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## **THE CONCEPT OF MEDIA TEXT IN LINGUISTICS AND PECULIARITIES OF MEDIA TRANSLATION**

The relevance of media linguistics as a new systematic approach to the study of the language of mass media is determined by the fact that mass media texts, or media texts, are today one of the most common forms of language communication. The dynamic development of traditional media press, radio, television, the emergence of new computer information technologies, the globalization of the world information space affect the process of production and dissemination of the word. All these complex and multifaceted processes require not only a scientific understanding, but also a practical study of the language of mass media (Palyenko, 2008, 267).

Media discourse is a global universal category of modern communicative and informational discourse that reflects the most current moods and trends of modern society, its communicative and informational, political, economic and cultural aspects. According to the scientists, media discourse serves as a certain background that reflects continuous dynamic innovation processes in society, including linguistic-semantic neologisms, lexical new formations, phraseology, borrowed words, paraphrases, etc.. Media discourse acts as a set of processes and products of speech activity in the field of mass communication in all the richness and complexity of their interaction (Syzonov, 2013, 390).

Translation of media texts is one of the types of special translation. Peculiarities of media translation are studied by specialists in translation, media linguistics, and media communications. In Ukrainian mass media, translation of news reports prevails, which can be considered a "quasi-translation", considering the fact that each

editorial office creates a new product taking into account the political position, editorial policy, etc. Taking into account the fact that the use of English-language news is possible only through translation, the problem arises of reproducing information taking into account the pragmatic tasks used to write it. Despite the declared neutrality and objectivity, information messages quite often contain assessments that can shape public opinion. The Ukrainian translation media researcher N. Maklyak emphasizes that one of the reasons for changes in the language of mass media is the choice of manipulative strategies, the addition of evaluative information, the use of euphemisms, dysphemisms, metaphors in political reviews of military topics, which hides reality and carries inaccurate information (Maklyak, 2009, 188).

Therefore, in the period of formation of information society and rapid development of mass communication media, texts have become one of the most widespread forms of everyday language and reflect the most relevant and important cultural, political, economic, social and other aspects of the life of society. Today, the media text serves as one of the most important problems of sociolinguistics and translation research. As the media discourse affects the world view in general, it also influences the perception of individual representatives of social groups in particular. The study of journalistic discourse also aims to understand the structure of the semantic field of the media text and certain properties of vocabulary that shape social realities and especially those realities as they relate to social status, gender, nationality, origin and self-identification of a person in general.

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