УНІВЕРСИТЕТ імені АЛЬФРЕДА НОБЕЛЯ

МОЛОДЬ УКРАЇНИ В КОНТЕКСТІ МІЖКУЛЬТУРНОЇ КОМУНІКАЦІЇ

МОЛОДЕЖЬ УКРАИНЫ В КОНТЕКСТЕ МЕЖКУЛЬТУРНОЙ КОММУНИКАЦИИ

THE YOUTH OF UKRAINE IN CROSS-CULTURAL COMMUNICATION CONTEXT

LA JUVENTUD DE UCRANIA EN EL CONTEXTO DE LA COMUNICACION INTERCULTURAL

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Матеріали VII Міжнародної науково-практичної конференції студентів і молодих вчених

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PSYCOLOGY

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GENDER IN WOMEN'S PUBLICISTIC DISCOURSE

Anthropocentric concepts of modern linguistics are based on the assumption that a cognitive function of the language is as important as informative and referential. The use of a lexical unit in a particular context is associated with intentions, knowledge, attitudes, personal experience of the speaker and the immersion in the cognitive-communicative process when generating an utterance.

There is no need to prove that a person's gender is "one of his most important existential and socially significant characteristics, which largely determines the social, cultural and cognitive orientation of a person in the world". But gender is not something we are born with, and not something we have, but something we do – something we perform. In 1972, Robin Lakoff published an article entitled "Language and woman's place," which argued that women have a different way of speaking from men – a way of speaking that both reflects and produces a subordinate position in society. Women's language, according to Lakoff, is rife with such devices as mitigators (*sort of, I think*) and inessential qualifiers (*really happy, so beautiful*). Since then, linguists have studied how women and men speak, and how they are spoken of, how and why people change linguistic and gender practices.

A great number of research deals with the problems of gender linguistics as well as the usage of gender marked lexis in different languages. The area which has not yet been thoroughly studied is a publicistic discourse. The publicistic discourse is a subtype of political discourse, it reflects the interrelation of language, ideology and power, thus producing considerable impact on forming and reflecting mass conscience stereotypes, in particular those connected with gender.

Women tend to use many introductory words, modal constructions, clichés, bookish words and phrases, euphemisms, evaluative words and phrases, both simple and compound sentences, syntactical phrases with two negations. Women also more often use punctuation symbols and their speech is usually more emotionally colored in general.

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SLANG USED IN MODERN PSYCHOLOGICAL LITERATURE AND PROBLEMS OF ITS TRANSLATION FROM ENGLISH

Every living language remains a dynamic system that is constantly living and developing, because the vocabulary changes every day, new terms appear in various fields of public communication, there is a need to adapt common and proper names to previously formulated rules. That fact is grounded by the presence of slang in our speech. The study of such concept as "slang" was carried out by such domestic scholars as V. Yelistratov, E. Zemska, V. Kostomarov and others. However, the works of these linguists have the terms "youth slang", "slang" and "jargon" mostly mixed, because the authors do not find a fundamental difference between them. Therefore, there is a need to explore and highlight the essential features and differences between these concepts. Both foreign (E. Partridge, W. Freeman, A. Barrere, C. Leland, D. Burke) and domestic (V. Khomyakov, I. Arnold, T. Solovyova, M. Makovsky, I. Halperin and other scholars) study the problem of slang in more detailed way.

Slang is one of the important parts of speech and can be used in numerous phenomena. It is ambiguous and diverse to interpret that makes it difficult to understand this concept, however, the scholars point out that slang is a set of words that are used within certain groups of people or subcultures and do not have a common recognition.

Slang can be classified on various grounds. For example, according to stylistic features, slang words can be divided into ordinary, i.e. neutral (*Basic, Dad, Dead, Extra, Fam, Obvi, Stan*) and rude (obscene language) (*Dafuq, AF (as f * ck), working girl, zod*).

Also, one of the slang features is the variety of areas of its use, so there are the following groups of slang:

– youth slang;

– computer slang ("*noob*", "*bus*", "*cache*" etc.);

– sport slang ("*the pill*", "*put the biscuit*", "*bougie*", "*skin the cat*");

– criminal slang (*"back off", "beat the rap", "have a grundge*").

– slang of musicians, artists, psychologists, etc .;

Also, slang is used for:

– description of everyday objects: clothes, shoes, household items, food (*"sub", "hoagie", "poor boy", booze, "stuff')*;

– exclamations, congratulations, farewells and greetings: *"Wicked!", " Howdy friend?", "Hold the fort down, will ya?"*

Differentiated names of people:

– by gender: *'shawty", "cutie", "a tough cookie", "Himbo"*;

– by interpersonal relationships: *“hit on”, “knocked up”, “dump”, “bae”, “crush”;*

– by profession: “*wizard”, “white-collar”, “alpha geek”.*

Thus, with the dynamic development of the modern world, language is also developing. In order to be on the same level with this progress, a person must always develop internally. An urgent solution is the study of modern literature on psychology and self-development. Therefore, it is not surprising to use slang and parlance, which facilitates the understanding of complex concepts. However, it is here where difficulties arise in translating such vocabulary from one language into another: what is unacceptable (but may occasionally be used in literature) in one language is acceptable in another, and vice versa. Normative (structural-speech and stylistic) discrepancies between languages become very important. All these circumstances make slang a characteristic object of linguistic and translation analysis. Firstly, to address this issue, it is important to use a differentiated approach considering the age, social and individual features of the character. Secondly, it is necessary to use the expressive means that would be semantically and stylistically equally acceptable in the original, familiar to the majority of target readers and at the same time reliable. For the translation of slang expressions, you can use the same methods of translation as for the translation of literary vocabulary: direct (literal) and indirect (external) translation.

Slang is also one of the genres of language that is changing most rapidly, so the trend of transition of slang into a common language, is gaining momentum. Nevertheless, most slang units remain unclear, therefore, they need a correct comprehensive interpretation and translation.

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TRANSLATION OF ENGLISH PROPER NAMES (BASED ON SOCIO-POLITICAL ARTICLES)

Proper names are words or phrases that denote individual objects, they are an integral part of any language, are used in almost all areas of human activity, reflecting important information about a particular object and its features. In their initial language environment, they have a complex semantic structure, unique features of form and etymology, numerous connections with other units and categories of language. The main functions of proper names are as follows: nominal, identification, differential. As secondary can be distinguished social, emotionally expressive, stylistic functions.

The bearers of proper names can be people, animals, institutions, companies, geographical and astronomical objects, ships, and others. M.P. Kochergan introduced the following classification of proper names: 1) anthroponyms – names of people; 2) toponyms – geographical names; 3) theonyms – the names of deities; 4) zoonyms – nicknames of animals; 5) astronomers - the names of celestial bodies; 6) cosmonyms – names of zones of outer space and constellations; 7) chrononyms – names of time segments associated with historical events; 8) ideonyms – names of objects of spiritual culture; 9) chrematonyms – names of objects of material culture; 10) ergonomics – names of associations of people: societies, organizations; 11) hydronyms – names of reservoirs (rivers, lakes, seas, swamps); 12) ethnonyms – names of peoples, ethnic groups.

Translation of proper names is a peculiar and insufficiently studied lexical and grammatical category, which can be studied in various aspects. Firstly, proper names have a complex semantic structure, reflecting the culture and national characteristics of the country, which must be taken into account when translating. Secondly, inaccuracies and errors in their translation can lead to misunderstandings and, as a consequence, to problems of the legal order.

The most common ways of translating proper names are, 1) transliteration – formal reproduction of the initial lexical unit of the source language using the alphabet of the target language; 2) transcription – phonetic transfer of names as they sound in English; 3) transposition – the use of one language form as a function of another form – the opposite of it in the paradigmatic series of forms; 4) calquing – means of translating the lexical unit of the original by replacing its constituent parts with their lexical correspondences in the language of translation.

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CARACTERISTIQUES DE LA TRADUCTION D'ANNONCES EN FRANÇAIS

Dans le monde moderne, la publicité est partout. Son but est de faciliter les conditions de vie, c'est-à-dire d'aider à la vente. Lors de sa traduction, les problèmes linguistiques sont très importants avec l'adaptation sociolinguistique du texte.

Au niveau phonétique, les créateurs de textes publicitaires utilisent le plus souvent diverses répétitions, à la fois sonores et lexicales: allitération, anaphore, épiphora, rime. Par exemple, des adjectifs et des adverbes sont utilisés dans le texte publicitaire pour transmettre des messages émotionnels afin d'attirer et d'engager les consommateurs. Cette fonction du texte publicitaire est également remplie par des métaphores.

Lors de la traduction, il est important d’adapter les textes publicitaires, ce qui peut entraîner un remplacement complet ou partiel du texte original. L’adaptation est utilisée si le texte original contient des jeux de mots, des rimes, des unités phraséologiques et d’autres éléments linguistiques qui peuvent être perdus ou ne pas être compris dans un autre.

Vous devez également faire attention à la conception phonétique des textes publicitaires. Par exemple, le texte publicitaire «Coca-Cola» en français ressemble à ceci: «Chic, choc, chouette, dimanche». L'allitération dans cet exemple donne au slogan une expressivité sonore particulière.

Le mot «publicité» vient du mot latin «reclamare» - «crier». La plupart des utilisateurs donnent la définition suivante du mot publicité: "le texte publicitaire est toute forme de présentation et de promotion impersonnelle d'idées, de produits et de services".

Le 4 août 1994, sur un promulgué la loi selon laquelle il était obligatoire d'utiliser le français.Autrement dit les produits en provenance de l'étranger doivent avoir des informations détaillées sur leur utilisation.

Dans l'un des magazines français, on retrouve un texte accompagnant les produits d'une célèbre marque automobile annoncée sur ses pages: Nouvelle Opel Astra. Sa conception dynamique commence par le design. L'emprunt utilisé dans le message donne une certaine saveur au produit annoncé et témoigne également des processus actifs de mondialisation qui se déroulent dans la société. Cependant, les publicitaires pourraient abandonner le terme étranger, en le remplaçant par l'équivalent français d'un style ou d'un «stylisme» sans perdre de sens.

Il faut en conclure que la priorité est d'utiliser exclusivement le français dans les textes publicitaires,parce que l'État s’efforce de préserver l'identité de sa langue nationale.

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THE ROLE OR FUNCTION OF ABBREVIATIONS IN THE ENGLISH DISCOURSE

Modern life is progressing every day, it also applies to the vocabulary of any foreign language, new words appear every day - neologisms. Today, English is the most widely spoken language in the world, including media, the global network, as well as diplomacy and business. This phenomenon can be explained by the fact that the beginning of the rapid development of digital technologies was laid in English-speaking countries. It is such a phenomenon as the abbreviation is most often used in the media.

Today's British and Ukrainian periodicals cannot ignore abbreviated use. The abbreviation has attracted and continues to attract the attention of many domestic and foreign researchers, including V.V. Borisova, E.N. Galkina, B.A. Goncharova, V.V. Kubriakova, O. Matsko, A. Pavlova, T. Paizla, A.L. Pumpyanskiy, M. Segal, M. Serdyuk, L.P. Stupina, A.A. Lyta, D.V. Vasilenko, and many others. However, despite the significant volume of publications, the outlined topic is insufficiently studied and requires systematic research. It is this factor that determined the choice of the thesis topic.

Abbreviations can occur in both written and oral language. Navigating them is an integral factor not only for diplomats and business representatives, translators and those who work with English, but also for ordinary people and any other area of our lives, they can even be found in news, text messages, chats. However, abbreviations occupy one of the most important places in the field of business and diplomacy, as there is a lack of time and stressful situations in these areas. They exist for the convenience and brevity of business language.

The most popular abbreviations include: ATTN (Attention), doc (document), HQ (Headquarters Meetings), B2B (Business-to-Business) etc.

From the above, it should be noted that to study abbreviations is quite relevant today and is considered the integral part of our lives, we can meet them everywhere. Due to today's fast-paced life, society has less and less time to exchange information, and if it is a really important message, it needs to be abbreviated. The lexical units of appears reduction phenomenon as one of the promising manifestations activity speech and speech processes rationalization.

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THE CATEGORY OF NEGATION AS A LINGUISTIC PHENOMENON OF ENGLISH-LANGUAGE PUBLICISTIC DISCOURSE AND THE PROBLEMS OF ITS TRANSLATION INTO UKRAINIAN

Negation is one of the most important language categories, which is considered to be a mental operation. The philological nature of negation is stipulated by the desire of a man to differentiate the phenomena of reality carrying out that directly in language.

The famous linguist O.M. Pieshkovskyi noted, the essence of the category of negation has great psychological and mainly logical significance (because assertions and negations mutually determine each other, and where there is no assertion, there is no truth, there is no human thought).

The Ukrainian and English languages differ significantly in various aspects, including the application of the category of negation, since it has a complex and multifaceted semantics as well as numerous means of expression. Neither domestic nor foreign theories of the English language have a unified classification of ways to express negation.

The theoretical basis of the given study is grounded on the works of linguists, in particular, O.V. Novosylets, A.Yu. Paslavska, K.A. Rozumna, L. Riabokin, O.O. Selivanova, G.Ya. Solganik, S.I. Smetanina, S.I. Terekhova.

Analyzing the articles, it is possible to state that only one objection is possible in English in a simple sentence (i.e. one negative word or particle), while in a Ukrainian simple sentence there can be two or more objections. Negative sentences have a predicate with no verbs *to be*, *to have* as well as auxiliary and modal verbs (except for the modal verb *have*). In this case, the predicate is expressed by any verb (except *to be* and *to have*) in Present Indefinite or Past Indefinite.

After exploring and translating the sentences of publicistic discourse, we may conclude that the most examples include the sentences requiring the literal translation to render the negative structures directly. One of the most frequent translation methods, as the analysis showed, is a change of utterance modality, in other words, there is a replacement of modal verbs at the semantic level. The translator can also use the grammatical and lexical transformations, such as omission, concretization, antonymic translation when translating negative sentences.

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TYPES OF ABBREVIATIONS OF ENGLISH SCIENTIFIC AND TECHNICAL DISCOURSE AND THE WAYS OF THEIR TRANSLATION

The current trend towards simplification of the information causes the vast use of abbreviations, especially in English scientific and technical literature. Globalization also actualizes the problem of translating abbreviations and the ways of their rendering into Ukrainian.

After analyzing the existing definitions of the term “abbreviation” proposed by tmodern linguists N. Klimenko, I. Vyklyuk, O. Selivanova, D. Sinelnikova, E. Matiello, we have determined that abbreviations are units formed by reducing the word or combination of words to the level of sounds or letters, syllables or other fragments.

The problem of classifying abbreviations deals with the number of principles of classification: the principle of reduction (A. Luta, L. Sapogova, R. Quirk), the principle of reading (L. Denisyuk), the functional features (V. Pavlyuk). Another linguists distinguish abbreviations into clippings, blends and acronyms.

