

## GRAMMATICAL FEATURES OF ENGLISH NEWSPAPER HEADLINES AND THEIR TRANSMISSION IN TRANSLATION

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**Abstract.** The tendency towards the expression is clearly linked with the assessment, which sets out the facts in the text, events, opinions, and therefore should not appear in any information text, how they are based on a message, the fixation of the fact as the phenomenon. Journalists seek to present the news in an objective reflection of the events, fixing unbiased reviews of prominent political and public figures.

**Keywords:** ellipse, the omission, the article, the link-verb to be.

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## ГРАММАТИЧЕСКИЕ ОСОБЕННОСТИ АНГЛИЙСКИХ ГАЗЕТНЫХ ЗАГОЛОВКОВ И ИХ ПЕРЕДАЧА ПРИ ПЕРЕВОДЕ

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**Аннотация.** В данной статье анализируются свойства информационных заголовков, где регламентированный набор используемых языковых средств – лексические единицы и семантико-синтаксические структуры.

**Ключевые слова:** эллипсис, опущение, подлежащее, сказуемое, артикль, глагол-связка to be.

The conception by V.G. Kostomarov says that, newspaper language is considered as a product of dialectically contradictory action of two trends: the simultaneous and equal orientation of the elements of the language and the expression of the standard. «The model of the newspaper language - according to the scientist - and disclosed as required rectilinear constant correlation of standardized and expressive segment of the speech chain, their sequencing and contrasting...» V.G. Kostomarov relates this standard neutral, unmarked text components and expression, on the other hand, with marked stylistically marked [2, p. 215]. However, if adhere to this interpretation of concepts standard and expression, it must be concluded that the texts of information news characterized by only a tendency towards standardization. The tendency towards the expression is clearly linked with the assessment, which sets out the facts in the text, events, opinions, and therefore should not appear in any information text, how they are based on a message, the fixation of the fact as the phenomenon. Journalists seek to present the news in an objective reflection of the events, fixing unbiased reviews of prominent political and public figures. Concerning to the title, the text of the news, the information contained in the form, it should not be estimated. His role is to express briefly relevant content material with neutral language means. The feasibility of using informative texts in the news such as the title due to the fact that deliberately stereotyped, standardized header serves as a first indication of the reliability of the reported information.

Thus, the information peculiar titles more or less strictly regulated set used language means – of lexical units and syntactic and semantic structures.

At the same time there are some differences in the rules structuring headers Russian and English newspapers and information notes. These differences were considered by many linguists [1, p. 253; 3, p. 245; 4, p. 287; 5, p. 324]. And they recovered the same patterns, of which we are interested in are the following:

## 1. Ellipse

In connection with saving space in the headlines are rare. So the title of its structure often represent the ellipse. To fall can the different parts of speech and members of sentence:

### a) the Omission to be

A significant difficulty is the translation of the titles, in which a verbal predicate in a personal form, but no subject. Such titles are usually translated as indefinite-personal sentences, and sometimes you need to recover the subject, based on the content of this publication:

Expect no change in North Korea. /North Korea is not expected to change/ [6].

(English newspaper heading down to be translated indefinite-personal sentence).

### b) Omission of the predicate

The predicate is omitted in the title when it plays in the sentence a secondary role. On Russian language titles are translated denominative sentences:

Web Protest. /The protest network/ [7].

### C) the omission of the article

The omission of the article attracts attention, makes the title more expressive.

The article has been retained only in cases where its omission may lead to the wrong semantic interpretation.

In the Russian language there is no equivalent for the omission of the article, because it is the category of definiteness/indefiniteness is expressed within the grammar, and lexical meaning:

Vince Cable calls for mansion tax in next Budget. /Vince cable demands to introduce in England the tax on luxury real estate/ [7].

(The omission of the definite article in this case makes the headline more informative and dynamic).

g) the Omission of the link-verb to be in passive

The omission of the verb-bundles to be making the title more informative, allows you to attract attention. In Russian, this phenomenon has no analogue. For the translator the challenge is to see the passive in the original, not confusing it with other forms of the verb:

235,000 Mini Coopers recalled over fire risk. /235,000 Mini Coopers to be recalled due to explosion hazard/ [6].

(Omission of verb bundles will be).

Hundreds of lost Darwinian specimens discovered in cabinet. /Found hundreds of lost works of Charles Darwin/.

(The omission of the verb ligaments were).

In English common the use of passive constructions. But the Russian language, passive construction is not as neutral as in English, so its use is much more limited:

At least three killed as two buildings collapse in Rio de Janeiro. /In Rio de Janeiro struck three buildings, killing at least 2 people/ [6].

d) No misleading of the verb when quoting

For headers specific quotes, which can be expressed as direct and indirect speech.

The omission of the verb introducing a quotation is used in connection with saving space. This technique also makes the title more succinct and informative. In such cases, written only the name of the author and the quote itself. In the Russian language also allowed the omission of the verb introducing the quote, however, unlike the English language, allowing its reference to the author at the beginning and at the end of the header, in the Russian language at the beginning is written the name of the author of the quote and then the quote itself:

I'm too old for marriage: Oprah Winfrey. /Oprah Winfrey: «I'm too old for marriage»/ [6].

2. A temporary form of the verb

Significant differences from the other functional styles of modern English are noted in the usage in titles verb tense forms:

a) When talking about events that happened in the recent past, the present is usually used indefinitely [1, p. 121].

On Russian language titles are translated normally, elapsed time:

Pakistan blocks US envoy visit: official. /Pakistan refused to accept U.S. diplomat/ [6].

b) Future effect, which is often transmitted using the infinitive:

In the translation of headlines of this type on the Russian language uses the verb in the future tense, the present value of the future or worrying title.

Lloyds Banking Group to cut 700 jobs. /Banking group Lloyds Banking Group will cut 700 jobs/ [6].

(The future action is expressed in the translation of a verb of the future tense).

Japans NEC to slash 10,000 jobs. /Japanese company NEC plans to reduce 10 thousand employees/ [7].

(In the translation of this title into the Russian language uses the verb present value of the future).

Thus, in this work, we have considered only the most important features of English newspaper headlines, which are directly connected with the problem of understanding and translation into Russian language. There are no concrete rules for translating newspaper headlines, but knowing their basic features and possessing extensive background knowledge, the translator is able to perform adequate translation of the headers.

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