and “The Daily Telegraph”.

As a famous linguist I.R.Galperin says [1], from the stylistic point of view, English newspaper headlines are characterized by some specific features and the examples we have found prove this fact:

- they contain a lot of emotionally coloured words, such as ‘*ban, bid, claim, crack, crash, cut, dash, hit, move, pact, plea, probe, quit, quiz, rap, rush, slash*’: ***Flight ban on laptops after new bomb fears*** (*The Times*) – ***Запрет авиалиний на перевозку ноутбуків из-за нових опасений, зв'язаних с терактами***;

- different stylistic devices are used in headlines: a deliberate breaking-up of set expressions, the pun, alliteration, etc.: alliteration – ***Brexit weekly briefing: article 50 moves closer but EU dashes divorce deals hopes*** (*The Guardian*) – ***Еженедельный брифинг по Брэкзиту: активация статьи 50 (договора ЕС) приближается, но Европейский союз разбивает надежды на разделение***;

According to I.R.Galperin, as for their syntactical structure, newspaper headlines can be:

a) full declarative sentences (34 headlines): ***Chancellor faces backlash from Tories over rise*** (*The Times*). ***Supreme court seeks judges who will ‘improve its diversity*** (*The Guardian*);

b) interrogative sentences (3 headlines): ***What makes Norway the world's happiest country?*** (*The Guardian*). ***Q&A: what are WTO terms?*** (*The Times*);

c) nominative sentences (6 headlines): ***Montpellier in the spotlight: development mania in France’s fastest-growing city*** (*The Guardian*). ***Tobacco giants in talks with cash-and-carry*** (*The Times*);

d) elliptical sentences:

- with an auxiliary verb omitted (3 headlines): ***British beaches (are) tainted by toxic plastic pellets*** (*The Times*). – ***Британские пляжи загрязнены... One in four UK retirees (is) burdened by unpaid mortgage or other debts*** (*The Guardian*) – ***Каждый четвертый пенсионер Великобритании обременен...***;

- with the subject omitted (2 headlines): ***‘Told you she wouldn’t eat it’*** (*The Daily Telegraph*);

- with the subject and (part of) the predicate omitted (3 headlines): *From refugee camp to \$1.4b toy tycoon* (*The Daily Telegraph*);

e) sentences with articles omitted. It should be noted that articles are very frequently omitted in all types of headlines (52 headlines): *Missing wage rises give lie to picture of full employment* (*The Guardian*).

f) phrases with verbals – infinitive, participle, gerund (8 headlines): *Educating kids about autism – Дать детям знания об аутизме* (*The Daily Telegraph*); *Having it all isn't really an option – Иметь всё – это, на самом деле, не лучший вариант* (*The Daily Telegraph*);

g) questions in the form of statements (2 headlines): *How world's best female chef got started. How to make housing affordable.* (*The Daily Telegraph*);

h) complex sentences (12 headlines): *Euroa fumes as Theresa May delays the triggering of Article 50 – Европа кипит от злости, т.к. Тереза Мэй задерживает активацию статьи 50* (*The Times*). *Scant hope of rescue as Cobham plummets into mess of its own making* (*The Times*). *'Nuclear holocaust like no other'. Trump's chilling warning if US is unable to secure good relationship with Russia;*

i) headlines including direct speech:

- introduced by a full sentence (2 headlines): *Cost ceiling on medicines will put patients' life at risk, warn critics. Prove we can become friends, US tells Russia* (*The Times*);

-introduced elliptically (3 headlines): *Google: we won't remove video that attacks Jews* (*The Guardian*); *Medich: 'I'm going to fix him'* (*The Daily Telegraph*).

All these patterns are the most typical, although they do not cover all the varieties in headline structure.

From the grammatical point of view, newspaper headlines, according to V.N.Komissarov, have the following peculiarities [2]:

a) the most frequent verb tenses are Indefinite and Continuous forms: *SNP plans to lure English firms after Brexit* (*The Times*). *Students are getting a third-class education* (*The Times*);

b) recent events are usually expressed with the help of the Present Indefinite Tense (34 headlines): *Bank chief quits for hiding brother's role – Глава банка ушел с должности, чтобы скрыть вину брата* (*The Guardian*). *Signpost near synagogues alarms Jewish community* (*The Guardian*);

c) future action is often expressed through an infinitive (11 headlines): *UK weather to get hotter than Abu Dhabi as Caribbean heat vortex heads for Britain – but storms and snow will follow – В Великобритании будет становиться теплее ...* (*The Sun*). *Rare old master drawings to be shown at National Portrait Gallery – Редкие старинные картины будут показаны ...* (*The Guardian*);

d) popular nicknames are used instead of the surnames of famous politicians, actors, athletes, etc.: *Dancing Queen Bey* (*The Sun*): (*Bey – Beyonce*);

e) a lot of contractions are used (4 headlines): *Drug companies propped up NHS with £250m after cabinet's threat – Фармацевтические компании поддержали Национальную систему здравоохранения ...* (*The Times*). *DeepMind makes AI program that can learn like a human* (*The Guardian*);

f) neologisms, dialecticisms, slang words can be found in newspaper headlines: *Cable urges May to clamp down on 'lax' takeover laws* (*The Times*). – Кейбл настаивает, чтобы Тереза Мэй ужесточила “неопределенные” законы, касающиеся поглощения компаний. *I thought art history was for thickos* (*The Times*). – Я считал, что история искусства – это для кретинов.

In conclusion, we can say that in this work only the most important features of English newspaper headlines have been described. There are no specific rules for the translation of newspaper headlines, but knowledge of their main features can help in the process of their translation into Russian. The further study of English newspaper headlines can be connected with the analysis of their linguistic peculiarities depending on the topic they present, for example politics, culture, finance, sport and so on.

References

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