Clipping is a common type of abbreviation in scientific and technical discourse. Conventionally, we have divided clippings into general or interdisciplinary and clippings used in one area of knowledge. Clippings can be translated with the help of the following ways:

● with selection of abbreviation-equivalent (*in – дюйм*, *gal – галон*),

● with translation of the appropriate full form of a word or phrase (*Maths – математика, int (internal) – в/в (внутрішній)*,

● with direct loan without translation, if it is an international abbreviation (*C (Centigrade) – C (Цельсій), F (Fahrenheit) – F (Фаренгейт)*.

General scientific abbreviations are mainly translated with equivalent translation, while industry abbreviations are often given in full.

Blends (formed with the reduction of medial segments of original form) can be used both to reduce existing terms and concepts, and to nominate new extralinguistic phenomena. Blends existing in two kinds and the kind of blends influences the way of their translation. The translator can reproduce the first group using the abbreviation-equivalent (*gm – g, cm – cm*) or simply can render the full form (*ab – антитіло*, *compole – комутуючий полюс)*. However, these ways of translations cannot be applied to the second group of blends – new nominations. To translate the blends identifying new notions transcoding (transcription or transliteration), as well as calque are used: transcription (*Euroshima (Europe Hiroshima) – Євросіма*), transliteration (*cyborg (cybernetic organism) – кіборг*), analogue translation (*decathlete (deca athlete) – десятиборець*), calque rendering word-formation model (*wholphin – касаткодельфін*).

Having studied acronyms used in scientific and technical texts, and analyzed their translation, we have defined the main ways of their translation: equivalent abbreviation (*PC (personal computer) – ПК (персональний комп'ютер)*, translation with the full form or descriptive translation (*VTOL – вертикальний зліт і посадка*), transcoding (*КЛАС – CLASS*), without translation borrowing of English abbreviation (*HTML)*.

After analyzing clippings, blends, acronyms of scientific and technical discourse in the functional, structural-semantic, and translation aspects, we have concluded that they are used to reduce language efforts and language tools, to nominate new specific concepts and phenomena. Translator should pay attention to the problem of broad homonymy of abbreviations in scientific and technical texts which requires careful context analysis, and apply the appropriate way of their translation.

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PECULIARITIES OF TRANSLATION OF INTERNATIONALISMS IN THE TEXTS OF ECONOMIC DISCOURSE

International word is a borrowing that appears in several languages. Originally, it has a similar or identical meaning. They give particular specification to the notions of a global importance of the inner word-from in technology and science fields, politics, culture, art and functioning in diverse, unrelated languages. Internationalisms appeared because of loans from alternative origin languages, therefore they have equal or corresponding graphic form so that they are identical in pronunciation.

Throughout such a period of linguistic development, relations of interlanguage have always been under the study of linguists: L.V. Shcherba, A.E. Karlinsky, Yu.A. Zhluktenko, V.Yu. Rosenzweig, M.M. Mikhailov, L.P. Krysin, U. Weireich, E. Haugen and others. Peculiarities of interpretation of “false friends of a translator” are an embarrassing and overriding task for specialist translators. Such leading researchers studied this issue: Ya.I. Retsker, T.A. Kazakova, N.A. Chitalina, V.N. Komissarov, B. Klimzo.

There are no particular challenges in translation if internationalism coincides and fully corresponds in meaning. Therefore, if a word-combination in the original language and in the transplant phraseology is identical in the graphic form, but while translating they express a diverse concept, such difficulties can lead to the phenomenon of "false friends of translators" or as they also called "pseudo-internationalisms". Interpretation misunderstandings of such words occur because a linguist leaves behind such essential part as “usage of a word” and he is impressed by the identical spelling and admits textualisms in text of translation and breaks the norms of the object language.

Explanation of internationalism is not difficult, since the English word prompts the translator with the inner form of the word of the local language he needs. Often a specialist has to deal with primary source of language and local language words that are similar in graphic form, but diverse in definition that is pseudo-international words. Therefore, the peculiarities of explaining “false friends of the translator” are more likely to be a compound issue that requires an observant approach from those who are concerned in translation problems.

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DIFERENCIA ENTRE EL ESPAÑOL DE ESPAÑA Y EL DE MÉXICO

El español es el idioma más utilizado en el mundodespués del inglés. Esto nos da una idea de la importancia de este idioma. Pero el uso del español como lengua materna no se limite por la Península Ibérica. Los países de Latinoaméricaconvirtieron en otro bastión de la lengua española. Nos gustaría analizar el español en México donde usan su variante. Entonces se pone una cuestión: ¿hay alguna diferencia entre el español de España y el mexicano? ¿O es solo otro dialecto?

La principal razón de las diferencias es la distancia entre estos dos países. Cuando en el siglo XVIlos primeros colonizadores llegaron al México, utilizaban el lenguaje de esa época. En España, el idioma continuó evolucionando y cambiando mientras que en México se quedó “conservado” durante mucho tiempo. Por eso muchas palabras que en España se consideran arcáicasen México todavía son utilizadas.Aquí ponemos unos ejemplos de la diferencia entrepalabras de España y los de México: *cerradura (esp) – chapa (mex); manta (esp) – cobija (mex); hambriento (esp) – hambreado (mex); tonto (esp) – zonzo (mex); albaricoque (esp) – chabacano (mex).*

Otra gran influencia a la lengua de México fue la de los pueblos indígenos. Desde la colonización y la posterior independencia de México, muchos pueblos indios y aztecas vivían en su territorio. Así muchas palabras, llamados “nuatlizmos”, fueron adoptados al idioma moderno del México. Ellos se utilizan comúnmente para referirse a la flora y fauna.

Aunque el español de México se considera como conservador, actualmente han aparecido muchos neologismos, especialmente anglicismos, tales como: shorts, en vez de pantalones cortos, office boy en lugar de mensajero. Sin embargo, estos no son los únicos desacuerdos. Por ejemplo, en el español de México no hay diferencia entre vosotros y Ustedes. Solo se usa la forma de Ustedes. Tampoco en México se usa el pronombre del objeto indirecto “le”, hay solo la forma de “lo”. Y también la pronunciación de las palabras en México es diferente. Es más susurrante, y algunas letras se omiten por completo.

En conclusión se puede notar que el español de México es diferente del español en España. El español mexicano tuvo su camino de desarrollo, lo que le dio las características de una lengua distinta.

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FEMININE NOUNS IN ENGLISH PUBLICISTIC DISCOURSE AS PHILOLOGICAL PHENOMENON AND THE PROBLEMS OF UKRAINIAN TRANSLATION

According to the gender terms dictionary, feminine nouns are the words for women, girls and female animals, they are paired with the masculine nouns. Feminine nouns are used to reduce the gender blindness, increase the gender sensitivity, and display women in the language.

Feminine nouns are widespread in the world, and, of course, there are a lot of such words in English as well. Feminine nouns attracted the greatest attention during the second-wave feminism movement in 1960s – 1990s. Mary Bucholtz, a professor of linguistics at UC Santa Barbara, in her “The feminist Foundation of Language, Gender, and Sexuality Research” mentions that the second-wave inspired the big language, gender and sexuality researches. Liberal feminist linguistics was extremely influential aimed at eradicating the most overt forms of sexism in the English language. For example, such masculine noun as “fire*ma*” did not have any similar feminine nouns, though women also could be the firefighters, so there was a need to create a word “fire*woman*”. Also, it was an ordinary thing to create separate job listings for men and women. Nowadays in the media we can find some articles like *“It's time to drop gendered job titles!”*, obviously, not all the specialists agree with that.

We also can find feminine nouns in Ukrainian. Maria Brus, Candidate of Philological Science and Associate professor of Ukrainian language department at Vasyl Stefanyk Precarpathian National University, made a few language history studies and she mentions that feminine nouns were widely spreading in the first writings in the 11th century. There were about 200 words. For example, we can find such words as: “*вънука*” *and* “*тетъка*” display women in families, “*печица*” and “*заступьница*” are like job titles, “*болярычьна*” and “*попадья*” display the women social status. It is equally important to mention that feminine nouns were used in different pieces of writing such as chronicles, fiction, law and religion, etc.

Feminine nouns in English media can cause some problems for Ukrainian interpreters and translators. In 2020 Ministry of the Economy issued an order №1574, with the reference to some orthographic rules that have been changed. Section 'Spelling Suffixes' says that we can create feminine nouns with such suffixes as: *-к-*, *-иц-(я), -ин-(я), -ес-*. It helps a lot, an interpreter receives some ready variants to translate feminine nouns from English into Ukrainian, but not all the words have dictionary forms, so an interpreter can face some problems again.

When translating, you should pay attention to the word root, interchanging consonants rules, and lexical meaning – for example, there is a masculine noun "*вівчар*" (shepherd), and you cannot use the suffix *-к-* to create the feminine noun "вівчар*ка*", because it's the well-known name of the dog breed. So, in some cases interpreter has to take decisions by him/herself with the help of the Ukrainian orthographic rules and his/her subjective perception of sonority. Also, an interpreter can be driven by his/her attitude on feminine nouns, it can be negative, so an interpreter can refuse to use feminine nouns in the Ukrainian translation. In this case an interpreter can lost main text elements and it can cause some misunderstandings.

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FEATURES OF TRANSLATION OF ENGLISH LEGAL TERMS

Legal documents being official records of social, economic, political global development drive modern international communication, so it is necessary to know clearly how to reproduce them correctly and reliably from one language into another one. Legal translation is defined as the translation of a text used to transmit legal information between people who speak different languages.

The legal language contains a number of unusual features that are associated with the terminology, language structure, linguistics, symbols, and punctuation. The development of English legal terms is closely connected with history and traditions based on common law.

The term is an emotionally neutral word or phrase that is used to express accurately the concepts and names of objects. The main function of terminological vocabulary is nominative because the terms refer to special concepts from different fields of human knowledge. Based on the structure of legal English terminology, it is possible to reveal its essence and highlight its main features when translated into Ukrainian. All terms by their structure are divided into, 1) simple; 2) complex; 3) terms-phrases. They also differ in syntactic type: one-component, two-component, three-component, and multicomponent.

Terms that have equivalents in common vocabulary in modern language are relatively infrequently used in documents. The transfer of English legal terms in the Ukrainian language requires some profound knowledge in the field of Law. It is necessary to understand the meaning of terms in English and correspondent terminology in the target language and take into account all the lexical and syntactic functions when translating documents.

In general, there are many rules for the transfer of legal terms in the Ukrainian language, which are very important to understand. So, legal translation is considered one of the most complex types of translation, so it should always be accurate and reliable.

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LES UNITES PHRASEOLOGIQUES FRANÇAISES EN ANGLAIS

Comme on sait, les bases du fonds lexical et phraséologique international des langues européennes remontent aux langues grecque et latine. La langue française après le latin, a renforcé l'influence romane sur le développement de la phraséologie internationale, ayant un impact significatif sur la formation de toutes les langues d'Europe. A present l'emprunt de mots étrangers est déterminé par les contacts des peuples. Des liens avec le monde et la langue française se retrouvent en Angleterre du haut Moyen Âge jusqu'à present.

Il est d'usage de distinguer deux grandes étapes de l'emprunt à la langue française:

1) les anciens emprunts français (XII-XVI siècles);
2) les nouveaux emprunts français (après le XVI siècle).

La durée de l'influence, l'affinité des systèmes graphiques – tout cela a contribué à l'assimilation profonde dans la langue anglaise d'un énorme afflux de mots et de phrases d'origine française.

Tant en anglais que dans d'autres langues, une certaine partie d’expressions empruntées au français est tracée. Les gallicismes traduits sont largement utilisés dans le discours oral et écrit: par exemple, affaire de cœur – *affair of the heart*; affaire d'honneur – *affair of honour* ; brûler la chandelle par les deux bouts – *burn the candle at both ends*; citoyen du monde – *a citizen of the world*; Chevalier sans peur et sans reproche – *Knight without Fear and without Reproach*; crème de la société – *the cream of society;* danse macabre – *the dance of death*; dette d'honneur – *debt of honour*; dorer la pilule – *gild (sugar, sweeten) the pill*; faire une scène à quelqu'un – *to take a scene*; l'art pour l'art – *art for art's sake*; le jeu ne vaut pas la chandelle – *the game is worth the candle*, etc.

En outre, dans la vie quotidienne des deux peuples, il existe de nombreux mots-clés qui remontent à la langue latine, dont le vrai sens n'est révélé que lors de la connaissance du mythe, de la légende historique ou du fait correspondant: pomme de discorde –*an apple of discord*; talon d'Achille – *the heel of Achilles*; fil d'Ariadne – *Ariadne's thread*; victoire à la Pyrrhus – *Pyrrhic victory*; corne d'abondance – *horn of plenty*, etc.

Les unités phraséologiques interlingualesuniverselles sont une composante importante de la langue et de la culture nationales, de la beauté et du courage de la pensée, tout en soulignant l'originalité d'un système linguistique particulier.

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THE PECULIARITIES OF USING AND TRANSLATING ABBREVIATIONS OF ENGLISH PUBLICISTIC TEXTS

The topic of the research is relevant due to the fact that the abbreviation of words remains a significant phenomenon of colloquial speech and publicistic texts, both in English and Ukrainian. Some abbreviations or acronyms are so ingrained in modern speech that people use these lexical units without even considering their meanings. Shortening words during translation saves time and space. Nowadays abbreviations are formed rapidly due to the necessity to process and publish more and more data as soon as possible.

The problems of translating abbreviations used in publicistic texts have been studied by many researchers such as I.A. Potapova, I.V. Arnold, A.P. Sokolenko, E.L. Voloshyn, V.V. Borisov, and many others.

First of all, the abbreviation is the process of omission of letters from one or more parts of a whole, for example, Bachelor of Arts – BA.

V.V. Borisov offers such classification of abbreviations: 1) aphaeresis: *copter – helicopter – гелікоптер*; 2) syncope: *specs – spectacles – окуляри*; 3) apocope: *doc – doctor – лікар*; 4) initialisms: each letter is pronounced separately *DIY – do it yourself – зроби сам*; and as a whole word *SAC – Strategic Air Command – стратегічне авіаційне командування*; 5) acronyms: *M.P – Member of Parliament – член парламенту*; 6) blendings: *smog – smoke+fog – смог*; 7) Latin abbreviation: *i.e. – id est – that is – тобто*.

Researchers define among the most common ways of translating abbreviations as:

1. Translation as a certain appropriate full word or word combination: *British Medical Association – BMA – Британська Медична Асоціація*.

2.Transcribing or transliteration is used to translate considerable international organizations, corporations, etc:*NATO – НАТО*.

3. Translation as a certaininitialism. This method is used when a corresponding abbreviation exists in TL: *WHO – ВООЗ*.

In the course of the investigation we have found out that the first way of translation is the most widespread (48%), then comes translation as certain initialisms (36%) and transliteration makes up only (16%).

