

"THE APPLICATION OF TRANSLATION AIDS IN THE TRANSLATION PROCESS OF INFORMATIVE TEXTS "

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Abstract: The article views the opportunities of information and communication technologies as a method for soon-to-be interpreters and translators professional motivation formation.

Keywords: information and communication technologies, professional motivation.

A characteristic feature of the English newspaper and information style lies in the stylistic diversity of vocabulary. Along with the book vocabulary here widely used colloquial and poetic words and combinations. In the field of phraseology, the newspaper-information style is distinguished by widespread use of "ready-made formulas" or clichés. Here we find how numerous introductory phrases indicating the source of information (it is reported, it is claimed, our correspondent reports from, according to well-informed sources), stable combinations with worn-out imagery (to set the tone, to throw light, to lay the corner-stone, to give the lie), and a whole series of political stamps like: government reshuffle, vested interests, an unnamed Power, generation gap, a foregone conclusion, etc. Newspaper and informational materials also mention some features of the syntactic organization of the text: the presence of short independent messages (1-3 statements), consisting of long sentences with a complex structure, the maximum fragmentation of the text into paragraphs where almost every sentence starts on a new line, the presence of subheadings in the body of the text to increase the interest of readers, frequent use of numerous attribute groups (Paris underground and bus transport services were stopped today by a 24-hour warning strike called by the CGT (French TUC) with the support of other unions). The lexical and grammatical specificity of the newspaper-information style is especially clearly manifested in newspaper headlines. Function heading of the English text - in a compressed form to convey the content of the article, in this shows more informative English header. In the field of vocabulary, the headlines of English newspapers are characterized by frequent the use of a small number of special words that make up their own kind of "headline



jargon": ban, bid, claim, crack, crash, cut, dash, hit, move, pact, plea, probe, quit, quiz, rap, rush, slash, etc.

A distinctive feature of such a "heading vocabulary" is not only the frequency of their use, but also the universal character of their semantics. The word pact in the title can mean not only "pact", but also "agreement", "agreement", "deal", etc. The verb hit can be used in connection with any critical speech. Bid also means "call", and "invitation" and "attempt to achieve a certain goal", etc.: National Gallery Launches Bid to Buy the Titian – National Gallery Tries purchase a painting by Titian; Bid to Stop New Police Powers to allow the empowerment of the police. Newspaper headlines also have a number of grammatical features. In English and American newspapers are dominated by verbal headlines like: Floods Hit Scotland, William Faulkner Is Dead, Exports to Russia Are rising.

The verbosity is usually preserved also in headings consisting of interrogative sentence: Will There Be Another Major Slump Next Year?. The specific feature of the English title is Opportunities to omit the subject: Hires Teen-Agers as Scabs, Want No War Hysteria in Toronto Schools, Hits Arrests of Peace Campaigners, etc [5, 112-113 pp.].

English and American newspapers are usually used in headings are non-perfect forms of the verb. When it comes to events occurred in the recent past, the present is usually used historical time: Russia Condemns West Provocation, Richard Aldington Dies 70, Concorde Lands at Heathrow. This is the most common type headings the use of present historical time gives them liveliness, brings events closer to the reader, makes him, as it were, a participant in these events and thereby enhances his interest in the published material. The Past Indefinite Tense is used in headings referring to the past events, mainly in cases where there is a circumstance in the heading time, or if the reader knows that the event described occurred at some point in the past: Husband Disappeared Two Years Ago. For future tense notation in headings is widely used infinitive: America To Resume Testing. An important feature of English newspaper headlines is the prevalence in them of the elliptical form of the passive voice with omitting the auxiliary verb to be to describe events, as in past and present: 8-Year-Old Boy Kidnapped in Miami. English verb-type headings are translated into Russian nominative constructions, because this is in line with the trend nominations of Russian titles. Lack of skills



translation formations, as well as errors in the perception and generation text leads to a distortion of the meaning of the text or a distortion of the norm and usage.

The usual characteristic of a heading in general is a large informativeness of English and less Russian: 6 pm Shut down – Prohibition on alcoholic beverages [6: 299 p.]. The social situation of communication for the newspaper is very specific. Newspaper -means of information and means of persuasion. It is designed for mass moreover, a very heterogeneous audience, which it must retain, force yourself to read. A newspaper is usually read under conditions when it is rather difficult to concentrate: in the subway, on the train, at breakfast, while relaxing after work, at lunchtime, filling in for some reason the vacated a short period of time, etc. .Hence the need for organize newspaper information in order to convey it quickly, concisely, tell the main thing, even if the note is not read to the end, and provide a certain emotional impact on the reader. The presentation should not require the reader to prepare in advance, dependence on context should be minimal. However, along with the usual constantly recurring theme in the newspaper appears almost any topics that are relevant for some reason. Then these new situations and arguments also begin to repeat themselves. This repetition, as well as that a journalist usually does not have time to carefully process material, lead to the frequent use of stamps.

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