



ASPECTS OF THEORETICAL, LEXICAL, STYLISTIC, CULTURAL, AND CONTEXTUAL CHALLENGES IN TRANSLATING JOURNALISTIC TEXTS: METHODS OF ADAPTATION

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Abstract: *This academic paper thoroughly examines the theoretical, lexical, stylistic, cultural, and contextual aspects involved in translating journalistic texts. In the process of translating journalistic texts, theoretical, lexical, stylistic, cultural, and contextual aspects play a crucial role. This study thoroughly examined the key facets, challenges, and adaptation methods in translating journalistic texts. Each of these aspects holds significant importance in the translator's work and helps preserve the original meaning, content, and tone of the text.*

Key words: *texts, translation, politics, public, theoretical aspects, lexical, cultural.*

Introduction: Journalistic texts cover a broad range of topics, including politics, economics, social issues, and culture, aiming to convey information, express opinions, and shape public opinion. The translation of such texts requires specific approaches due to their unique characteristics. The theoretical aspects form the foundation of translation, providing the necessary scientific basis for preserving the original content, meaning, and tone. Lexical and stylistic aspects are also crucial, with particular emphasis on selecting the correct terminology, idiomatic expressions, and maintaining the tone and style of the original text. Cultural and contextual elements are equally important, as translators must adapt the text to fit different cultural contexts, considering traditions, customs, historical events, and social dynamics. Addressing cultural mismatches and understanding the nuances of context is essential to avoid misinterpretations. The paper highlights the methods of adaptation, such as finding equivalents, transliteration, description, and annotation, to ensure accurate translation and cultural understanding. Ultimately, the study emphasizes that successful translation of journalistic texts requires theoretical knowledge, attention to lexical and stylistic elements, and precise adaptation to cultural and contextual differences to preserve the integrity of the original message and promote cross-cultural understanding.

Theoretical aspects. The theoretical aspects of translating journalistic texts form the foundation of this process. The term "journalism" encompasses a broad range of topics, including politics, economics, social issues, and culture. Journalistic texts aim to convey information, express opinions, and shape public opinion. The unique characteristics of these texts require specific approaches in translation.

Translation theories, including equivalence, dynamic equivalence, fidelity, and other approaches, play a vital role in translating journalistic texts. Equivalence theory focuses on preserving the original content, while dynamic equivalence emphasizes



maintaining the impact of the text. By applying these theories correctly, translators can preserve the original meaning, content, and tone of the text. Translation theories provide a scientific basis for accurately translating journalistic texts and guide translators in their work.

Lexical and stylistic aspects. Translating journalistic texts demands special attention to lexical and stylistic aspects. Lexical challenges, including the correct translation of specific terms and jargon, are essential. Journalistic texts often use specialized terminology, requiring precise and accurate translation. Additionally, choosing the right synonyms and idiomatic expressions is crucial for maintaining the meaning of the text. Each language has unique lexical units, and correctly translating these units helps preserve the original meaning of the text.

Stylistic aspects involve conveying the general tone and style of the text accurately. Journalistic texts are often written in formal, informal, satirical, or ironic styles. The translator must accurately reflect these styles to ensure the text is received correctly by the reader. Preserving stylistic aspects helps make the text interesting and comprehensible for the reader.

Cultural and contextual aspects. Cultural and contextual aspects play a significant role in translating journalistic texts. Each culture has unique traditions, customs, historical events, and social relationships. Translators must consider cultural aspects and mentality to preserve the original content and cultural uniqueness of the text. This, in turn, helps readers understand the text correctly and enhances its impact. The cultural uniqueness of each culture, including hospitality, respect for customs, and community spirit, must be accurately reflected in the translation.

Contextual aspects require adapting the linguistic and cultural contexts of the text appropriately. Cultural realities, which include traditions, customs, historical events, food, clothing, and other elements unique to a culture, must be accurately conveyed. Translating these realities through transliteration, finding equivalents, description, and annotations helps readers understand the text correctly and prevents cultural mismatches.

Main part

Cultural mismatches. Cultural mismatches arise in the translation process when cultural aspects and contexts are not accurately adapted. These mismatches can lead to misunderstandings by readers and the incorrect or inappropriate representation of cultural elements. To minimize cultural mismatches, translators need cultural competence, awareness of the connotations of words and expressions, and use methods like finding equivalents, descriptions, and annotations.

Aspects unaligned across cultures. World cultures possess diverse characteristics, with some aspects considered acceptable and even respectful in one culture being inappropriate or offensive in another. Such mismatches can pose challenges in international communication and translation. Actions like eating loudly, nodding, shaking hands, and showing feet carry different meanings across cultures. Considering



these differences and accurately reflecting them in translation helps prevent cultural mismatches.

Context and cultural realities. Adapting context and cultural realities accurately is crucial in the translation process. Context includes the linguistic and cultural aspects of the text. The translator must understand the linguistic context correctly and preserve it in the translation. This involves understanding the relationship of words and expressions with surrounding words and sentences. Cultural context includes cultural and social information related to words and expressions. The translator must understand and accurately convey this context to preserve the original spirit of the text.

Conclusion

Adapting cultural realities through transliteration, finding equivalents, description, and annotations helps readers understand the text correctly and prevents cultural mismatches. Preserving some cultural realities in their original form through transliteration introduces readers to a new culture and maintains the exotic nature of the text. Finding familiar equivalents for some cultural realities makes the text comprehensible for readers. If it is difficult to find an equivalent for a cultural reality, describing or annotating it can help explain its meaning.

Translating journalistic texts is a complex process that encompasses multiple facets. Successful translation requires theoretical knowledge, attention to lexical and stylistic aspects, and accurate adaptation of cultural and contextual aspects. These aspects help preserve the original meaning, content, and tone of the translated text, ensuring that readers understand and accept it correctly. Additionally, they contribute to cultural exchange and understanding.

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