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FEATURES OF TRANSLATION OF BUSINESS CORRESPONDENCE

Nowadays, linguistics studies many problems, one of which is called “translation”. In the modern world, the translation of business documents is one of the most popular types of translation. Business documents and correspondence belong to the official business style, which is why they are highly standardized compared to other types of texts. The central place in the ideas of discourse, translation and business style is taken by the works of such well-known linguists as M.L. Makarov, S.V. Vlasenko, V.I. Karasik, V.N. Komissarov, V.B. Kashkin, S.I. Vinogradov and others.

The problem of translation of business documents is very significant. After scientific observation and discourse analysis, one can systematize the features of the translation of business documents. Grammatical and lexical features are used in the translation of business documents.

The basic lexical features of the translation of business documents are clichés, reductions in translation and abbreviations, which can vary depending on the type of document. Abbreviations of the original text should be translated according to generally accepted rules. Translation of lexical units cause difficulties due to the lack of an unambiguous equivalent, the translator can resort to occasional correspondences by: 1) introduction of a new lexical unit by means of transcription; 2) use of translation tracing paper; 3) lexical substitution; 4) use of descriptive translation.

Implementation of the translation from one language to another is impossible without any kind of grammatical transformations. The basic grammatical features of the translation of business documents are the use of modal verbs, transcription of names and surnames, the use of clichéd phrases. In translation of business documents, you must follow strict rules and use standard language examples.

After some research, we can distinguish the distinctive features of the business style: 1) the use of words in their direct meaning; 2) the use of English abbreviations, 3) the use of phrases and clichés.

The task of translating texts that belong to the business official style is to adequately convey the meaning of the original in the form that is as close as possible to the content of the original text. The process of translating business documents is informative, since its task is to convey the content. The translation of official business documents must be clear, accurate and concise, and should correspond with generally accepted linguistic standards. Translation of business documents is one of the most difficult types of translation, as it requires a certain and extensive knowledge of the theory of discourse and professional translation skills from the translator.

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FEATURES OF THE USE AND TRANSLATION OF ABBREVIATIONS IN NEWSPAPER AND JOURNALISTIC TEXTS

In the twentieth century, mass media began to develop rapidly. In today's world the amount of information has grown and the translation of newspapers has become one of the most important and interesting problems of the present. The question of reducing names of the organizations and institutions and also their translation and the translation of scientific abbreviations in journalistic texts became topical. Therefore, a high percentage of philologists began exploring this translation specifics.

Researchers that were involved in the study of this matter were O.S. Akhmanova, V.N. Komissarov V.V. Borisov, D.I. Alekseeva, E.P. Voloshin, R.I. Mogilevsky, N.N. Segal L.A. Shelyakhovsky and V.I. Karaban

By definition of O.S. Akhmanova the abbreviation is a word formed by shortening of the word or phrase and readable according to the alphabetic name of initial letters or on its initial sounds of the words. We can already see the first abbreviations in ancient manuscripts. Nowadays, we can surely tell that the abbreviation "came out of the shadow" and took its rightful place among the most productive methods of word formation in English.

V.N. Komissarov points out the following types of abbreviations in English: abbreviations of initial type (alphabetic and sound), the mixed type and abridgements. Abbreviations can form various groups. They can form various groups. For example, identical abbreviations, abbreviations that can consist of letters and figures, just letters, and also can be borrowed from the third language. In English there are so-called abbreviation words which are also known semantic abbreviations.

V.I. Karaban identifies the next ways of the translation of abbreviations: transliteration, transcription, tracing, explication and the equivalent translation. Also, we can note other types of the translation presented by V.V. Borisov: the translation by the corresponding reduction, transcription or a transliteration, a descriptive method, and also creation of new Ukrainian shortening using a method of direct borrowing into Ukrainian.

Not only translation, but also decoding of abbreviations has always been the difficulty for a reader or listener. It is explained by the fact that there is a lot of abbreviated or other shortening which are not fixed in dictionaries. They are rarely used and are copyrighted. Therefore, if we use certain abbreviations in the texts, especially journalistic, first of all, we need to refer to the special dictionary.

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LES FAUX AMIS DU TRADUCTEUR

Lorsqu'une personne commence à apprendre une langue, elle est tôt ou tard confrontée à un phénomène linguistique tel que les faux amis du traducteur. Quand on voit des mots tels que: *porte-monnaie, bouillon, trottoir, parachute, toilette, couloir*, puis, sans hésitation, nous les traduisons comme *«порт-моне», «бульон», «тротуар», «парашют», «туалет», «коридор»*. C'est naturel, car de nombreux mots sont venus du français dans la langue russe, mais tous les mots ne sont pas français, bien que beaucoup de mots leur soient similaires.

La terme «les faux amis du traducteur» est utilisé dans la langue afin d'exprimer la similitude phonétique entre des mots qui ont des significations différentes dans différentes langues.

Dans cet article, on voudrait se concentrer sur des mots qui semblent similaires en français et en russe. Nous déterminerons ce que signifient vraiment ces mots:

1. accord – соглашение, договор, согласие (не только аккорд);
2. anecdote – любопытный случай (не анекдот = blague);
3. balade – прогулка (не баллада = ballade);
4. banc – скамейка, лавка, мебель (не банк = banque);
5. canicule – жара, волна тепла (не каникулы = vacances scolaires);
6. champignon – любой гриб (не шампиньон = champignon de couche);
7. division – деление, разногласие, дивизия, отделение, группа, лига (не дивизион = groupe, escadrille);
8. évacuateur – водосливный, водослив, водоспуск (не эвакуатор = dépanneuse);
9. magazine – журнал (не магазин = magasin);
10. nul – никто, никакой, нулевой, ничтожный, неощутимый, недействительный, тупица, никудышный (не нуль = zéro);
11. patron – покровитель, заступник, предприниматель, владелец предприятия, хозяин, руководитель, шеф, шаблон, выкройка, трафарет (не патрон для стрельбы = cartouche, не патрон технический = mandrin, не электрический патрон = douille);
12. pénal – уголовный (не пенал = plumier);
13. rayon – луч, излучение, радиус, спица, соты, ряд, полка, отдел (не район = région, zone, contrée);
14. royal – королевский, царский, роскошный, великолепный (не рояль = piano (à queue));
15. sable – песок, соболь (не сабля = sabre);
16. visage – лицо, облик, картина (не визаж = maquillage).

Ce ne'st pas toute la liste de ces mots, mais en apprenant même ceux-ci, vous pouvez éviter de graves erreurs. Pour une traduction de haute qualité, il est très important de connaître ces mots, car une traduction incorrecte peut en déformer le sens.

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FEATURES OF TRANSLATION OF TERMINOLOGICAL LEXIS IN ADVERTISING TEXTS

In the modern world, advertising has become an integral part of everyday life. First of all, it accompanies us while watching TV programs, we hear advertisements when we turn on the TV, we meet it in magazines, newspapers and the Internet. When translating terms in advertising, there are several translation features and different types of problems that can cause difficulties for translators. The specificity of the translation of terms lies in the fact that the most important condition for achieving equivalence is to preserve the content accuracy of the translated units in the translation, ensuring the absolute identity of the concepts expressed in terms of the two languages.

The main problem that a translator experiences when choosing the necessary term in their native language or the equivalent to the terminological unit of the English language, arises due to the absence in the native language of stable terminological units with the same exact meaning.

Therefore, to solve this difficulty, there are different methods in translation so as not to distort the meaning and to perform the translation exactly. First of all, this is the selection of an equivalent from English into native language. Equivalent represents words or phrases that have a complete match in another language. Equivalents may be complete (covering the meaning of a foreign language word completely) and partial (the correspondence refers only to one of the meanings); absolute (belong to the same functional style and have the same expressive function), and relative (correspond in meaning, but have a different stylistic or expressive coloring). Secondly, there is the use of analog that is the linguistic unit of the source language transmitted by such a unit of the target language that causes a similar reaction by the foreign reader.

The third and most important method of translation is the descriptive translation. In other words, descriptive translation conveys the subject-logical meaning of a word. But on the other hand, the disadvantage is a strong clutter in the proposal. For instance, the phrase “*predatory competition”* can be translated as phrase *“конкуренция, с целью устранить конкурентов”*. Descriptive translation makes it possible to accurately express the meaning of a term, but at the same time complicates the syntactic structure of sentences in the text of the target language.

As a result of the analysis, we can say that there are many features of translation and translation problems of terms in advertising discourse, but descriptive translation is one of the most accurate and necessary methods of conveying accuracy.

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LINGUE NEOLATINE IN TERMINI DELLO STANDARD

Tutte le lingue romanze, più precisamente il portoghese con la variante peninsulare e brasiliano, lo spagnolo o il castigliano con le forme esistenti in America, il francese e le sue varianti, l'italiano e il rumeno, sono considerati le più belle per quanto riguarda la pronuncia e la bellezza dei suoni.

Vale a evidenziare lo spagnolo e l'italiano che si distinguono per la loro melodia e il fortissimo temperamento linguistico. Queste lingue suonano in una maniera efficace in qualsiasi forma, cioè nel vivo linguaggio quotidiano, nei discorsi ufficiali, negli spettacoli teatrali, in poesia e certamente nelle canzoni.

Lo spagnolo e l'italiano a volte sono così simili che un inesperto non può distinguerli. Ciò rende relativamente facile ottenere una ragionevole competenza imparando l'uno o l'altro; sebbene possa anche rendere questo difficile in certi modi, perché ci sono anche differenze fondamentali che significano che l'apparente somiglianza può essere ingannevole. Sia l'italiano che lo spagnolo derivano dal latino e non hanno avuto l'intervento germanico.

Come è notato sopra, entrambi, infatti, derivano specificamente dal "volgare" o "tardo latino", parlato da persone meno istruite alcuni secoli dopo Cristo (in particolare, nel caso degli spagnoli, i soldati romani di tutto l'Impero che usavano il latino tipicamente come seconda lingua).

Le differenze derivano in gran parte dal metodo di standardizzazione. In sostanza, lo spagnolo standard moderno è una standardizzazione successiva rispetto all'italiano standard moderno. Nel caso dello spagnolo, la base è la lingua della penisola iberica centrale che si è spostata verso sud per comprendere l'intera Andalusia. Lo "spagnolo dell'età dell'oro" era la lingua di El Cid e della Spagna imperiale, ma il sistema ortografico fu ulteriormente adattato successivamente per tenere ulteriori cambiamenti fonologici.

Pertanto, lo spagnolo scritto standard è progettato in modo abbastanza accurato per riflettere il modo in cui viene parlata la lingua moderna. Nel caso dell'italiano, c'era effettivamente una "ristandardizzazione" di una versione, basata sulla città toscana di Firenze – casa dell'autore medievale Dante. Ciò significa che lo standard è in qualche modo più prescrittivo – piuttosto che riflettere la maniera in cui le persone parlano, c'è un'ampia varietà di versioni che rende difficile la comprensione comune in tutta la penisola italiana.

Lo “standard” è in realtà basato su una versione più vecchia dell’italiano, quindi più vicino al latino rispetto allo spagnolo e, in secondo luogo, che i dialetti parlati dell’italiano sono ulteriormente allontanati da quello “standard”, sebbene ora stiano rapidamente cambiando. Lo standard c’è, però le varietà esistenti della lingua ci fanno dimenticare di farne a meno.

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CARACTERISTIQUES DE L'UTILISATION D'UNITES PHRASEOLOGIQUES SYNONYMES EN FRANÇAIS

Lors de la construction d'une phrase en français, vous pouvez souvent rencontrer des difficultés telles qu'une mauvaise sélection d’un mot par son sens. Les synonymes sont des mots dont le sens est similaire. Par exemple, *le mot agréable a plusieurs synonymes: sympathique, plaisant, réconfortant.* Autrement dit, tous ces mots signifient agréable, mais chacun d'eux a sa propre nuance de sens et est donc utilisé dans la situation appropriée. Et pour éviter un incident, il est important de connaître ces nuances.

Il y a, bien sûr, des synonymes complets, c’est-à-dire ceux qui coïncident absolument entre eux dans le sens. Mais cela n'arrive pas si souvent, et principalement dans la terminologie scientifique, par exemple: une voyelle labiale – une voyelle arrondie.

Le plus souvent, nous rencontrons des synonymes partiels dont le sens ne coïncide pas complètement. Par exemple, *les mots comment et hein ont la même signification que, mais leurs connotations lexicales sont trop différentes.* Le commentaire est utilisé de manière interrogative comme un mot interrogatif. Dans le même temps, *Hein agit comme un point d’exclamation lorsqu’il exprime la surprise.* Comparons ces deux synonymes dans des exemples: Comment t’appelles-tu? *Et Hein! Qu’en dis-tu?*

Dans la langue française, les séries synonymes sont créées non seulement à partir de phrases phraséologiques utilisées dans un but expressif pour donner plus de vivacité, d'imagerie, d'expressivité à la parole, mais aussi à partir de phrases stables qui, en raison des tendances analytiques inhérentes à la langue française, servent à nommer simplement les phénomènes (faire peur, avoir de la chance). Par conséquent, le phénomène de synonymie phraséologique en français est très courant et les unités phraséologiques entrant dans des relations synonymes ont des caractéristiques structurelles et sémantiques très différentes. Malgré la grande prévalence de la synonymie dans la phraséologie de la langue française, jusqu'à présent, cette question, comme on l’a déjà noté, reste l'une des complètement inexplorées, et pourtant sa signification scientifique et pratique est incontestable. Le grand intérêt théorique et pratique pour l'étude de la synonymie phraséologique est associé au rôle important que joue la phraséologie dans le vocabulaire de la langue française et au fonctionnement des synonymes. Il est bien évident qu'en parlant de l'exemples de synonymes, il est impossible de séparer complètement la synonymie du dictionnaire de la synonymie des phrases phraséologiques, car ces dernières, étant souvent des équivalents de mots, sont bien sûr caractérisées par un certain nombre de caractéristiques spécifiques. Inhérent aux mots. Néanmoins, il est difficile de supposer que les synonymes phraséologiques n'ont pas leur propre spécificité.

Si le mot sert principalement à des fins de communication, l'écrasante majorité des unités phraséologiques ne sert pas tant aux fins de communication que les fins d'expression, d'expressivité et d'utilisation stylistique (dans une plus grande mesure que les mots). Même ces phrases, qui ne sont caractérisées que par la fonction de dénomination, ne sont pas non plus dépourvues d'expressivité. La signification de ces unités phraséologiques, en comparaison avec la signification des mots, se caractérise par une plus grande concrétude et expressivité. *Ainsi,* par exemple, *selon R. Georgen, la phrase stable faire impression est plus expressive que le verbe impressionner.*

Une caractéristique intégrale de nombreux virages stables est leur imagerie, qui est généralement créée en repensant une phrase libre, et pas en repensant le sens principal, comme c'est le cas avec le mot. Par conséquent, dans le mot, avec le figuratif, le sens direct est également préservé, et lorsque le renouvellement phraséologique est formé à partir d'une phrase phraséologique libre, sa structure sémantique n'inclut plus le sens de cette phrase libre, sur laquelle un chiffre d'affaires phraséologique figuratif est créé. Par exemple, *prendre la mouche, avoir du foin dans ses bottes.*

Souvent, un seul et même concept est exprimé en deux tours différents dans la forme et l'imagerie, uniquement parce qu'une image différente, une association différente, est apparue dans l'esprit d'une personne.

