

TRANSLATION OF CULTURE-SPECIFIC LANGUAGE IN NEWS ARTICLES: ALLUSION CASE

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Research purpose. Translating culture-specific items usually involves more than just transferring words from one language to another. In most cases, it goes beyond language proficiency and requires a deep understanding of the cultural background embedded in the content. Culture-specific references often carry nuances and connotations that may not have direct equivalents in the target language, thus demanding careful consideration and creativity from a translator. The current research focuses on cultural sensitivity and **aims** to identify the main patterns associated with the linguistic transformation of allusions while translating news articles from English (the source language) to Lithuanian (the target language).

Keywords: allusions, culture-specific language, translation strategies

Research Methodology. The research provides the theoretical background of the concept of allusion, its types and possible ways of its translation. The scope of practical analysis covers more than fifty examples from the source language texts of a popular weekly British newspaper *The Economist* and the translations of its separate articles in the Lithuanian monthly magazine *IQ*. The descriptive contrastive linguistic method has been applied for processing the collected data.

Results / Findings. The analysis of the occurrences of culture-specific items and their Lithuanian counterparts reveals that the most common allusion translation strategies from the source language into the target one, encompass the direct translations with minimum adjustments, aligning with the rules of the Lithuanian language system. These approaches enable the translator to remain faithful to the source text and effectively convey the original intent to knowledgeable and educated readers. While less common strategies, involving additional allusive guidance, translator's notes, substitution, or omission, when applied with skill, also accommodate the needs of the source language audience. The research also reveals that the choice of an allusion translation method is largely subjective and relies on the translator's personal judgement regarding the most effective approaches to preserve original stylistic qualities, emotional charge, social and cultural conventions.

Originality / Practical implications. The practical implications of the identification of successful allusion translation strategies can be applied to various fields, ensuring effective communication, cross-cultural awareness, and maintaining the richness of the original text.