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REALITIES IN THE MIRROR OF MEDIA LANGUAGE:

171

DIFFICULTIES IN TRANSLATION

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Each language is unique and reflects the specific characteristics of a particular nation. One of the most important components of each language is the non-equivalent lexicon – “words and expressions that are specific to a particular national language and express specific concepts ... of the life and culture of a particular nation. It is difficult or impossible to translate them into other languages” [1]. The translation and understanding of such words and expressions pose a major problem for linguists and are the subject of much debate. The category of such words includes word-realities. Domestic realities are elements of everyday life, traditions, behaviours and values that vary greatly from culture to culture. In German-language media, everyday realities are most often represented by topics such as family relationships, cooking, lifestyle, habits and cultural events.

The linguists and translators S.I. Vlahov and S.P. Florin define the concept of realities as “a word that denotes elements of everyday life and culture, historical epochs, social structures, state systems, and folklore, reflecting specific characteristics of a particular people or country that are not typical for other peoples or countries” [2].

As part of our study, headlines from German media publications on the internet were analyzed. Initially, the most popular news publications such as Der Spiegel, Die Welt, and Süddeutsche Zeitung were considered.

Let's look at the headlines of a popular article in Der Spiegel [3]. The headline of the article: „Wie man einen deutschen Sonntag verbringt“. The most important everyday realities: cultural habits, leisure time. This headline reflects a reality related to the traditions of spending time in Germany, especially on Sundays. In German culture, Sunday is often associated with relaxation, family gatherings and various leisure activities. The use of the word „deutsch“ emphasises national identity and conveys a sense of cultural familiarity to the reader.

The title of the article „Die Deutschen und ihre Feste“ contains the most important everyday realities: traditions, public holidays. This title emphasises the importance of festivals in the lives of Germans. The use of the word „Feste“ implies both formal and informal events that are part of the cultural heritage. The article can deal with different festivals, their history and their significance for society.

The following issue of Die Welt [4] is entitled: „Das Geheimnis der deutschen Küche“. The most important everyday realities: Cooking, traditional recipes. The headline emphasises German food culture, which is an important part of everyday life and traditions. The word „Geheimnis“ arouses the reader's interest by inviting them to familiarise themselves with little-known aspects of German cuisine. This provides an opportunity to discuss traditional recipes and their place in the everyday lives of Germans.

The title of the article: „Sport und Gesellschaft - Ein deutscher Alltag“ reflects the most important everyday reality: sporting habits. The title emphasises the role of sport in the lives of Germans, which is an important aspect of their everyday lives. The discussion of sporting habits can include both professional and amateur sport, which helps to understand the social dynamics in Germany.

Here is an example from the third edition of the Süddeutsche Zeitung [5]. The title of the article is: „Familienleben in Deutschland“. The most important everyday reality: family relationships. This title emphasises family relationships and their importance in German society. The topic of family life includes discussion of various aspects such as child rearing, shared leisure time and traditions associated with the family. This provides a context for analysing the current changes in family structures.

The title of the article: „Wohnen in deutschen Städten“ depicts everyday realities such as lifestyle and housing conditions. This title emphasises the living conditions in German cities, a topic that is relevant to many readers. The article can deal with various aspects of urban life, such as the availability of housing, infrastructure and cultural characteristics.

The analysis shows that most of the articles deal with topics related to cultural habits and traditions as well as family values. Cooking occupies a special place, as it is linked not only to daily life but also to the celebration of national traditions. Interestingly, the themes of everyday life in each issue cover different aspects, from public holidays to changes in modern society.

When we talk about the reason for using realia in headlines, it is important to know that realia words are used to draw readers' attention to certain aspects of politics, government, daily life or economics. They allow readers to quickly understand what the article is about and make them curious to find out more. Reality words make headlines informative and interesting.

Cultural differences between countries are a key problem when translating everyday realities. Certain terms or concepts that are commonplace in one culture may be completely unknown or interpreted differently in another. According to Laut Nord (2005), it is crucial that translators understand the cultural contexts in order to avoid misunderstandings. An example of this is the German concept of „Schadenfreude“, which has no direct equivalent in English [6].

National realities, which are reflected in media language, play an important role in intercultural communication. Understanding these realities and translating them correctly can significantly improve the quality of communication between cultures. It is important to remember that every word and expression has a cultural context that must be taken into account when translating.

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