

## PHILOSOPHY

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### **Translation features of mass media headlines in modern journalistic discourse**

The features and difficulties of translating English-language newspaper headlines identified by various linguists and translation scholars are considered and comprehensively analyzed. These include: the need to identify common and distinctive linguistic features in two different languages; stylistic adaptation; neutralization of jargon and familiar words and phrases; expansion of the headline; preliminary familiarization; caution when translating puns and phraseological units. Based on these translation features, recommendations for translating headlines of the English-language press were compiled.

**Key words:** headline, mass media, discourse, features, function, target audience.

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