Selon Arnold IV, nous trouvons la déclaration suivante à propos des synonymes absolus: "Selon la façon dont les éléments d'une paire ou d'un groupe de synonymes diffèrent les uns des autres, et s'ils diffèrent du tout, les synonymes sont distingués idéographiques, stylistiques et absolus."

Pototskaya donne un certain nombre d'exemples à l'appui de l'existence de synonymes absolus. Cependant, cette affirmation de l'auteur est sensiblement adoucie en soulignant la courte durée de l'existence de ce phénomène linguistique.

Ainsi, les arguments présentés pour prouver l'existence de mots-synonymes équivalents dans la langue, dans la plupart des cas, comme nous l'avons vu, ne sont pas étayés par les illustrations correspondantes, ou sont basés uniquement sur les spécificités d'une langue donnée, ou finalement conduisent à une conclusion bien connue, que ce phénomène linguistique est rare et de courte durée.

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TYPES OF YOUTH SLANG IN MODERN ENGLISH

Slang is a language of a highly colloquial style, considered as the level of standard educated speech, and consisting either of new words or of current words used in some special sense. People use slang for a number of reasons: to be picturesque, arresting, striking and different from others. The notion of slang has been considered by the following linguists as H. Elsen, E. Neuland, E. Beregovskaya, J.B. Greenough, J.L. Kittridge and many others.

Youth slang is an interesting linguistics phenomenon, the existence of which is not restricted by age-specific, but also by social, time and dimensional limits. Several examples of English youth slang with translation into Ukrainian are added: *bucks* – бакси, *dod* – батя, *cabbage* – бабло, *noob* – салага, *dig* – ловити кайф,

Linguists today define the following types of slang as youth slang, professional slang or argot.

Youth slang is considered as slang of students, schoolchildren, and people who relate to themselves in different subcultures such as punks, bikers, hippies, etc. Examples:

1) Hey, your outfit today? Seriously on fleek! – *О, дивись, це новий лук в тебе сьогодні? Очманіти!*
2) Adele's new album slayed. – *Новый альбом Адель убив усіх наповал.*
3) Leonardo Wilhelm DiCaprio is a GOAT! – *Леонардо Ді Капріо самий класний!*
4) Spill the tea! I want to hear what happened after you left the party. – *Ну, розповідай. Я хочу почути, що сталося після того, як ти пішла з вечірки.*
5) She celebrated her birthday for an entire month. She's so extra. – *Вона святкувала свій День народження цілий місяць. Це вже занадто.*

Professional slang is identified as the language which is common among certain people united by professions or by professionals.

In its turn, argot is commonly used by people whose lifestyle goes beyond norms of society, thieves, vagrants, criminals.

The emergence of new words and expressions in slang is associated with changes, since slang is a "living" private language and faster than the literary language absorbs new trends, ideas and news of the surrounding world.

Finally, slang is considered a linguistic phenomenon that originated several centuries ago. Slang expressions are used primarily to convey the mood of the speaker, to create the effect of novelty, to reduce the generally accepted lexical norms. In contrast to general language expressions, slang is actively used in their speech and educated people, representatives of a certain age, group of people united with subcultures or with professions.

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L'INFLUENCE DES LANGUES ÉTRANGÈRES SUR LA LANGUE MATERNELLE LORS DE LA TRADUCTION

L'interférence linguistique est l'effet de la première langue des apprenants sur la production de leur langue maternelle. L'effet peut être sur n'importe quel aspect de la langue: grammaire, vocabulaire, accent, orthographe, etc. Le plus souvent il est discuté comme une source d'erreurs (transfert négatif), bien que lorsque la caractéristique pertinente des deux langues est la même, il en résulte une production linguistique correcte (transfert positif). Plus les différences entre les deux langues sont importantes, plus les effets de l'interférence sont susceptibles d'être négatifs.

Dans le processus d'interprétation, des interférences se produisent à tous les niveaux de la langue et dans tous les modes d'interprétation. Les chercheurs, l'un d'eux V.Alimov, distinguent les types d'interférences suivantes:

phonétique / phonologique; grammatical (morphologique, syntaxique, ponctuation); lexical; sémantique; stylistique; interlingue

L'interférence linguistique produit des formes distinctes d'anglais de l'apprenant selon la langue maternelle du locuteur. Quelques exemples bien connus sont:

Chinglish (chinois)
Engrish ou Japlish (japonais)
Franglais (français)
Spanglish (espagnol)

Les différents types d'interférences peuvent être observés dans divers modes d'interprétation. Le type d'interférence dépend également du sens de l'interprétation, qu'elle se fasse dans sa langue maternelle ou dans une langue étrangère. Certains chercheurs pensent qu'il n'est possible d'interpréter avec succès que lorsqu'on interprète dans sa langue maternelle, car cette interprétation est plus fluide, éloquente et fidèle en raison d'une meilleure maîtrise de la langue maternelle.

C'est pourquoi dans la traduction à vue, un niveau élevé d'interférences peut être observé du fait qu'un stagiaire en interprétation dispose d'une aide visuelle, d'un texte imprimé. Cette aide visuelle conduit à des interférences, notamment au niveau syntaxique. La structure du texte dans la langue source augmente la tendance du stagiaire à traduire mot à mot.

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INTERFERENCE AND FAITHFULNESS OF INTERPRETING

The notion of interference, introduced in linguistics by the representatives of the Prague linguistic school, means the deviation from the norm of languages in context.

Uriel Weinreich was one of the first linguists to examine language interference distinguishing interference in language and in speech.

The psychological basis of interference is the transfer of perceptive patterns (language units, phenomena and functions) from one language system into another and this transfer being either positive or negative leads to either constructive or destructive interference. The linguistic or language reasons for interference are similarities and differences of language system in contacting languages.

In the process of interpreting, interference takes place at all language levels and in all modes of interpreting. Researchers, V. Alimov among them, distinguish the following types of interference:

Phonetic / phonological; Grammatical (morphological, syntactic, punctuational); Lexical; Semantic; Stylistic; Interlingual

Different types of interference can be observed in various modes of interpreting. Interference type also depends on the direction of interpreting whether it is done into one's mother tongue or into a foreign language. Some scholars believe that it is possible to interpret successfully only when interpreting into one's native language as such interpretation is more fluent, eloquent and faithful due to a higher mastery of native language. In ST a high level of interference can be observed due to the fact that an interpreting trainee has a visual aid, a printed text. This visual aid leads to interference, especially on the syntactical level. The source language text structure increases the trainee's tendency towards word-for-word translation.

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PECULIARITIES AND TRANSLATION PROBLEMS OF NEOLOGISMS IN THE UKRAINIAN MEDIA DISCOURSE

Vocabulary is changing as well as the surrounding human activity, its nominative speech creativity and this factor is extremely important. People are always trying to learn something new, to use all resources for their development. So, every year many new words enter a person's life as a result of the world development, the emergence of a new object or phenomenon. This is demonstrated by the appearance of neologisms in our speech.

Many linguists have paid attention to the study of the concept of "neologism", such as S.A. Pryschepchuk, I.V. Turetskova, E.I. Sheigal, O.N. Krylova, V.A. Maryanchik, V.N. Telia, N.D. Stepanova and others. According to scholars, a neologism is the most variable and unstable phenomenon, so it is not possible to create a single dictionary of neologisms, because each country has its own characteristics and speed of development, and hence the language develops differently. In some nations, the word is obsolete, while in others it has just appeared. Another problem is that neologisms, gaining momentum so quickly with the development of technology, simply become common words.

The teachings of D.R. Gerberg, E.P. Rosen, D. Xuefu, P. Brown, I. Bartz, V. Bogert considered the problem of neologisms translation in journalistic discourse. Since journalistic discourse allows reaching a significant number of readers and contributes to the formation of a political, linguistic picture of the world in the public mind, it is very important to accurately convey the information of the original.

There is no single and universal way of translating neologisms, so we began to distinguish the following ways of translation:

1) Translation by transliteration and transcription:

***Діджиталізація** – digitalization, **лузер** – loser, **читер** – cheater, **тачпад** – touchpad, **інтерфейс** – interface.*

2) Translation by word-for-word:

***Антивірусна програма** – antivirus program, **зачарований кварк** – charmed quark, **комп'ютерна платформа** – computer platform, **графічний дизайнер** – graphic designer, **маршрутизатор** – routers.*

3) Descriptive translation:

Банити *– to blocked the page,* ***Краш*** *– who really liked you,* ***Дріфтер*** *– who like hight speed,* ***Регіфтер*** *– to donate a gift*

4) Translation of direct inclusion:

Microsoft, Facebook, Google, Instagram, Wi-fi

5) Translation by analogue

Драгстор *– pharmacy.*

When translating neologisms, the translator may have some difficulties. One of them is the explanation of a new word. Since there is no special way of translating neologisms, the translator has 2 options for interpreting the word: use a dictionary of equivalents, or offer one's own version of the translation. This is the main problem to convey the meaning of the neologism, which is not in the dictionary, especially if the meaning of the neologism is an image. For example, when translating neologisms in the Ukrainian journalistic discourse, even more questions arise, as the proposed version in English must be understandable to a foreign listener. And when translating neologisms, the translator must not only be fluent in the language, but also be knowledgeable in all areas, have an idea of countries or traditions. That the translation offered by the translator was expedient.

Thus, it can be noted that neologism is one of the ambiguous linguistic concepts, which quickly changes its status to a frequently used word. And since humanity is in constant development, language changes with it, so there is a problem not only of the neologisms use, but also their translation. Journalistic discourse is closest to people, so the translation must be accurate to render the information that the author was trying to convey. Therefore, the relevance of the study is justified, because neologisms are a "modern" concept that is used in the "modern" world in general.

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TYPICAL FEATURES OF MINORITY AND REGIONAL LANGUAGES

There is no widely accepted definition of the two concepts "minority language" and "regional language" for today. In our terms, it might be the consequence of heterogeneity of the environment where each language develops and inability to construct universal model of such an idiom which would be able to include all the aspects of the phenomenon.

The second possible reason for not having a clear difference between these definitions is an ambiguity in terminology and comments for "The European Charter for Regional or Minority Languages" of the Council of Europe in the part of general provisions.

Every definition which was considered has some elements that recur, and it could help us to articulate some basic features of a language situation in country in general.

To comprehend the difference between the concepts "minority language" and "regional language" we propose to distinguish a number of typical features that could describe each of them to a certain degree.

Having analyzed a number of definitions of the concept "minority language", we assume that the dominant characteristic is a numerical inferiority of group of people who speak a language diverse form language of majority community.

The most important feature of "regional language" is a territorial aspect. It implies the development of an idiom on a certain territory and belongs to communities of autochthonous population who speak the language differ from state language. Among the other differential peculiarities we must admit a long history of regional language, tight genealogical relationship with a state language, and rich literary tradition of it.

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ABBREVIATION AS ONE OF THE TYPES OF TERM FORMATION AND THE FEATURES OF ITS TRANSLATION

Many linguists studied abbreviations as one of the way of term-formation such as V. Komisarov, I. Korunets, V. Borisov, K. Diuzhykov and others. However, there is no exact definition of abbreviation in modern linguistics, because every linguist emphasizes one or another feature of abbreviation.

Based on the works of the mentioned scholars, we can say that abbreviation is the way of shortening names of object or phenomenon to express information that the names signify in a short form. Terms-abbreviations appear due to the development of economics, politics, science to save time, place and means of expression. Most terms-abbreviations are often used in scientific and technical discourse to express information in the shortest and fastest way.

Abbreviations can be classified into the following groups:

• – lexical and graphic: (*POTUS – president of the USA – президент США*). Lexical are divided into alphabetic (*HDTV – High Definition Television* – «телебачення високої чіткості») and acronym (*NASA – National Aeronautics and Space Administration – Національне управління з аеронавтики та дослідження космічного простору);*

– initial (*CD – Compact Disk*);

– componential (*flu – influenza*);

– mixed and combined *(Eurazia – Europe and Asia; Dr. – Doctor)*;

– partially abbreviated words *(H-bomb – hydrogen bomb).*

The translation of terms-abbreviations into Ukrainian also is a very common important problem. Based on the studied data, there are several ways of translating abbreviations:

– transcoding (*DOS – Disk Operating System – ДОС (дискова операційна система*));

– calque (*GM – Genetically Modified – генетично модифікований);*

– loan translation (*WS (weapon system) – WS (система зброї));*

– analogue translation *(DB (data base) – БД (база даних))*;

– equivalent translation (*ABE (air-breathing engine) – ПРД (повітряно-реактивний двигун*);

– descriptive translation *(CDDI (Copper Distributed Data Interface) – розподілений інтерфейс передавання даних по кабельних лініях)).*

It is needed to be very careful to translate abbreviations and choose the way of translation depending on the classifying group. Despite the many works of linguists, the subject of abbreviations has not been sufficiently studied yet, especially with the constant development of technical and scientific notions.

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THE PECULIARITIES OF TRANSLATION OF ECONOMIC AND LEGAL TERMS IN FICTION

In many spheres of human activity, special words – terms – are used to name a phenomenon or object. A term is a lexical unit (word or phrase) that names a specific or abstract concept. As a rule, a term is a mono-semantic lexical unit. The study of the nature of the term is quite popular among scholars. V.M. Leichik, A.B. Superanska, A.A. Reformatsky, D.S. Lotte, and others studied the concept of "term" using different scientific methods, and therefore in scientific works they described the term from different points of view and gave completely different definitions. L.M. Alekseeva notes that the term is a multifaceted and internally contradictory object of study, and therefore it is a weak link in the theory of terminology and it is difficult to determine its nature.

Although the terms are an integral part of any science, and therefore of scientific discourse, they are often used in everyday life. In fiction, namely in prose works, where people often describe the everyday life, for the most realistic image the authors use a variety of stylistic means, so the terms in the literary text are quite common. V. Karpova, T. Katysh, T. Molodid, O. Ponomarev, and others dealt with the problems of terms used in literary texts.

