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... : , , , , ,  
... :  
( ),  
... , «  
... » [1, .73].  
...  
... « ».  
... : , , , , ,  
...  
... (« » [1, .215]),  
... ,

*People and businesses won't benefit.*

*benefit,*

*won't benefit ('*

*(*

1. *?*

*The structure set out by the leaders of Russia, Belarus and Kazakhstan looks solid – at least on paper. Bringing the plan to life is another matter.*

2. *Why should we wait for many millions of US dollars to be invested?*

they.

1. [ ]

*He [Putin] had just announced his intention to stand for the presidency again, so the article was seen as proposal for his foreign political programme.*

2.

*Even better results may be possible, with harvest raised and costs lowered, enabling Belarusian agrarians to sell at least half a million tones of vegetables abroad.*

( )

90-

*The Central Asian Republic was unable to avoid a period of turmoil in the early 1990s, but most suffered from the USSR's collapse, when all connections between former union republics were broken.*

turmoil ( . ' ),

*We must prove that integration is not a political game, but a guide for further improving standards of living – the task of politicians.*

game

*As far as our satellite is concerned, the terrestrial part is ready. All the various control systems now need to be tested, alongside the software – which is being overseen by the British.*

«...».

( . . . ).

*Three articles in Moscow's Izvestiya newspaper presage further integration of Belarus, Russia and Kazakhstan within the Customs Union.*

presage – « . . . ».

[ . . . ]  
*Our conversation at his studio [L. Shchemelev] reveals his innermost thoughts.*

*reveals his innermost thoughts –*

**INFLUENCE OF SUBSTITUTIONS ON THE EVALUATIVE COMPONENT OF MEANING WHEN  
TRANSLATING MASS MEDIA TEXTS**

**T. N. Polevaya**

*The article explores the influence of various types of substitutions on the evaluative component of the meaning, basing on the material provided by mass-media. The author analyzes cases of appearance, change and loss of the evaluative component that may occur when translating from Belarusian into English.*

**Key words:** substitution, generalization, concretization, antonymic translation, evaluative component.

1. . . . - : « . . . . », 1975. – 240 .

2. : - . – 2011. – 11.

23 2012 .