

## **ON THE ISSUE OF TRANSLATING INFOMERCIALS**

Infomercials are viewed as a hybrid of commercials and news programs. The relevance of the research focused upon the study of infomercial discourse in translation aspect can't be underestimated. Nowadays infomercials distributed both by TV companies and Internet network represent the most powerful and trustworthy source of information, being at the same time a very accurate mechanism of political manipulation.

The tasks of the resumed research were formulated as a detailed review of the infomercial discourse in general linguistic as well as translation aspect. The above mentioned tasks presupposed the implementation of such research techniques as deductive and inductive methods, as well as contrastive and computational statistic methods.

Both the theoretical and practical values were grounded by great perspectives of infomercial discourse application. The novelty resulted from the origin of the object of research as well as from the tasks of investigation.

The results have proved the hypothesis of the interdependence of translation strategies and tactics with the pragmatics of the source infomercial text and the expected manipulation effect on the audience.

The most productive translation tactics have proved to be those of the stylistic peculiarities preservation, pragmatic-cultural adaptation and the relevant content culturally proper and linguistically correct presentation.

The most widely used translation operations included transpositions and contextual replacements.

The main difficulties of translation were provided by pseudo-internationalisms, typologically specific syntactic and morphological features,

polysemantics and idiomacity.

The key solutions consisted in the apt selection of transformation models as well as proper translation analogues.

The range of the languages involved in the research encompassed such typologically distant languages as the Germanic (English, German) and the Slavic (Ukrainian and Russian).

The further perspective is seen in extending the range by introducing two Rheto-Romantic languages (French and Italian). The main objective of the researches to follow is understood as the study of the peculiarities of translating infomercials to and from modern Indo-European languages.

#### **Literature**

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## **ВАРІАТИВНІСТЬ МЕТОДІВ ДОСЛІДЖЕННЯ ПЕРЕКЛАДУ ДІЛОВОГО ДИСКУРСУ**

Однією з важливих для будь-якого наукового напрямку характеристикою є методи, використувані в ньому для проведення наукових досліджень.