In our research, we have explored the use and translation of economic and legal terms in fiction based on Theodore Dreiser's novel The Financier. In his novel, the author describes the life of a young and ambitious young man, whose life is closely connected with the world of finance, business, and economics. For a realistic depiction of events and the creation of an original artistic image, the author very actively uses the economic and legal terms. Due to this technique, the readers get the impression of the authenticity of what is happening. It is easier and better for the readers to immerse themselves in the atmosphere of the events described in the novel and to understand their essence more deeply. The author needs to be well versed in the topic in order to correctly describe the depicted events with the help of terminological vocabulary.

The use of terminological vocabulary in works of art indicates that the terms have ceased to be a sign of a purely scientific style. Although their use in an artistic style changes their nature, to some extent. For example, the term has no emotional colour, it performs only an informative function. But the use of terms in literary texts gives them the expressiveness. That is, the emotionally neutral term becomes emotionally coloured. This phenomenon can cause translation difficulties. For example, if the equivalent of a term in the target language does not have the emotional colour it has in the original language, the translator can translate the term into a common word or phrase that will have the same stylistic function. Also, when translating realia terms that do not have equivalents in the language of translation, the translator can resort to transliteration. As a result, the metaphorical nature of the image is lost, and it is more difficult for the reader to understand the original idea of the author. Thus, to preserve the expressiveness of the text, the translator can use a variety of stylistic devices that will not always coincide in the language of the original and the translation.

When translating a work of art that uses certain terminology, it is necessary to use different methods of its rendering. Among them, scholars distinguish the following: translation by equivalent, analogue, descriptive translation, transliteration, transcription, calque, or word-for-word translation. To choose the best way, you need to consider for whom this work is translated, who a potential reader is.

Nowadays, the terms are actively used in all spheres of human activity, and therefore fiction is no exception. Authors often use them in their works for a certain stylistic purpose, to depict realistic events.

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BESONDERHEITEN DER ÜBERSETZUNG VON PHRASEOLOGISMEN MIT DEM WORT „HASE“

“Die Vielfalt der Kulturen ist Reichtum und kein Grund zum Streiten", sagt Audrey Azouley, Generaldirektorin der UNESCO. Kultur beeinflusst sowohl die Weltanschauung als auch die Erziehung und Sprache.

In dieser Arbeit werden idiomatische Einheiten mit einem Tiername untersucht. Das Beispiel der festen Redewendungen mit dem Wort Hase zeigt den Unterschied der Wahrnehmung dieses Tieres in Deutsch und Russisch.

Das gleiche Tier in verschiedenen Kulturen kann verschiedene Assoziationen verursachen. So verbinden wir zum Beispiel ein Schwein mit der Schmutzigkeit oder der Flegelei wie zum Beispiel «Свинья грязь найдёт». Und auf Deutsch kann ein Schwein Glück bringen:“Das Schwein am Schwanze haben”. Wenn wir Hasen beschreiben, werden wir die Frage der verschiedenen Ansätze zur Darstellung von Tieren in festen Ausdrücken genauer analysieren.

In der Russischen Sprache ist der Hase mit den folgenden Eigenschaften verbunden:

a. Feigheit: Заячья душа.
b. Dummheit: И заяц умён, да задним умом.
c. Geschwindigkeit: Без собаки зайца не поймаешь.

Im deutschen ist der Hase in den folgenden Phraseologismen vertreten und weist auf die folgenden Merkmale hin:

a. Erfahrung und Weisheit: ein alter Hase sein, kein heuriger Hase sein. In der Russischen Sprache können Sie einen äquivalenten Ausdruck wählen-стреляный воробей.

b. Gleichgültigkeit: Mein Name ist Hase [ich weiß von nichts]. Auf Russisch sagt man: «Как с гуся вода».
c. Ein Schwerpunkt: Hier liegt der Hase im Pfeffer. Auf Russisch ersetzt man einen Hasen durch einen Hund und sagt: «Вот где собака зарыта!»
d. Bewusstsein und Fähigkeit, die Situation vorherzusagen: Wissen, wie der Hase läuft. Im Russischen wird das Wort Wind verwendet, um die gleichen Eigenschaften zu bezeichnen: «Знать, откуда ветер дует».

Dennoch gibt es im deutschen die Wörter Hasenfuß (заячья лапка) und Hasenherz (заячье сердце). Diese Worte werden auch verwendet, um auf eine feige Person hinzuweisen.

So kann das gleiche Tier in verschiedenen Kulturen sowohl ähnliche als auch völlig unterschiedliche Bedeutungen haben, wie in den obigen Beispielen gezeigt.

Wissenschaftliche und sprachliche Beratung von Dozentin O.E. Beresten.

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TECHNOSPHERE VOCABULARY IN ENGLISH PUBLICISTIC DISCOURSE AND PROBLEMS OF ITS TRANSLATION INTO UKRAINIAN

The problem of studying and translating the vocabulary of the techno sphere is relevant today, since the technical sphere is rapidly developing and techno-terms enter into all spheres of human life, being reflected in publicistic texts. New words and terms are constantly appearing in the techno sphere, which require correct translation into Ukrainian. The transfer of the English-language terms of the techno sphere into the Ukrainian language presents great difficulties not only because of the specific features of the languages, but also because of the lack of a unified classification of methods for translating techno-terms in translation studies.

Technical terminology is the part of vocabulary that consists of names, systems of concepts of science, technology, their reflection in production and social life. In modern science, this problem is studied by the following researchers: V. Karaban, V. Perebyinis, V. Komissarov, A. Lipinska, M. Navalna, and G. Nakonechna.

Most of the technical vocabulary in the Ukrainian language came from the English language. This is due to the fact that all advances in technology belong to the Western countries, and therefore all instructions and basic terminology were developed in English. The Ukrainian developments lagged behind, so the terms did not develop in parallel with the Western terminology and are used as borrowings. In English, technical vocabulary is formed with the advent of new technical advances.

The found examples of technical terminology belong mainly to the automotive and computer industries. There are also many examples related to technical equipment. Most words refer to nouns. Also, many terms are phrases which consist of a noun and an adjective.

The greatest difficulties in translation appear when translating terms of phrases or multicomponent terms. For example, phrases in which the semantic connection is expressed by an adjunct and phrases whose components are grammatically connected by a preposition. The solution to these difficulties lies in choosing the right translation technique.

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PRAGMATIC ASPECT OF TRANSLATION

The pragmatic aspect plays an essential role in the translation of fiction as it is the aspect that, together with other translation components, in many ways predetermines the translation adequacy itself.

Y.A. Naida considered pragmatics not only as a translated text but also noted that the translation differs when it deals with live communication, which is directed to the audience, which has a different cultural level.

L.S. Barkhudarov notes that the concept of pragmatics is much broader than the concept of the pragmatic meaning of language units. The concept of pragmatics considers the different levels of comprehension of some signs or messages of those participants, who are involved in the communication process and their different interpretations, which depend on the linguistic and extra-linguistic experience of the participants in the communication process.

A. Neubert tried to classify the texts to be translated based on their pragmatic orientation. Thus, it is necessary to distinguish four types of texts that differ in their degree of translatability in a pragmatic sense.

In the first type, the original and translated texts have common objectives based on common needs. The original text is not intended solely for the audience of the original language.

In the second type, the original texts are exclusively intended for the audience of the source language.

The third type of texts includes fiction, although they are created for the audience of the source language, but can also express human needs.

The fourth type of texts is created for the source language audience but is intended for translation into another language.

To conclude, pragmatics is one of the most important components of translation since any text has a certain author's style and the meaning embedded in it. To achieve high-quality translation, justified in the artistic discourse, the translator needs to search for the information that is associated with this text and translate all the embedded meaning into the language of translation.

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TYPES OF PROFESSIONAL IDIOMATIC EXPRESSIONS IN ENGLISH BUSINESS DISCOURSE AND THE PECULIARITIES OF THEIR TRANSLATION

The knowledge of business discourse and its features is an integral part of business negotiations, business correspondence, and business documentation used by companies, enterprises, specialists in the field of international economics and management. The use of professional idiomatic expressions in a certain situation makes the language more eloquent, adding hidden additional information metaphorically or emphatically.

Idioms as well as linguistic units clearly reflect the culture of people according to their national culture of speech. Idiomatic expressions are important from the linguistic point of view taking into account the desire to understand the native mentality and background of developing contacts in modern society adequately. Moreover, idioms play the vital role in international communication, reflecting economic realities, and as a result, usually expressing the ideas and realities of other culture figuratively.

Many linguists such as I. Kvitko, O. Chumak, E. Mamedova, E. Nikulina, O. Pavlova, E. Shestak and others devoted their works to the investigating the problems of translation of the idiomatic expressions in English business discourse. Linguists defined the following basic ways of translation of idioms such as equivalent translation, functional analogue, descriptive translation, calque, antonymic translation, and transformational translation (generalization, substitution):

– functional analogue *(they worked by the* ***sweat of their brow*** *– вони працювали* ***в поті чола,*** *every* ***cook praises his own broth*** *– кожен* ***птах***

своє болото хвалить, *after getting married* ***she is living in clover –*** *одружившись,* ***вона катається як сир у маслі);***

– descriptive translation (*he is* ***very confused*** *– у нього* ***сім п'ятниць на тижні)***;

– calque (he *was* ***as old as a door nail*** *– він був* ***старий як дверний цвях);***

– antonymic translation *(the situation was serious, but he* ***kept his head*** *– становище було скрутним, але він* ***не втрачав самовладання).***

Deeply analyzed the structure of different kinds of idiomatic expressions in English business discourse, we identify four main types of them:

1) verbal idiomatic expressions (*market forces* ***bear fruit*** *for mango farmer,* ***to eat like a bird*** helps forests grow*);*

2) nominal (*everyone and everything has* ***feet of clay****, the true source of the* ***golden rule****);*

3) adjectival *(yes, he was* ***as white as the snow, so*** *I named him Snowflake, just a solid good night's rest, and I'm* ***right as a rain***)*;*

4) adverbial *(I hear Mike's uncle is* ***behind bars*** *again, from* ***out of the blue*** *he was offered to be a Chairman*).

It could be concluded that the meaning of words and business vocabulary is moving to a new stage, gaining new meaning in this discourse, as it is used not only by professionals, but also by people who are not experts in the field of trade, business and economics. Business discourse is a communicative process including business correspondence with the participants of business representatives. The official business discourse contains professional special vocabulary, professional idiomatic expressions and professional terminology.

It also could be summarized that professional terminological idiomatic expressions have the same linguistic features as idioms in the language but they perform different functions because they are used not for stylistic and expressive functions but for professional communication only.

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FILM TRANSLATION: DOMESTICATION AND FOREIGNIZATION

A realm for joy and entertainment has been always fascinating and lucrative for people who seek to be nonplussed by different stories which, firstly, used to be told, but with the pace of time and thanks to the technological advance, now to be shown. It is how cinematography was born. From the very beginning, it has been interesting to be explored from different angles, including art, culture, impact and, undoubtedly, the language. Thus, film translation is considered in terms of the linguistics, intercultural communication and translation theory implying to the comprehensive analysis.

Last century saw the need for transmitting the foreign film to domestic viewers since the film industry had been developing really fast, so two possible approaches – dubbing and subtitling – have been arrived at.

It should be noted that the translation here is regarded as a cross-cultural transfer, with the translation strategy being depended on the historical reasons and political factors involved. The question has been studied by Yu. Lotman, K. Reiss, J. Dries, J. Munday, H. Gottlieb, L. Venuti, R. Matasov, V. Moshkovich. N. Afanskina, V. Amochkin, M. Snetkova, and others.

Dubbing can be attributed as the process of domestification where "the foreign dialogue is adjusted to the mouth and movements of the actor in the film" (Dries 1995), to make the viewers feel as if the actors are speaking the TL, "to minimize the foreignness of the target text" (Munday 2001), to deprive the ST of their voice and re-express foreign cultural values in terms of familiar dominant culture. (Hatim and Mason 1997).

Lawrence Venuti emphasizes that the ontology of the source text is forcefully "replaced with certain domestic values". While dubbing is most preferred way of film translation which simplifies enjoying the movie without any disturbing factors (such as a necessity to read the subtatles or the fact of listening to the foreign language), the pragmatics may be altered within the other culture. Nevertheless, N. Afanskina believes that the audiovisual translation is aimed at creating a translation of a films in the TL, which would have the same effect on the viewer, a representative of a different linguistic culture, as if he were the viewer of the country where the work was created.

Subtitling can seen as the process of foreignization where the TT is given in the form of synchronised captions, with least alterations to the ST encouraging the spectaculars to experience the foreign language and its peculiarities, its mood and the sense of a different culture. Thus, the foreign identity of the source text is highlighted. Agnieszka Szarkowska claims that foreignization privileges the source culture, and it evokes a sense of 'otherness,' emphasizing the foreign nature of a film.

When translating a feature film, the translator is to adequately reflect the meaning of the events taken place and preserve the emotional and expressive potential of the original, no matter which translation strategy is taken.

Film is a greatly influential and powerful means for transmitting the information, ideas and values, since the cultures are presented not only in the form of the words but also the sound and picture should be taken in account. The choice of film translation contributes to the reception of a source language film in a target culture.

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ANGLICISMES EN FRANÇAIS

Le français est l'une des langues les plus mélodieuses du monde. C'est la langue des classiques littéraires, des compositeurs, des chanteurs et des artistes exceptionnels. On sait qu'environ 190 millions de personnes parlent français et 130 millions ont appelé le français leur langue maternelle. Le français est la deuxième langue au monde à être étudiée en tant que langue étrangère, et il est parlé sur cinq continents.

La langue française est originale et riche. Cependant, malgré cela, il était toujours influencé par la langue la plus courante – l'anglais. Dans la langue française, il existe de nombreux emprunts différents à la langue anglaise, qui sont appelés «anglicismes». Que représentent-ils? Le dictionnaire des anglicismes par Édouard Bonnaffe donne la détermination suivante:« l'anglicisme est un emprunt à l'anglais des façons de parler et puis transfère an français.. L'assaut de anglais était si fort qu'il y a environ 10 ans, que gouvernement français a décidé d'interdire les anglicismes à la télévision. Cependant, cette tentative a échoué. De nombreux anglicismes se retrouvent déjà dans des dictionnaires explicatifs avec explications et transcriptions.

Une analyse de nombreux anglophones a montré qu'un grand nombre d'emprunts appartiennent à la catégorie de la «mode» ou de la «technologie», on peut donc en conclure que les mots de ces catégories sont les anglophones les plus courants dans le monde. À son tour, le célèbre linguiste Pierre Giraud identifie 5 groupes d'emprunts:

1. Emprunts du nom et des choses (exemple: basket-ball – le jeu lui-même et son nom);
2. Emprunts du nom sans emprunter ce qu'il désigne. Le mot est emprunté, mais il est étranger à la réalité de la langue dans laquelle il est tombé (exemple: Christmas pudding);
3. Emprunts d'une chose sans emprunter un nom en utilisant les équivalents de la langue du destinataire, ce qui a eu lieu avec le terme *dada* (anglais: hobby-horse);

4. Emprunts avec assimilation formelle *boulingrin* (anglais: bowling-green);

5. Emprunts avec modification simultanée de la valeur. (Réaliser français – réaliser, incarner; Réaliser anglais – réaliser).

