Further we identify the means of the lexical level of the language, which are used most frequently among all the means of all levels. In this group we include: emotional-evaluative vocabulary (here we distinguish verbs, nouns, adjectives and adverbs), fixed expressions and idioms, comparisons, modal constructions.

Finally, we move to the linguistic means of expressing subjective modality at the syntactic level, which includes the following means: syntactic phraseological units and constructions, introductory words and constructions, rhetorical questions, question-answer constructions, exclamations, inversion, and conjunctions.

In the course of our study, we have come to the general conclusion that the English addresser is open to “communication” with the addressee, and, therefore, the English-language articles can be characterized by a high level of expression of subjective modality, here we can clearly observe the "presence" of the author.

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MARKETING COMPONENT OF MOVIE TITLE TRANSLATION

МАРКЕТИНГОВАЯ СОСТАВЛЯЮЩАЯ ПЕРЕВОДА НАЗВАНИЙ ФИЛЬМОВ

It is strongly believed that cinema is a great helper for those who want to avoid being social outsiders and want to be nurtured properly in a positive way. Moreover, it was and still is one of the most significant and understandable arts. Watching films is an integral part of students’ life. Those facts reflect the relevance of my research.

The object of our research is the marketing aspect of title translation of British and American movies. The subject of the research is British and American movie titles. The goal is to study some marketing aspects of title translation and its influence on customers' preferences. In the course of our study we noticed a great difference in the translation of movie titles. We tried to determine the cause of this phenomenon.

Being BSEU student I realize that the saying "money makes the world go round" is true to a great extent. That's why our idea is that the reason for the manipulations with title translations is based on money earning, i.e. involves marketing component. Marketing is defined as the action or business of promoting and selling products, including market research and advertising. Everybody agrees that marketing and psychology have an unbreakable connection because it is impossible to sell something successfully not knowing the subconscious mechanisms that determine people's actions. It is the knowledge of the psychological characteristics of the target audience of the film that helps to make the correct translation of the titles, choose a marketing strategy.

We have analyzed a number of movie titles translations, the cinema industry market in the USA and Russia, the sums of money spent on and got from the film production having chosen them randomly. As a result, we've revealed a correlation. Films with low ratings in the producing country often change their name at shows in the importing country. Consequently, we can distinguish the following types of translation:

- Literal translation ("Avatar" – "Аватар", "Titanic" – "Титаник");
- Translation with modifications ("Ocean`s eleven" – "Одиннадцать друзей Оушена", "The notebook" – "Дневник памяти");
- Complete title change ("Flipped" – "Привет, Джули", "Point break" – "На гребне волны");

In our research, we tried to identify the correlation between the film's rating and the type of the title translation. It turned out that names containing neologisms, proper names are translated literally, as they, as a rule, have high fees. Translation with modification and complete change of names are usually associated with a number of reasons: component of mentality, target audience and box office. In order to study students' preferences in film industry we conducted a survey. We made the following conclusion: the name is being considered by 93% of respondents when they make a decision on watching the film. However, only 33% of them are looking at the original name of the film in the producing country. Many do not even notice a change in the translation of titles, this once again proves the relevance of the work. Despite the fact that I interviewed students of the economic university, only 13% of them look at the budget and box office of the film.