

ФИО студента	шифр и название специальности	год защиты	кафедра	научный руководитель
Радовильская Катерина Дмитриевна	45.03.02 – Лингвистика (Профиль: Перевод и переводоведение)	2015	Кафедра теории и практики перевода	преп. Карацева Н.В.

Тема: ЭВФЕМИЗМЫ В РЕКЛАМНОМ ТЕКСТЕ. ПРОБЛЕМЫ ПЕРЕВОДА (НА МАТЕРИАЛЕ АНГЛИЙСКОГО И РУССКОГО ЯЗЫКОВ)

ABSTRACT

Subject matter: Peculiarities and Problems in Translation of Euphemisms.

Author: Katerina D. Radovilskaya, 4th year student, Institute of Translatology and Multilanguage Studies.

Supervisor of the project: N. V. Karatseva, Lecturer of the Chair of Theory and Practice of Translation and Interpretation.

Information about the sponsor organization: Pyatigorsk State Linguistic University; 9 Kalinin St., Pyatigorsk, Stavropol krai.

Correctness has become an obligatory part of language practice. It is very important to know the features of the use of the euphemisms in the language to estimate correctly an implied subtext. Most claimed lexico-grammatical transformations are replacement, generalization, semantic development, "slide", addition, omission etc.

The present paper is devoted to the peculiarities of the euphemistic units in advertisements. Its aim is to define and analyze the peculiarities and principals of euphemisms in English and Russian advertising texts.

In the first part of this research theoretical foundations for the present investigation of euphemistic units and advertising texts are given.

The second part shows examples of euphemisms in advertisements from articles of English newspapers, magazines. It touches linguistic and cultural peculiarities of advertising texts. We should take into consideration some ethic and psychological features of the recipient and cultural aspect.

The conclusion contains the basic results of the investigation performed.

The present research is very important because it can help to analyze and avoid some mistakes.