Les anglicismes sont de plus en plus courants dans la vie de tous les jours, il devient donc parfois difficile pour les traducteurs de traduire un texte avec des emprunts. C'est très bien quand un traducteur parle à la fois français et anglais, mais quand ce n'est pas le cas, il devient difficile pour un traducteur de travailler avec un texte où il y a beaucoup d'emprunts, mais les deux langues appartiennent à la famille indo-européenne , tant de philologues utilisent des associations.

Toute langue se développe, acquiert les caractéristiques d'une autre, mais le plus important est de veiller à la pureté de la langue maternelle et de développer constamment votre vocabulaire.

Consultant scientifique et linguistique par Maître-assistante L.V. Ratomska.

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THE CONCEPT OF ADVERTISING TEXT AND LINGUISTIC MEANS OF EXPRESSION IN THE ADVERTISING TEXT

Many people believe that advertising is a purely modern concept, and was formulated not earlier than the twentieth century, but no era has done without the services of advertising, so its development dates back to our era. Today, no corporation, business or even private entrepreneur can launch without advertising, but for advertising to be successful, it must have a clear advertising text.

Many scholars who study advertising and advertising texts give their definitions of the advertising texts. According to H.M. Kuznetsova the advertising text is a means of mass influence in mass communication, a communicative message that should convey adequate information about the advertising product, service or company to the largest number of people to encourage them to buy an advertising item.

The text of the advertisement should be simple and concise, it is more effective to use short sentences and words that are used in everyday life. Scientific terms and professional vocabulary are not desirable because they may be new to some buyers. Their use can be justified only when the text is aimed at a specific target audience, which is familiar with this vocabulary.

Academician V.G. Kostomarov points out that advertising texts are characterized by a combination of expression and standard.

In order for the advertising text to be alive, memorable, eye-catching and create certain associations, the advertising texts use means of expression that make the text noticeable and interesting.

All linguistic tools that are widely used in advertising texts can be divided into three major groups: phonetic, syntactic and lexical. We have analyzed some texts to give examples of this means:

– phonetic: *Eatin' Good in the Neighborhood* (rhyme), *Discover a new destination every day* (alliteration and assonance)*;*

– syntactic: *You got a vote, we get a boat* (parallelism), *What if you could live without limits?* (rhetorical question)*;*

– lexical: *Tevolution for everyone* (occasionalism), *A refreshingly natural approach to hemp oils, with dosing that's easy peasy lemon squeezy* (slang).

Thus, we can conclude that the advertising text is the main means of influencing the subconscious of consumers, which is realized through the means of expression that help memorize the advertising text.

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LEXICO-GRAMMATICAL MEANS OF EXPRESSING MODALITY: FEATURES OF RENDERING THE MEANING FROM ENGLISH INTO UKRAINIAN

The category of modality and the peculiarities of modal meaning rendering into Ukrainian are the object of increased interest in modern linguistics. The works of such well-known linguists as I. Korunets, V. Vinogradov, G. Solganik, V. Bondarenko studied the issues of the modal meanings expression. Modality is considered an extra-lingual category that expresses the relationship of content to reality and is expressed by I. Korunets in English and Ukrainian languages by such means: phonological, lexico-grammatical, lexical and grammatical means. One of the most prevalent means of expressing modality is lexico-grammatical means.

The lexico-grammatical means of expressing modality in both languages is realized through modal verbs or their lexical equivalents; hence, most modal verbs in English have equivalents in Ukrainian. Nevertheless, the paradigm of English modal verbs is significantly wider than Ukrainian. The rendering of the modal verbs meanings from English into Ukrainian causes certain difficulties for the translator due to the number of modal meanings in English. As a rule, modal verbs are verbs that do not express an action or state, but reflect the speaker's attitude towards event: possibility, necessity, presumption, permission, ability, obligation, etc. Thus, modality in English is usually expressed by modal verbs (*can/could*, *may/might*, *should*, *ought to*, *will/would*, *have to*, *must* etc) and modality in Ukrainian is expressed by modal words (*безумовно, дійсно, звичайно, зрозуміло, справді, вірогідно, здається* etc) and particles (*хай, б, би, годі, отож, так, гаразд, еге, наче, мов, немов, начебто, чи* etc).

Modality can be rendered into the target language both explicitly and implicitly by retaining its modal meanings. Many English modal verbs *can*, *need*, *may*, *might*, *must* have direct correspondences in Ukrainian, and such as *should*, *ought to*, *will*, *would* have no equivalents, so it is necessary to find an appropriate means of expressing modality based on: 1. the form of the modal verb; 2. context; 3. the paradigmatic form of the English modal verb.

So, modality, being a special linguistic category, without which it is impossible to render the author's attitude to reality, can be rendered in translation by the same means as in the source text, or by other means, or not find a formal expression. Modality also plays a vital role in texts of any style, because it is difficult to render the necessary information without showing your attitude towards what we are saying.

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PECULIARITIES OF THE USE AND TRANSLATION OF LEGAL TERMS IN FICTION

Legal term (from the Latin "*terminus*" – border, boundary) is a word or phrase that expresses a concept from the legal sphere of public life and has a definition in the legal literature (legislation, legal dictionaries, scientific and legal works).

Today, scholars are studying the exact use of terminology, its translation from English into Ukrainian and vice versa, as well as the classification of terms. As the development of society and the interaction of the world legal systems raise the questions about importance of knowledge of the concepts behind legal terminology, on the one hand, it becomes a link between different areas of knowledge and, on the other hand, it contributes to a clear delineation of concepts therefore, its study occupies a significant place among other studies.

The aim of the work is to identify the main difficulties that may arise when translating legal terms from English into Ukrainian and vice versa.

The problem of terminology in general has been studied by many scientists, the list of which includes: S. Barkhudarov, V. Komissarov, J. Retsker, J. Fedorov, M. Volodin, S. Grinev-Grinevich, V. Prokhorov, V. Danilenko and many others. In addition, such scholars as M. Verbenets, N. Artykutsa, S. Tolstoy, T. Kosmed, L. Hnatyuk, O. Panayeva, Y. Zhidkova and others study the translation of legal terms in fiction.

When translating terms in fiction, it should be borne in mind that they are related to the system of relevant concepts of the subject area of this discourse at the conceptual, lexical-semantic, word-forming and grammatical levels. The analysis of the scientific literature allows concluding that in most cases the terms in fiction are reproduced in the Ukrainian language by means of descriptive way of translation, transcoding etc. At the same time, the analysis of the difficulties in translating the English terms into Ukrainian allowed determining that literary texts have certain features that should be taken into account when translating.

Thus, there is more than one type of translation, i.e. each term requires a separate tool to convey its preferable meaning. However, drawing conclusions from the analysis of experts' opinions, it can be established that the most frequent way of translating a legal term is translation using the equivalent. For a successful translation of legal terminology it is necessary to study its specifics as well as to conduct research on the methodology and techniques of translation of terminology of legal systems.

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GLI ANGLICISMI NELLA LINGUA ITALIANA MODERNA

Nessuna lingua può fare a meno di un processo naturale e logico di prendere in prestito elementi dalle altre lingue. In costante crescita di legami politici, economici e culturali l'Italia con molti paesi del mondo porta allo sviluppo e l'ampliamento dei contatti della lingua italiana con altre lingue. Lo studio dei prestiti è uno dei problemi più importanti nel circolo della ricerca linguistica nel contesto dell'intensa espansione dei contatti linguistici.

Tanti fattori come la migrazione, il commercio e i legami culturali, l'influenza dei media e di Internet forniscono un contatto molto più stretto tra le lingue rispetto alla vicinanza geografica. Alcuni anglicismi apparvero in italiano già nel XVIII secolo: *adepto, colonia, costituzionale, inoculare, legislatura, parziale, petizione;* ma la maggior parte degli anglicismi, o meglio angloamericani, sono entrati nell'italiano dopo la seconda guerra mondiale.

L'economia e l'ambito culturale, espandendo con la internazionalizzazione del pensiero, introducono i concetti cosìcome i termini. Nella prevalenza dell'inglese alcune lingue sono sempre meno caratterizzate dal "prendere in prestito" delle parole, per loro volontà, e sempre più invase da una terminologia che non è fatta dai nativi. Molti anglicismi moderni sono già fermamenteincastrati nel vocabolario italiano e sono usati ovunque dagli italiani di tutte le età: jeans, internet, smart, job, weekend, bar, lockdown.

Le parole inglesi in genere vengono da televisione, cinematografo, sfere medicinali e altre. Un linguaggio settoriale pieno d'inglese si riferisce all'ambito borsistico: gli operatori di borsa realizzando la compra o vendita vengono attualmente chiamati*day trader*. Si è apparsa anche l'espressione *day by day* che viene dal linguaggio lavorativo rispetto a *giorno per giorno*. Altri esempi popolari: *founder startup, blog, corporate, skill, audience, vision, mission, fan, feedback, competitor, community, engagement, team, workshop, visual, call* ecc.

È interessante notare che la parola "*manager*", spesso usata dagli italiani al posto di "*supervisore*" o "*direttore*", è inglese con radici italiane, perché la lingua inglese ha creato il verbo "*gestire*" dalla parola italiana "*maneggiare*".

Un altro esempio dell'anglicismo italiano è il termine "mascara"– inchiostro. In italiano è usato come un prestito dall'inglese e deriva dalla parola veneziana "mascara", cioè la maschera indossata dalle persone che celebrano il carnevale per nascondere il loro viso.

Ultimo ma non per importanza è il simbolo @ (chiocciola) che usiamo frequentemente. Fino al secolo scorso, questo simbolo significava "per un prezzo". Infatti, a Venezia nel 1500, veniva usata come abbreviazione di "anfora", unità di misura del volume e del prezzo della merce venduta.

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LAS CARACTERÍSTICAS DE LA COMUNICACIÓN INTERCULTURAL EN EL ENTORNO DE ESPAÑOL E ITALIANO

En el mundo moderno de globalización e internacionalización, las comunicaciones transculturales están adquiriendo cada vez más importancia, junto con lo cual crece la necesidad de una formación integral de especialistas en diversos campos para participar en todos los tipos de interacciones interculturales profesionales.

Las relaciones interculturales significan comunicación e interacción de representantes de diferentes culturas. El término “interculturalidad” en la traducción del inglés significa “intersección de culturas”. Además, el concepto de “intercultural” se puede identificar como: “en el borde de las culturas”, “en la intersección de las culturas”, “choque de culturas”, etc.

Si consideramos la comunicación intercultural en el entorno de español e italiano, vale la pena señalar que los españoles y los italianos son muy similares en temperamento. Los representantes de estas nacionalidades son personas muy emocionales, expresivas y activas que se caracterizan por todo el tipo de formas de autoexpresión en el contexto de la comunicación (gesticulación activa, manifestaciones verbales y no verbales, cambios de entonación, cambios en el ritmo del habla, etc.) Inspirados en la conversación, tienden a interrumpirse, a expresar activamente sus pensamientos y sentimientos, acompañados de un habla acelerada, gestos emocionales y, en general, mayor actividad durante la comunicación. A través del contacto visual directo, muestran que están interesados en lo que la otra persona les está diciendo, y la falta de ese contacto indica desinterés. Durante una conversación, se considera educado si los interlocutores mantienen un contacto visual constante con sus parejas.

Como ejemplo, podemos tomar el “problema” de comunicación entre padres e hijos, jefes y subordinados, introvertidos y extrovertidos, o mencionar la obra popular “Los hombres son de Marte, las mujeres son de Venus”, que, desde el punto de vista de la psicología de las relaciones, también puede designarse como un elemento de comunicación intercultural.

En resumen, vale la pena señalar que el tema de la comunicación intercultural es bastante popular y generalizado en nuestro tiempo. Se debe prestar especial atención al desarrollo de las habilidades de comunicación intercultural en el contexto de la formación de especialistas en el campo de la traducción.

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ENTREVISTA COMO ELEMENTO DE PREPARACÍON DE TRADUCTORES PARA LA COMUNICACIÓN INTERCULTURAL EN EL ENTORNO ESPAÑOL-UCRANIANO

La comunicación intercultural es definitivamente un elemento importante en la actividad profesional de un intérprete o de un traductor. Hoy en día, se requiere un buen especialista no solo para saber el idioma exranjero, sino también para saber las peculiaridades culturales del país. Especialmente, este tema es actual para la interpretación y traducción de discursos en conferencias de prensa.

El problema de la comunicación intercultural previamente fue estudiado por Yu.N. Karaulov en sus escritos del estudio de la personalidad lingüística, y más tarde por científicos como Yu. A. Sorokin, G.G. Slyishkin, D.B. Gudkov, I.V. Zakharenko, V. V. Krasnyih, D. V. Bagaeva y otros.

La responsabilidad de eliminar las barreras que surgen de la comunicación intercultural en eventos como conferencias de prensa, entrevistas o negociaciones comerciales siempre recae en el intérprete. Se espera que las barreras que puedan surgir deben reducirse, mitigarse o eliminarse por completo. Por eso el intérprete invitado no solo debe tener un alto nivel de dominio del idioma, sino también tener conocimientos relevantes sobre la cultura del país de sus hablantes. Esto también incluye las dificultades específicas en el trabajo de un traductor simultáneo debido a que el orden de las palabras en la oración española es diferente en comparación con el ucraniano.

Además del conocimiento sobre la cultura, la calidad de la interpretación al español también depende del conocimiento del campo o tema de la negociación. Y al mismo tiempo, en la comunicación intercultural, el contexto desempeña una función importante, tanto externo como interno. Dado que a menudo la interpretación del significado de las palabras depende del contexto.

En conclusión quisiera decir que el éxito de la comunicación intercultural durante unas conferencias de prensa depende directamente de la experiencia del traductor, así como de sus conocimientos del idioma, de las peculiaridades de la cultura del país, de la comprensión del contexto y tema de las negociaciones y de su interpretación correcta.

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FEATURES OF THE TRANSLATION OF ENGLISH NEOLOGISMS OF SCIENTIFIC TEXTS

Neologisms are created, as a rule, with a certain functional purpose, first of all, in order to strengthen expressiveness and accuracy of speech. The main difficulty that arises when translating a neologism is the transfer of the meaning of a new word.An important feature of the current stage of scientific progress is the mutual penetration of special terminology from one area of knowledge to another.

But new lexemes of a language mostly arise on the basis of already available morphemes. Their analysis can assist the translator with understanding the meaning of the neologism. This requires a profound knowledge of the ways of word formation that support giving the existing word another meaning.

