

“DEUTSCHE WELLE” AS A MASS MEDIA LANGUAGE FOR SPECIALIST PURPOSES: PRAGMATICS, ANALYSIS, AND TRANSLATION

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Purpose: Within the framework of the translation studies, the results of research on mass media texts were presented only by individual examples in the professional literature. While, for example, literary texts have developed a variety of guidelines, strategies, and models of translation. There were almost no studies on the TV news translation. We have found only a few references to this topic in scientific works dealing with mass media texts translation in general. There is still no comprehensive analysis of the German mass media translation in Ukrainian.

Methodology: However the language for specialist purposes is a special style, which creates and presents to the viewer the news texts for television. Typically, the TV news services set their own requirements for the TV news language, but there are common rules followed by all TV news editors. The linguistic designing defines the light in which the events are presented and what opinion the recipient will form.

Result: However, in recent years the demand for mass media texts translation has significantly increased. It was influenced by the distribution of audiovisual international information channels such as Euronews, BBC, France 24, DW. Deutsche Welle TV news which is currently being translated into thirty languages of the world, including Ukrainian. To some degree the translation of Deutsche Welle TV news into Ukrainian influences the level of Ukrainian integration into the European space. Due to a well-executed translation Ukrainians can learn about current political and economic events that take place in Europe and in the world, about the latest achievements in medicine, technology, ecology, sociology, etc.

Applications: This research can be used for universities, teachers, and students.

Novelty/Originality: In this research, the model of “Deutsche Welle” as a Mass Media Language for Specialist Purposes: Pragmatics, Analysis and Translation is presented in a comprehensive and complete manner.

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