

in oral messages people may wish to turn to pictography so as to reveal more adequately what they mean to say with the help of their writing.

The aim of our research was to look into how contemporary students do writing nowadays, when taking notes of lectures, writing essays, or reproductions, preparing for their exams.

All in all we examined 110 hand written texts (notes of lectures, the so-called rough-papers for essays and examination preparation lists). 34 of them that is about 30% contained pictorial signs.

Remarkably about 15% of the pictorial signs were totally disconnected with what the students were supposed to write. Another 55% had some connection with it, and yet another 30% had obvious connection with it. Why did the students turn to pictures instead of writing? Our study allowed us to find out the following motives.

1. Drawing helps thinking. When you draw something you can go much deeper into what you wish to convey.
2. Drawing can reveal much deeper your plan and how you feel about it.
3. Drawing helps writing to be more economical.

It is obvious that our study is preliminary and incomplete. Further investigation will allow us to give much more adequate description of the reasons for using pictography nowadays. Anyway however incomplete our data makes it possible to claim that elements of pictographic writing keep being an important part of contemporary writing.

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NEWS DISCOURSE: LEXICAL PROBLEMS OF TRANSLATION

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News discourse poses a challenge for translators. The article deals with the main lexical problems of news translation. It also describes basic techniques and standard methods that help to solve some widespread problems on the lexical level.

Due to the process of globalization the English language has conquered the world. Nowadays English is the language of education, politics, art, business and mass media. Every day brings us something new and it immediately spreads all over the world by different web-sources on the Internet. There exists a vast variety of websites that are streams of modern life. They tell us what is happening in the world, introduce new ideas, describe new technologies, etc. It should be mentioned that online versions of mass media have their own peculiarities.

On a website we can find articles of any genre: straight news and feature stories, featurized news stories, human interest stories, in-depth interviews and reportages, essays and exposé (i.e. investigative articles), personal profiles and op-ed articles, service and how-to articles, cock-and-bull far fetched improbable implausible stories and many others. Almost all of them contain not only factual information, but the author's attitude as well. The biased opinion of the author is often expressed in a very subtle way with the help of language means: the choice of words, different stylistic devices, sentence structure, etc. What is more in the news discourse we come across a lot of no-equivalent words, such as realia and idioms or phraseological units, abbreviations, international words, neologisms, etc. All these peculiarities cause different problems for translators.

In our research of the news discourse we deal only with the lexical problems of translation. Lexical problems of translation arise from the equivalence of the meanings of the words. Scientists single out three principal types of lexical correspondences between two languages: 1) complete correspondences, 2) partial correspondences and 3) the absence of correspondences [1]. It should be mentioned that complete correspondences of lexical units of two languages can rarely be found. That is why translators often resort to partial correspondences when a word in the language of the original conforms to several equivalents in the

language it is translated into or the target language (TT). When translators face the absence of correspondence of lexical units they have to use different methods for presenting no-equivalent to the Russian reader. To solve the problem of partial correspondences Retzcker suggests an important method of translation – *adequate substitution* which is subdivided into 3 types:

- 1) Logical development of the idea of the word (interpreting);
- 2) Antonymous translation;
- 3) Compensation – the usage of completely different means of one language to convey the meaning of the word from the other language. It happens when the translator deals with proverbs or idioms [2].

Developing his own ideas of the lexical aspect of translation Barhudarov, in his turn, introduced some changes to Retzcker's classification. He suggested the following types of adequate substitutions (he calls them *lexical transformations*):

- 1) *Lexical substitutions*:
 - Differentiation – specifying the meaning of the word according to its contextual environment;
 - Generalization – substitution by the word with its generic meaning;
 - Substitution – replacing the word by synonym, when transcription can not be used.
- 2) *Antonymous translation* – complex lexico-grammatical substitution of the negative construction by the positive one or vice versa.
- 3) *Compensation* is used when some elements in the language of the original do not have their equivalents in the TT. In order to compensate this semantic loss the translator conveys the information applying some other means of the TT.
- 4) *Addition* is necessary when the semantic components of the lexical unit are not formally expressed and the translator may add some elements of the TT to clarify the meaning.
- 5) *Omission* is a lapse of superfluous elements denoting the meaning which has already been expressed in the text [3].