It is quite logical that the translator is and will be compressed with certain difficulties during translation, and it is the result of a constant evolutionary process in general and the development of science in particular. As noted above, the lexical system of language is more prone to change; and modern lexical problems of translation can be considered:

- lack of normative terminology in the Ukrainian language:
- abuse of the tracing method in the translation of neologisms;
- appearance of stylistically colored vocabulary in the popular science genre.

Scientist T. Dankevich distinguishes two stages of translation of English neologisms into Ukrainian when the context is quite informative:

1. Finding out the meaning of the neologism. The translator consults the latest editions of English explanatory dictionaries or encyclopedias and clarifies the meaning of a new word by its structure and context.

2. Translation or transmission of meaning of English neologisms into the Ukrainian language by means of transcription, transliteration, transcoding, or descriptive translation.

The main ways to translate neologisms are:

1. transliteration and transcription;
2. tracing;
3. descriptive method;
4. direct inclusion;
5. approximate translation.

To sum up, when translating English neologisms, the interpreter should take into account the type of words they belong to (terms, names, abbreviations) and the context in which the words are used for the most accurate and appropriate conveying the meaning of the neologisms preserving their stylistic and emotional characteristics and making translation as clear as possible for Ukrainian-speaking recipient perception.

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LITERARY TEXT TRANSLATION AND GENDER ISSUE

Today gender studies are relevant both in modern and anthropo-oriented linguistics, which studies language as the property of individual and in translation studies. Research is mainly done regarding gender differences in verbal behavior of male and female characters in literary works and the role of translator`s gender identity. Lakoff highlights some distinguishing features of male and female verbal behavior at different language levels. For instance, at the lexical level male speech is characterized by the use of stylistically neutral lexis while in female speech one can observe the abundant use of emotive-evaluative words and structures.

Works of emotive prose pose great challenge for translators as every author, having his/her own individual manner, tries to use various language means to convey their concepts of the work. The translator is faced with a number of pragmatic tasks in their choice of such language means which would allow the translation to produce the emotional impact on the reader similar to that of the source text. Some researchers believe that translation of a literary text could be considered ideal if it had no signs of author's gender identity that is gender neutral translation. However, it can hardly be achieved in practice. When evaluating translation we should take into account both the author`s individual style and the translator`s language personality, his/her translation manner. The issue of the translator`s gender identity and its influence on the translation has been studied by several researchers.

O. Zankovets, for instance, having examined the differences in the source text interpretation by several translators, tried to establish the translator`s gender identity. Comparing the translation versions by K.Balmont, N.Gal and V.Rogov of Edgar Allan Poe`s «The Oval Portrait» and «Ligeia», the author comes to the conclusion that it is rather difficult to identify the translator`s gender, though some differences in the interpretation of male and female translators can be observed. And this fact supports modern theory which regards gender as a «floating» parameter in language.

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OCCASIONALISMS AS TRANSLATION ISSUE (BASED ON JOHN GREEN`S AN ABUNDANCE OF KATHERINES)

Occasionalisms are sometimes called author`s neologisms as they are usually created by a poet or a writer and are used exclusively in a certain context, as a lexical means of artistic expression. Authors play with the lexicon, as they use the stylistic device, to refine the text, taking liberties with norms of word-formation.

John Green, a popular American writer, does not miss the opportunity to creatively use the word-formation reserves of the English language in his works in order to describe the characters he created, their actions and characteristics as expressively as possible.

The lack of equivalents in the target language does not mean the impossibility of rendering the meaning of lexical units in the target text. The most commonly used ways of translating occasionalisms in literary works are descriptive translation and loan translation. A translator should focus on the structure of occasionalisms and the context. And another problem in the translation of occasionalism is the need to convey cultural background.

Let us consider some examples of the complex syntactic type of occasionalisms and their translation by V.A. Zaitsev:

She was incredibly hot – in that *popular-girl-with-bleached-teeth-and-anorexia* kind of way, which was Colin's least favorite way of being hot. – Она была необыкновенно привлекательной, но такая привлекательность а-ля *«малышка-с-отбеленными-зубами-и-анорексией»* привлекала Колина меньше всего.

Colin and Hassan lingered behind to say good-bye, and when they got into the common room, they found Lindsey sobbing – *death-cry-of-a-hyena sobbing*. – Колин и Гассан задержались еще ненадолго, чтобы попрощаться, и, войдя в холл, обнаружили, что Линдси *ревет вовсю.*

He scooped eggs from the frying pan onto a plate and poured himself water through the fancy *push-this-lever-and-water-comes-out* refrigerator. – Переложил яйца со сковородки на свою тарелку и налил воды из хитроумного устройства типа *«нажмите рычажок, и польется вода».*

To conclude, we can say that author`s literary coinages created by deviating from linguistic norms emphasize the author`s individual style, give it expressiveness and emotive coloring and require lingual and extra-lingual knowledge of a translator.

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PUN-BASED JOKES IN MOVIES AND THE PROBLEM OF THEIR TRANSLATION

The phenomenon of pun has been an object for research by many linguists including a Belgian linguist D. Delabastita, who dedicated a series of books to the problem of pun translation. In 1997 he published his "Traductio: Essays on Punning and Translation". The research showed the complexity of the issue and proved its significance and topicality.

Other scholars in translation studies of the worldwide renown, including P. Newmark, J. C. Catford and K. Reiss, have worked on the problem. However, most of them put emphasis on the translation of puns in written materials, overlooking that in film dialogues.

This study aims at the review of different translation methods of pun-based jokes from the movie industry. The following films and TV series were analysed: sitcoms “The Big Bang Theory” (2007-2019) and “Friends” (1994-2004), a full-length film “Click” (2006). The translations performed by the studios «Кураж-Бамбей», «GoldTeam», «Baibako TV» are considered.

Pun is a type of wordplay, where multiple word meanings are used simultaneously for the creation of comic effect. Scientists distinguish the following types of puns: 1) homophonic pun; 2) homographic pun; 3) homonymic pun; 4) compound pun; 5) recursive pun; 6) merger pun.

From the translation perspective, the notion of “untranslatability” deserves being mentioned. As a rule, interpreters try to convey the content as close to the source language as possible. However, when it comes to wordplay and puns in particular, it is essential to admit that such structures are untranslatable into the target language (TL). Having taken into consideration major works of all the scholars mentioned above, three different strategies could be employed: 1) pun to pun, which implies the search of a corresponding pun in TL *(My father’s stereo is a Bose. – Your father’s stereo blows? That’s too bad! / У моего папы стоит магнитола Боуз. – Стоит? Значит она отстой! / “Click”)*; 2) pun to non-pun, which implies rendering the sense with the help of a non-punning phrase *(Make a choice. Pick a lane. – Who’s Elaine? / Сделай выбор. Выбери дорогу. – Какую дорогу? / “Friends” S4E7)*; 3) pun to related rhetorical device, which implies using various rhetorical devices *(That is PhDelicious! / То, что доктор защитил! / “The Big Bang Theory” S12E11)*.

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LITERARY WORK MUSICALITY AND TRANSLATION (BASED ON NAPOLEON SYMPHONY BY ANTHONY BURGESS)

Music and literature are interrelated and closely intertwined. Word and music have been co-existing together and complemented each other since ancient times. There has been a great interest in “word and music studies” and literary text musicality shown during the last century. Such scholars as Werner Wolf, Steven Paul Scher turned to this issue and carried out significant research dedicated to this phenomenon.

In the field of literary studies, the problem of the musicality of literature is a controversial one. This phenomenon is a rather complex subject to explore since it is difficult to give its clear definition. Due to the readers' differences in the perception of a text, musicality might not be easily recognizable and evident to everyone to the same extent. In some cases, musicality is hidden and indirect.

Musicality is used in both poetry and emotive prose. It can take different forms and may be created by various means: as a certain rhythm, rhyme, stylistic devices (alliteration, assonance, repetition) and imitation of musical forms.

The experimental novel Napoleon Symphony by Anthony Burgess fictionalizing Beethoven's Symphony No. 3 illustrates the use of musicality in a literary work. Burgess believed that in the fusion of musical and literary form lies a possible future for the novel.

In his Napoleon Symphony: A Novel in Four Movements (1974) Burgess tried to follow a strict symphony structure and the theme of Beethoven's Symphony No. 3, called "Eroica" originally dedicated to a historical figure of Napoleon Bonaparte. Like symphony, the novel is divided into four parts and introduction. Every movement covers a particular period in Napoleon's life. The use of rhythmic language and different rhyme schemes, alliteration, repetition – all these means contribute to the musicality of Burgess's novel. He tries to convey the key and tempo of a melody with the help of the rhythm and sentiment of the text. When the tune is lively and amusing, Burgess describes dances, happiness, hopes; when he hears the minor-key theme he uses dark lyrics, telling the stories connected with death, divorce and bitter, unpleasant events. This novel has succeeded in mimicking and parsing the form of music, the sounds of music, and the meaning of the musical work in words alone. The theme of music and musicality can be traced in Burgess's other works such as The Pianoplayers, Mozart and the Wolf Gang, A Clockwork Orange.

A major challenge for a translator of such novel is to keep and reproduce the same emotional impact and impression of the text as in original language.

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FUNCTIONS OF ARCHAIC AND OBSOLETE VOCABULARY IN ENGLISH NOVEL OF THE LATE NINETEENTH CENTURY

English novels of the late 19th century are becoming increasingly popular nowadays as history is becoming more interesting to modern scholars and readers, because it is a real heritage, so they attract contemporary reader's attention. To convey the atmosphere and spirit of the era, the authors increasingly used archaic and obsolete vocabulary in the late 19th century. Many linguists have studied the concept of archaic vocabulary and its functions in literature (V.Arakin, I. Arnold, I. Bezpechny, I. Halperin, O. Halych, M. Kochergan, V. Kukharenko, O. Morokhovsky, V. Nazarets, A. Nikolenko, Y. Vasiliev, V. Vinogradov and others).

Archaisms and historicisms are words and linguistic expressions that have come out of everyday use, possess different grammatical structure, origin, play an important role in the study of language changes of different eras, reflecting the color of the era, the atmosphere of a particular time, etc. It should be noted that historicisms and archaisms are not used in colloquial vocabulary, they can be found only in the works of literature of the era when they were created, in history textbooks, theoretical materials on lexicology, word formation, and translation studies. Nevertheless, even now these outdated expressions are very necessary to explore historical changes, to understand the culture, atmosphere and language of our ancestors, other cultures and in general the development of humanity in all times of our civilization.

For instance, V. Kucharenko gives characteristic to the archaic or obsolete words, divides them into the following types:

- Historisms (reflect historical phenomena and are not in use) – *thane* (the main person on the land); *baldric* (sling, belt); *mace* (a heavy club).
- Poetisms (are used in poetry 17-19th centuries) – *eftsoon* (originated from archaic “eftsona” – again, soon after), *quoth* (from “cwedan” – to speak), *yclept* (from archaic word “clipian” – to call, name)
- Archaisms (have outdated lexical and grammatical form) – *losel* (a worthless person), *thoth* (past form of “think” – thought)
- Obsolete words (are replaced by modern terms) – *methinks* (it seems to me), nay (no).
- Obsolescent words (have archaic grammar form) – *thou, thee, thy* mean pronoun “you”, *thine* means “your\yours”, *maketh* means archaic form of “makes”.

There are many classifications of historicisms and archaisms, and this should be taken into account when analyzing and translating the historicisms used in English novel of the late 19th century.

Language is a live organism, it changes every day, new words are added, and some are ceased. Moreover, to analyze the atmosphere in different works (artistic, historical, or scientific), linguistic awareness, era, ancient language, writers use archaic and obsolete words. Nevertheless, it is clear that archaisms and historicisms should be used with caution because in case of overloading the work with these lexical units, it will be simply illegible, does not cause any emotions and spoils the reader's impression.

After analyzing the linguistic features of historicisms and archaisms in the works of famous linguists noted above we can conclude, that archaic vocabulary, which came to the "passive stock" and their following functions in English novel of the late 19th century are:

– reproducing the historical atmosphere of the century;

– creating a comic impression;

– giving to the language an element of solemnity;

– adding linguistic characteristics to characters;

– conveying the ironic and mocking attitude of speaker to the subject of the statement;

– reflecting the era and historical development of time;

– imitating the language of the characters to determine their nationality, education, state of mind, social status.

According to my own research, it is worth saying that historisms and archaisms play an important role in English novels of the late 19th century. Thanks to them, we can feel the spirit of the era, recognize lexical changes, and understand the cultural and historical changes of the time referred to in the works.

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ATTRIBUTIVE CLUSTERS IN ENGLISH PUBLICISTIC DISCOURSE AND THE PECULIARITIES OF THEIR TRANSLATION

Researchers take a great interest in studying such linguistic phenomenon as English clusters. Attributive cluster or cluster is a word group that consists of two, three, four or more components. In other words, it is a non-predicative syntagma consisting of defined and defining words.

Many domestic and foreign scholars as F. Aarts, G. Terekhova, M. Cheremysina, V. Krupnov and I.Korunets have studied this linguistic phenomenon, developed different theories for the better understanding of the hierarchy of syntactic relations between elements of attributive clusters. Today, attributive clusters are one of the most common types of phrases in modern English, which speaks of the relevance of studying this material. Clusters are quite an interesting linguistic phenomenon especially in texts of English publicistic discourse. Due to the dual nature of attributive clusters, they represent some difficulties in translation and require profound analysis.

The problem of translating multi-component cluster is very complicated. Translator must be not only familiar with modern terminology and definite sphere of translation, but also know structural derivational and morphemic features of such attributive clusters in the compared languages, semantic and syntactic links between elements.

Many attributive clusters are polysemantic and can be translated in a different ways depending on context. For example, '*The Kyiv proposals*' may imply '*proposals made in Kyiv'*, '*proposals made by Kyiv (government of Ukraine)*', '*proposals on Kyiv (of political or economic nature)'*. This dissimilarity poses a number of translation problems. In the process of translation, one should note that the formal and structural characteristics of multi-component clusters do not always coincide in English and Ukrainian and pay attention to these peculiarities to avoid of making mistakes in understanding them. The proper translation of multi-component groups requires the analysis of the word and phrase structures.

The main ways of translating attributive clusters 'Noun + Noun' type into Ukrainian are:

- translation by the adjective + noun phrase, for example, *night flight – нічний переліт;*

- descriptive translation, for example, *a five-man committee – комітет, що складається з п'ятьох осіб;*

- translation by one noun, the generally accepted fixed equivalent, for example, *soil science – ґрунтознавство;*

- translation by the noun in the genitive case, for example, *wage rise – підвищення заробітної плати;*

- translation by the noun with the preposition, for example, *strike warning – попередження про страйк;*

- translation by the subordinate clause, for example, *wage deadlock – глухий кут, у який зайшли переговори про підвищення заробітної плати.*

To sum up we can conclude that to achieve an adequate translation of attributive clusters in English publicistic discourse into Ukrainian, it is needed to analyze semantic and syntactic links between the components of attributive cluster, to know the structural features of constructions, to have a certain amount of background knowledge, translation skills.

