



Pragmalinguistic Aspect of Social and Political Texts (on the Basis of the English and Russian Languages)

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Introduction

The study of pragmalinguistic specific features of social and political texts is an important, but scantily analysed direction in the contemporary linguistics. The information flow, closely connected with an international cultural and political exchange, leads to the necessity to study specific pragmalinguistic features of social and political texts and the translation of this type of texts plays an important role in the diplomatic and peaceful adjustment of global problems and establishment of friendly relationships with the other countries. Presently, problems related to the themes “International Terrorism” and “Human Rights” require an adequate understanding of the information described in foreign newspaper articles that reflect the worldwide events that take place in a definite country. The study of specific features of social and political texts plays an important role in the contemporary linguistics.

Methods

Pragmalinguistic aspect of research

The research carried out shows the interconnection between semantics (lexical meaning of words), syntax (grammatical structures) and pragmatics (reaction of addressees to information described in the text). In particular, the most important task for the translator is to transfer the pragmatics of the source text during the translation process.

This is characterized by the fact that the author of the target text should take into account the structural specific features of the source text, pay a special attention to the cultural differences and attitudes, try to adequately express the author’s intention in the target text.

Results

The translation process is described by the researcher in the form of a diagram (see Fig. 2). A special attention is paid to the pragmatic challenges of translation because they are closely connected with the genre and peculiar features of the source text and the type of addressees of the target text. In this respect, it should be expedient that pragmatically appropriate translation is the reflection of pragmatic, semantic and stylistic aspects.

Four main types of pragmatic transcreation that play an important role in the translation process are analysed. It is ascertained that pragmatic transcreation of the first type is aimed at the adequate understanding of information by the addressees of the target text and pragmatic transcreation of the second type transferring the emotional impact of the source texts is frequently used in the materials on political topics or themes.

Conclusion

Summarizing the results of the research devoted to the analysis of pragmatic features of social and political texts, the researcher concludes that the purpose of the newspaper style is transfer of information and simultaneous impact on the reader or listener, description of events and inducement of the reader to special activities.

It is analysed that during the translation process of social and political texts a great variety of passive forms of the source language is changed into the active forms of the target language. This phenomenon can be explained by the norm and usage of the target language.

References

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