

LINGUISTIC DIFFICULTIES, SOME PECULIARITIES OF THE TRANSLATION OF STYLISTIC DEVICES FROM ENGLISH INTO RUSSIAN AND VICE VERSA IN THE JOURNALISTIC SPHERE

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Knowledge of foreign languages, especially English as an international one, broadens working horizons, gives a possibility to communicate with people all over the world without an interpreter and it helps to save time, which is so precious today. Moreover, this knowledge makes it possible to use a great number of information sources & better understand the peculiarities of foreign press.

Of course, it's so beneficial if a journalist has a good command of foreign languages. Good level of English is very often enough for successful communication.

So, my work is devoted to linguistic difficulties, some peculiarities of the translation of stylistic devices from English into Russian and vice versa in the journalistic sphere.

I've analyzed possible mistakes, which can be made by a journalist during the translation of any kind of journalistic text, regardless whether it is the whole article in a British daily paper or just some questions to an American pop star. That's the first part of my project. The second one concerns the peculiarities of communication between a Russian speaking journalist & his or her English-speaking colleague.

Firstly, I'd like to focus your attention on abbreviations & complex constructions.

These words are an inseparable part of journalists' texts. You should be very careful while translating abbreviations. Only good knowledge can help you not to fail:

UN Security Council – *Совет Безопасности ООН*;

The Cuban missile crisis – *Карибский кризис* (реже *Кубинский кризис*)

The House of Commons – *Палата Общин*.

Secondly, we have proverbs. One should be very careful while translating them. There are a lot of Russian sayings absolutely corresponding to English ones. For example:

- To follow in somebody's footsteps (*пойти по чьим-то стопам*);
- To put the cart before the horse (*ставить телегу впереди лошади*);
- Shadow cabinet (*теневой кабинет*);
- To give publicity (*предавать гласности*);
- To pull the (right) strings (*пускать в ход/использовать связи*).

But not all proverbs can be translated from Russian to English word by word:

- No picnic (*это не шутка*);
- To cut to the quick (*задеть за живое*);
- Out of the blue (*как гром среди ясного неба*);
- A fly in the ointment (*ложка дегтя*);
- Easy as ABC (*проще простого*).

So, journalists should be always on alert using proverbs in their messages or texts.

Thirdly, I'd like to say some words about the so-called «dictionary equivalents». Such words often have different meanings in different languages. For instance, such the word «table». The Russian and the English meanings coincide only in one point – «a piece of furniture». But if we want to say «письменный стол», we will use «desk» or «writing-desk», «вегетарианский стол» – «a vegetarian diet»; «стол находок» – «lost & found»; «платить за ночлег и стол» – «to pay for bed & board». And in English the word «table» also means – «таблица умножения» & the phrase «table of contents» – «оглавление, содержание».

The same can be said about such polysemantic words as «студент»/«student», «стакан»/«glass», «рука»/«hand/arm», «идти/ехать»/«go» & clichés. Translating clichés you should try to find close equivalents. It's not usually easy:

A significant event – *знаменательное событие*;

As follows from reliable sources – *как следует из компетентных источников*;

Restricted information – *информация для служебного пользования/секретная информация*.

So, stylistic aspect is to be taken into consideration.

A journalist has to communicate with his or her colleagues. To avoid any kind of misunderstanding he or she should be good at specific journalistic language, or jargon. There are no special dictionaries, but I've studied some foreign sites about journalism, blogs & picked up a lot of interesting words:

Orphan – a single line of a paragraph at the top or bottom of a column.

Ace – an on-call reporter.

Back bench – senior journalists at a newspaper.

Beat – the area or topic that a reporter regularly covers.

Best boy – broadcasting phrase that refers to second-in-command of the lighting team.

Breakline – a sentence or paragraph that continues the story on the following page. Sometimes called a turnline.

Churnalism – poor journalism, when journalists churn out or rewrite press releases.

Defamation – information that is written by one person which damages another person reputation.

Draft – the first version of an article before editing and submission to the editor.

Ezine – specialized online magazines.

Get – a very good or exclusive interview.

Grip – a person that looks after the equipment required to make a TV camera move.

Gutter – the space between two columns.

Intro – very important first paragraph, known as a 'lead' in the US.

Jump – the part of a story that continues on another page. Also called a break. The readers get directions from jump lines.

Kill fee – a reduced fee paid to a journalist for a story that is not used.

Nut graf – paragraph containing the essential elements of a story.

Recto – right-hand page.

Redletter – exclusive, breaking news coverage of a major news event, printed in red type.

Teaser – shows what is in the inside of the paper or previews a story or series. Same as a promo but smaller.

Vox populi – a Latin phrase that literally means voice of the people. It is a term often used in broadcasting for interviews of members of the general public.

Wob – white text on a black or other coloured background.

Melt – an overview report summarizing a range of developments on a story.

Shoulder graphic – the graphic magically floating over the host's shoulder in the standard newscast shot.

Nat sound – natural sound.

1. The ambient sound from video, good-quality nat sound gives the viewer a stronger sense of the location or event. aka wild sound.
2. a *natsound version* of a story is fed minus the reporter's voice track. See also *international sound*. As you'll find in class, a natsound version lets you use ambient sound in *AVOs* and *cutdowns*.

«**Health warning**» – slang for a cautionary announcement or disclaimer, either at the top of a program, coming back from a commercial break, or in the intro of a news story. It warns viewers of content they may find objectionable or disturbing.

Crawl – type moving across the screen. Most all–news stations have a *headline crawl* moving constantly across the bottom of the screen.

Bridge – *standup* in the middle of an item...bridging from one chapter to another.

Goodnight – Surprise! it's a verb. To «goodnight a feed» is to let the source or recipient of a feed know you're finished with the satellite or fiber-optic line.

If you don't goodnight a feed, you could be paying for *bird time* you don't need, or tying up a recording suite unnecessarily, as someone waits for tape, or a request for tape, that isn't coming.

«**Soviet newscast**» – snarky description of a long stretch where the news-reader just...reads.... without changing the shot or going to tape, graphics, etc. *Her standup was so long, it started to feel like a Soviet newscast.*

Fisk – detailed word–by–word analysis and critique of an article. Refers to journalist Robert Fisk.

Chocolate bar – some Betacam camera batteries look like thick, heavy chocolate bars.

CA –current affairs.

BG – background. Could be background information or background of a shot.

BGS – background sound.

BLT – bright, light and trite. Snarky term for a cheery story with no news value.

FYI – an abbreviation meaning for your information.

IBC –inside back cover – the last right–hand page in a magazine.

IFC –inside front cover – the first left–hand page in a magazine.

A journalist implies a specific knowledge of a foreign language. Abbreviations & clichés, proverbs & jargons are not usually paid much attention to. Ideally, a journalist should have a special inborn sense of a language. But let's not forget about gaining knowledge itself. Only combining these 2 things it's possible to be a successful journalist who can communicate in different languages.