

## ABSTRACTS

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### **SPANISH HEADLINES AND SLOGANS TRANSLATED INTO UKRAINIAN: TRANSFORMATION ANALYSIS**

For many centuries and up to now translation has been considered to be a human activity presented on various levels according to the diversification of fields and the need for understanding different sources. The translation of a publicity text, unlike the translation of literary works, that is fiction, in which the translator is obliged to transfer the artistic and aesthetic qualities of the original language, is different in form and methods, the language tools, as well as in its communicative orientation. In the translation process, the translator must know how to solve purely linguistic problems caused by differences in the structure and semantic characteristics of the two languages, as well as to adapt it from a sociolinguistic point of view, which has brilliantly shown itself in the Mass media texts. The current work focuses on the study of the socio-cultural importance of newspaper headlines and advertising slogans translated from Spanish into Ukrainian because the analysis of these elements has been carried out mainly in the framework of linguistics putting aside the approaches of translation studies. In addition, the media is the thing that reflects the changes in the society which is susceptible to the language and the speech and only the translation is able to transmit the communicative reality of the text of origin, that is, of the country from which it comes. The choice of this theme is not an occasional one due to the great worldwide diffusion and the constant development of the informative-communicational space as well as the fact that the average texts play an important role not only in the influence on the public opinion but presenting a range of opportunities for linguistic analysis and, in our case, the translation one. Subsequently, the analysis of the elements studied is carried out within the generalized theory of translation and the studies of the text as a focus of interest for translators highlighting the linguistic particularities of the factors and causes that influence on the realisation of adequate translation.