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LINGUISTIC AND STYLISTIC ASPECTS OF TRANSLATION IN THE NEWS

In today's world where news travels quickly across the globe, the translation of global news becomes crucial to build an informed international community. Media organizations and news agencies heavily depend on translation to provide breaking news, comprehensive reporting, and analysis from all around the world.

Translation work enables news to surpass language barriers and assures that significant information is accessible to a diverse audience, regardless of their native language. Mass media is a means of communication that can be used internationally and at national and community levels. The process of translating it includes a lot of specialties and nuances about recreating all events happening. To fully convey details and not cause any misunderstandings translators should know the language on a high level, investigate the theme they are translating to catch all the details, and recreate them into translated text. Moreover, the translator needs to be immersed in a topic to be able to find a replacement for things that may have different senses depending on language, country, or reader. It is crucial to maintain text accuracy and clarity to convey the intended message. The need for exactness may lead to some difficulties for interpreters. For example, finding an acceptable replacement for an idiom can take a big amount of time because if you choose it without thinking it may sound inappropriate and change the whole meaning of an article. To reduce these kinds of problems translators should adhere to some rules.

First, it is important to stay neutral about the topic they translate so the text will maintain the tone, intent, and accuracy of the original reporting without

introducing any bias. This is crucial when translating sensitive or controversial news as every word can have significant implications.

Second, translators should know cultural nuances and context to ensure that the news is properly adapted for the target audience. This involves understanding regional dialects, idioms, and cultural references, as well as being mindful of how different cultures may perceive certain topics. This sensitivity ensures accuracy and promotes respect amidst cultural differences.

The media writing style is known for its use of emotional language, often conveying the author's attitude toward the events and topics being discussed. Figurative language is also commonly used. One technique frequently employed is the use of metaphors, where the characteristics of a living person are attributed to an inanimate object.

Pronunciation and punctuation are also things you can't ignore. Most languages have different sentence formations, and it is important not to get lost while translating it as it may lead readers to get the wrong idea about a topic, which is unacceptable in political writing.

Conclusion. In summary, translating news requires good skills and a lot of work to achieve high-quality text and deliver information to the reader in a meaningful way. By exploring all aspects of such a translation, the translator will be able to evaluate their skills and improve their work.

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THE WARBURG EFFECT IN ONCOLOGICAL DISEASES

Almost a century ago, Otto Warburg described that tumor cells undergo oxidation of glucose to lactic acid even in the presence of oxygen. When this discovery was made, it was thought that tumor metabolic reprogramming was the driving force behind tumor transformation. Then it was suggested that the metabolic ones that change are not the cause, but the effect of the tumorigenic process, while the current understanding states that there is a relationship between genes and metabolism [1].

The goal of our work was to find out why cancer cells accept the Warburg effect, despite its obvious energy disadvantage. The studied literature mentions Warburg's hypothesis, which states that "the metabolism of cancer cells, and indeed of all proliferating cells, is adapted to facilitate the absorption and incorporation of nutrients into the biomass necessary for the production of a new cell" [2].

During Warburg's research, he chemically analyzed cancer cells, and based on laboratory measurements and monitoring of glucose, acid, and bicarbonate levels, he experimentally compared oxygen consumption and acid production related to