

PHILOLOGY

Ekaterina V. Pikalova

(Voronezh Institute of the Ministry of Internal Affairs of Russia, Voronezh, Russian Federation)

Features of the translation of evaluative vocabulary in modern media

The features and methods of translating evaluative lexis from English into Russian are considered. The need to preserve and convey the author's intentions and take into account the extralinguistic situation is emphasized. When translating evaluative vocabulary, translation transformations make it possible to maintain or change the intensity of the evaluative sign. Strategies of intensification, deintensification and preservation of the intensity of evaluation in translation were analyzed. The choice of strategy depends on the translation tasks.

Key words: translation strategy, media discourse, media, evaluative lexis.

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