

PHILOLOGY

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Analysis of the interpretation of evaluative vocabulary in the American media.

The features and methods of translating evaluative vocabulary from English into Russian are considered. The necessity of preserving and conveying the author's intention, taking into account the extralinguistic situation is emphasized. When translating evaluative vocabulary, translational transformations allow you to maintain or change the intensity of the evaluative sign. The strategies of intensification, de-intensification and maintaining the intensity of evaluation in translation are traced. It is shown that in order to perform a high-quality translation of evaluative vocabulary, it is necessary not only the ability to work effectively with translation transformations, but also extensive extralinguistic knowledge of the translator, the ability to build the structure of concepts in the linguoculture of the country of the target language.

Key words: vocabulary, assessment, evaluative vocabulary, translation strategy, intensification, deintensification.

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