ABSTRACT

Title: Translation of lexical units within fashion.

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Topicality of the research: The given study is devoted to translation of lexical units within fashion discourse. Translation is one of the most important things in communication among people belonging to different cultures. It is especially important while translating fashion texts as it transfers important fashion industry information from one language to another and also helps create Russian discourse on the basis of European pattern. To create a correct and adequate translation it is necessary to follow the rules of the theory of translation.

Objective of the research: is to analyze lexical units within fashion discourse.

Tasks of the research: are as follows: to examine specificity of the fashion texts and problems of their translation; to analyze the work of a translator; to analyze the most common mistakes made while translating fashion texts targeting articles of glossy papers most.

Theoretical and practical significance of the research: The material and results of the study can be used for the analysis of the translation theory and also during the lessons of translation practice and lexicology.

Results of the research: There are different types of fashion translation and each of them is correct in the context of different situations. A type of fashion translation depends on the source where it will be used. That is why fashion translator should follow all the rules and operations listed in this research to improve translating process.