Maarten Janssen offers another solution to this problem. In his thesis, he proposes a multilingual lexical database, called *simullda*, in which interlingual meanings are organised into a conceptual hierarchy by means of a logical formalism called formal concept analysis. The resulting structure is a lattice in which the nodes are organised by means of their attributes, which are abstract representations of the *differentiae specificae* in dictionaries. This lattice order allows amongst others a proper treatment of lexical gaps: words without a translational synonym. But although the lattice ordering solves and clarifies several lexicographic problems, lexicographic practice in some cases demands a more liberal structure in which concepts between which there is not strict relation can be related nonetheless, going against the logical ordering [4].

In the case of the absence of correspondences translators tend to use the following methods of rendering the meaning:

- 1) *Transcription* – representing of a sound form of a word by means of the TT.
- 2) *Transliteration* – representing a text from form of a word by means of the TT.
- 3) *Calquing* – substitution of the word elements by their lexical correspondences in the TT.
- 4) *Substitution* – is a method of translation when the translator does not have corresponding stylistic means for reproducing certain images from the original text. Thus, he substitutes them for others, more appropriate and more natural for the TT.
- 5) *Interpreting* of the no-equivalent [5].

We should not underestimate the fact that the lexical difficulties of translation from English into Russian and vice versa are explained by the languages' origin, structural differences and cultural backgrounds of Russian-speaking and English-speaking people. It is a well-known fact that every culture is unique, and according to the linguistic relativity principle, or the Sapir-Whorf hypothesis, differences in the way languages encode cultural and cognitive categories affect the way people think, so that speakers of different languages will tend to think and behave differently depending on the language they use [5]. It means that these «language holes» or lacunas (mainly they are set phrases, no-equivalent words, proper nouns etc.) present another difficulty for translators.

In conclusion, we should say that nowadays news portals such as euronews.com, bbc.co.uk, the guardian.com etc. are becoming more and more popular. They provide people with various types of useful and interesting information: domestic and foreign news, government's decisions and policies, information of practical value, such as television schedules, weather maps and listings of stock prices; they also provide a source of entertainment. But unfortunately a lot of people do not speak English and they rely on translators. And it means that translators should know how to cope with the lexical problems of translation in order not to twist the information presented in the news articles on the Internet.

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FUNCTIONS AND PRINCIPLES OF NONVERBAL COMMUNICATION

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The article consists main functions of nonverbal interaction, stating that they complement, regulate, substitute and emphasize what we say. It also mentions the principles that underlie non-verbal actions.

Nonverbal communication can be defined as the process of interaction which is mainly conducted without the aid of words [2].

It is a well known fact that communicators have little or no control over such nonverbal cues as sex, race, body size, age, region of origin, social status, and to a certain degree, emotional state. Whether control is exerted or not, all these elements are part of any face-to-face communication situation, although we are not always aware of them. We often send and receive nonverbal cues unconsciously.

Most nonverbal communication involves several related messages. For example, a particular posture is not itself proof that a person is sad or depressed. A number of other elements would affect our reading of the person's state of mind – downcast eyes, an absence of gestures, and a lack of vitality in general. As we get to know people better, we become more familiar with the way they express themselves nonverbally. Some of the cues we observe in close friends are different from those we observe in strangers. With experience, we become more aware of cues, and nonverbal communication becomes even more complex. How do you show someone else you are frustrated, angry, lonely, or indifferent? How does your best friend express these same emotions? How about your mother and father? When you make comparisons, you will discover that people express the same emotion in a variety of nonverbal ways.

Nonverbal cues *complement* a verbal message when they add to its meaning. When you meet someone for the first time you might say: "I am really glad to meet you. I've heard a lot about you." If you say this with a warm smile and shake his or her hand, you are complementing your verbal message.

Nonverbal cues also *regulate* verbal communication. If you are talking to your boss or one of your teachers, how do they tell you that it's time for the conversation to end? They might get up out of their chair, or they might look pointedly at the clock on the wall – two ways to indicate the conversation is over.

Nonverbal messages can also *substitute* for, or be used in place of, verbal messages. The secretary waves you into the boss's office without telling you to go in. We raise a hand in greeting instead of saying "Hello", or we give someone a hug – a wordless way of saying we like that person.

Often nonverbal messages *emphasize* what we are saying. The politician pounds the lectern to make sure everyone realizes his or her message is important. A mother tells a child he is a bad boy and swats him on the rear end to emphasize the point. Whenever people are communicating something they consider important, they are likely to accent it with a nonverbal message.

Four fundamental principles underline the workings of nonverbal communication. The first is that the nonverbal communication we use is largely that used by other persons in our culture. Second, verbal and nonverbal messages may be in conflict with each other. Third, much of nonverbal communication operates at a