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SPECIFICS OF TRANSLATION OF ABBREVIATIONS IN ENGLISH SCIENTIFIC TECHNICAL DISCOURSE

Abbreviation, like other parts of speech, is one of the most important topics studied by scholars. People do not even notice that they use abbreviations. Abbreviations are a universal way to save time for speaking or writing, because time is the most valuable resource in our daily lives.

Abbreviations as terms of scientific and technical discourse and of technical and scientific terminology have been studied and determined in the scientific works of domestic and foreign linguists. Abbreviation is the unit of language that provides information in the shortest way. It can be a single word or a phrase.

Deeply analyzed the authoritative sources, we have determined that abbreviations can be investigated in various directions and classifications, for example, lexical, morphological and structural classifications.

After the analysis of the stylistic features of scientific and technical discourse, we have come to the conclusion that it includes texts full of technical and scientific vocabulary used for special professional communication in different technical and scientific fields. Such texts also include abbreviations and shortenings.

According to domestic linguists (O. Akhmanova, N. Zerkina, A. Superanskaya) and foreign ones (J. Burmeister, S. Gries, H. Marchand), we have divided abbreviations into the following types: acronyms, abbreviations, clipping, blending and initialisms. Based on the researches of the scholars mentioned above, we have identified the ways of translating abbreviations from scientific and technical discourse.

The most common and widely used ways of translating abbreviations is equivalent translation, for instance: *ABE (air-breathing engine) – ПРД (повітряно-реактивний двигун), PC – Personal Computer (персональний комп'ютер).* The next way of translation also often used, is borrowing or loan translation: *e-cash (електронна валюта), TTYL – Talk To You Later (пізніше поспілкуємося)*. Another way of translating is transcoding consisting of transliteration and transcription, for example: *Unicode (universal code) – Юнікод, FreeBSD – ФріБСД (операційна система)*. The less common way of translating abbreviation of English scientific and technical discourse is a descriptive translation: *CLS – Clear Screen (клавіша, що виконує наказ "очистити екран")*.

In the end, it can be concluded that it is a very difficult task to define abbreviations used in English scientific and technical discourse on the base of one classification. Each researcher uses different principles to classify abbreviations, but all scientists have a common opinion on how to translate abbreviations. The most effective ways of translating abbreviations of in English scientific and technical discourse are equivalent and transliteration, borrowing or loan translation. It should be added that descriptive translation is used very rarely because of the characteristics of scientific and technical discourse.

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CORRECCIÓN POLÍTICA Y SU PAPEL EN LA LENGUA ESPAÑOLA

En el mundo moderno, una de las cuestiones lingüísticas más importantes es la corrección política. Dado que ella afecta a todas las esferas de la vida humana y algunos niegan su necesidad, la mayoría de los lingüistas admiten que es imposible vivir sin corrección política en el mundo contemporáneo.

No existe una definición general del término "corrección política", tampoco se puede nombrar el momento exacto del origen de dicho fenómeno. Es evidenta que su aparición está asociada con el desarrollo de la comunicación intercultural y la necesidad de encontrar los medios adecuados para transmitir información sobre un grupo particular de personas. El objetivo principal de la corrección política es el deseo de encontrar nuevas formas lingüísticas para reemplazar las que rozan los sentimientos y la dignidad del individuo, infringen sus derechos humanos con la falta de tacto lingüístico habitual en relación con la raza y la identidad sexual, edad, apariencia, el estado de salud, estatus social etc.

Gracias a la globalización, en España comienza a aparecer un deseo de corrección política. Aunque este tema es relevante, hay muy pocas investigaciones filológicas correspondientes, dado que este fenómeno ya es bastante común en la lengua y atrae la atención del público. Sin embargo seobservan reglas generalmente aceptadas que posibilitan hacer el español más correcto políticamente.

En primer lugar, se debe tener en cuenta que, en la mayoría de los casos, la eufemia puede proporcionar declaraciones políticamente correctas. Es decir, es posible reemplazar palabras y expresiones inapropiadas o indecentes por palabras emocionalmente neutrales o expresiones descriptivas. Por ejemplo:

1. Para evitar la discriminación racial, es recomendable utilizar *"afro-americano" (афроамериканець)* en lugar de *"negroide", "negro" (негр)*; *"mucha tela" o "trabajo duro" (тяжка праця)* en lugar de *"trabajo de negros";*

2. Para no destacar la discriminación por edad, la palabra *"viejos" (старики)* se convierte en *"mayor de tercera edad" o "adultos" (людина похилого віку)*;

3. También es preferible utilizar conceptos colectivos: *"el alumnado" (учні)* en lugar de *"alumnos y alumnas" (учні та учениці); "la población"* en lugar de *(громадяни та громадянки).*

En conclusión, quisiera decir que el uso del vocabulario políticamente correcto en la comunicación intercultural moderna fuera extremadamente necesario, ya que solo la corrección política pudiera garantizar una comunicación diversa de todas las partes.

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THE USAGEOF GRAMMATICAL TRANSFORMATIONS IN THE PROCESS OF TRANSLATION OF THE ENGLISH PRESS

Grammatical transformations, like translation transformations in total, are an integral part of any translation from one language to another; without them it is simply impossible.For this reason, transformationsare an object for intense study by a number of specialists in the sphere of linguistics. The works of L. Barkhudarov, V. Komissarov, A. Schweitzer, J. Retsker and many other linguists became the basis for the study of this issue.

However, despite a great number of studies in the field of grammatical transformations, experts still have not come to a joint conclusion regarding the essence of the concept and distinct classification of transformations. A fairly wide acquaintance with the work of the aforementioned scientists has convinced us that grammatical transformations deal with transforming the structure of an original sentence in the process of translation in accordance with the norms of the source language. The transformation can be complete or partial, depending on how the structure of the sentence changes.

At the moment there are many approaches to classifications and types of grammatical transformations, which have been proposed by scholars. But the view of L. Barkhudarov, V. Komissarov, A. Schweitzer, has become widely held in recent years. According to their works, grammatical translation transformations can be divided into the following types:

1) omission, 2) addition, 3) transposition, 4) replacement, 5) sentence fragmentation, 6) sentence integration.

The reasons for using grammatical transformations can be different. L. Latyshev wrote in this regard that the motivation of translation transformations lies in the combination of a creative approach to translation with a strict attitude to conveying the content side of the original text, its existing features. That is to say, with the help of transformations, we preserve the meaning that was embedded in the original text.

It should be added that the belonging of the original text to a special functional style, and in our case to the press, can influence the nature of the translation process and it will be necessary to apply certain transformations during translation.

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PHENOMENON OF THE WORLDPLAY IN PUBLICISTIC DISCOURSE AND PECULIARITIES OF ITS TRANSLATION

In the modern world the importance of media is not just great. It highlights international socio-political events by using widely spread English, so it stipulated the necessity to translate media articles published in The Guardian, New York Times, The Sun. The study of this issue, especially translation of such linguistic phenomenon as the word play, is relevant and it has great media-sources influence on the spheres of social existence. However, the “world play” notion is typical for the description of the author's opinion as well as of the realia. Inaccuracy and mistakes within translation of a publicistic article containing a word play can considerably change the notion of the phrase and semantic accent of the whole text. And thus, it can lead to misunderstanding of the content and events of social or political matter outlined in the article.

A lot of local and foreign scholars such as V. Sannikov, N. Arutyunova, R. Khristianova, O. Ivanova, L. Chernyukh, V. Kameneva, A. Durmanenko, P. Bokova, S. Atardo, A. Bergson studied the problem and peculiarities of word play translation in publisistic discourse. Most of them, for example Pimanova, studied a word play and the ways of its rendering in different languages as the expressive means at the text-reader level. However, lots of researchers (for example, O. Ivanova) also considered the expressiveness of the word play at the text-reader-public opinion level, thus, the one having the manipulative influence on the socio-political life of the society.

Use of word play and puns in publicistic texts differs from the non-fiction literature. The first case is characterized by outlining facts and events, but not the imagined features. The word play of newspaper texts helps to fulfill the communicative function to draw the readers' attention. But wordplay and puns of the publicistic genre, unlike the non-fiction one, are related to the topic but not to the idea. Thus, it could be stated the media-texts carry out simultaneously several functions of the word play. Apart from the evident evaluative function or function of influence, also there are associative, intertextual, aesthetic and language-forming ones. They appeal to various allusions and quotations and are typical for publicistic articles on politics.

Lots of linguists agree on the idea that puns and word play belong to difficult highly-specialized translation issues. A translator has to take into account the cultural background, translation volume of the target language, article context and characteristics of the target audience, absence of linguistic means which create a pun, discrepancies between formal categories and homonymic equality of the words. Generally there are two approaches to the word translation: translation by the word play and translation by the other rhetorical means. In the first case, the translation variant provides the retention of the pun meaning while its form can vary, for example: “Shifting production to Thigh-land," Trump said during the speech, before correcting himself”. – *“Перенести виробництво до Дай-ланду”, – заявив Трамп під час своєї промови, невстигнувши виправити сам себе”.* In the second case, varioustranslation shifts such as compensation, calque, descriptive and word-for-word ways of translation are used for example: “Motherhood Through The Looking 'Gram” – *“Мама в Інстаграм'ї”* (compensation), “Israel's otters are doing 'otterly' bad” – *“*Видра-*зливий стан природи Ізраїлю”* (compensation), “Eek, so what makes someone a serial dater?” – *“Так що ж робить з когось серійного коханця?”* (word-for-word translation).

However, due to frequent usage of the word play in newspapers, system of approaches of the word play still requires development and search for new strategies and approaches. So, it could be stated that in the modern world the current issue remains to be up-today and requires attention from the linguistic researchers, translators and mass-media representatives.

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THE WAYS OF FORMING NEOLOGISMS ASSOCIATED WITH THE CORONOVIRUS TOPIC IN MODERN ENGLISH

The year 2020 was especially rich with neologisms associated with the topic coronavirus because many words were created to describe the pandemic situation as well as discoveries in science, technology, medicine. The topicality of the problem is predetermined by the insufficient investigation of the ways of forming neologisms associated with the coronavirus topic, the question of classifying words of the coronavirus topic in modern English.

Neologisms (from Greek "new" and "the word") are new words or expressions, or new meanings for an existing word (https://dictionary.cambridge.org/). Neologisms are any new vocabulary; phraseological units appeared in the language at the stage of its development, denote new concepts of science and technology, new living conditions, social political changes (https://literaryterms.net/neologism/). Both definitions clearly show that the concept of neologism is relevant and variable with the pass of time. Thus, Professor Budagov (1951) quite right notes that "in the neologisms of the language the unity of the stable and constant is usually found, on the one hand, and unstable, mobile, changing - on another one" (Budagov, 1951: 152).

In modern linguistics, neologisms are distinguished into the following types as linguistic, lexical, semantic, authorial and individual-stylistic ones, formed mainly on the designation of a new object or concept and sometimes becoming a part of passive vocabulary (Adamushko, 2007). Lexical neologisms can be formed according to the models existing in the language or borrowed from other languages, for e.g., *bobsled, makeup, pancake, racket, sponsor* (Adamushko, 2007:4-11). Another type of neologisms is called semantic because these neologisms form new meanings of already existing words for e.g., *zebra* is the "stripes on the roadway that denote the transition", *slider* is a "lightning lock", *dot* is "paste for correcting mistakes in the printed text" word (https://dictionary.cambridge.org/).

Modern linguists claim that there are several hypotheses dealing with the appearance of new words in a language. According to the first hypothesis, many new words are borrowed from other languages. First, science and technology languages using Greek and Latin affixes gave the origin of such words as computer, television, Internet, cinematography, scanner etc. According to the second hypothesis, neologisms are often created by productive word-formation ways. The most widely used means are affixation (prefixation and suffixation) and composition, mainly blending. According to the third hypothesis, not only single words are considered as neologisms, but also set of words or phrases. This way of word formation is called syntactic when phrases get new meaning from the meaning of their components and enter frequently into the usage of English speakers' usage. For example, *disinformation pandemic* means the spread of fake news and false theories. This phrase consists of *disinformation*, meaning the dissemination of deliberately false information, and *pandemic*, meaning spreading of the disease.

The word *coronapocalypse* means perception of COVID-19 pandemic as a global catastrophe. It consists of *corona* that is shortening for *coronavirus*, meaning type of RNA virus affecting birds and mammals' condition, and *apocalypse*, meaning *cataclysmic event* or *imminent end of a present world*. This word is formed by the composition of two root morphemes into one word.

The word *decompression* means the release of inhibitions and surge in misbehaviour expected following the opening of UK pubs and restaurants on 4 July 2020. It consists of the word forming element *de-*, meaning *down, down from, from, off*, and *compression*, meaning act of pressing together. This word was created with prefixation, as the word forming element *de-* is attached before the root. Nevertheless, the word *decompression* is not a neologism; it has got a new meaning nowadays. The original meaning of this word is the process of relieving or reducing pressure.

The word *coronaphobia*, used in Daily Mail means fear of returning to pre-COVID-19 pandemic life. It consists of *corona* that is shortening for *coronavirus*, meaning type of RNA virus affecting birds and mammals' condition, and *phobia*, psychological term for an abnormal or irrational fear. This word was created with blending two root morphemes into one word.

The word *biosurveillance* means supervision over the contagion situation in population. It consists of the word forming element *bio* that is shortening of *biological*, meaning something connected with the natural processes of living things, and *surveillance*, meaning a watch over something or someone. This word was created with prefixation, as the word forming element *bio* is attached before the root.

The word *coronawashing* is used to call corporations or individuals taking advantage of the pandemic to promote their altruism, philanthropy and achievements. It consists of *corona* that is shortening of *coronavirus*, meaning type of RNA virus, and *washing*, a verbal noun from *wash* meaning act of cleaning something with water. This word was created as blending two morphemes into one word. The word *covexit* means an exit strategy permitting relaxing of confinement and economic recovery following coronavirus-related restrictions was also created as blending two morphemes into one word.

It should be noted that in all examples mentioned below, used metaphorically with figurative meaning, for e.g. the phrase *viral anxiety* means fear and uncertainty, sometimes excessive, due to the COVID-19 outbreak and its ramifications. It consists of *viral*, meaning caused by a *virus* and *anxiety*, meaning apprehension caused by danger, misfortune, or error.

The phrase *armchair virologist* means an unqualified self-styled expert on viral spread dispensing explanations and/or advice. It consists of *armchair* meaning chair with rests for the elbows, and *virologist*, meaning the doctor, who studies virology.

The phrase *air bridge* means a travel corridor between two or more states allowing passage without quarantine. In July 2020, amid confusion, official messaging began to substitute the phrase *international travel corridors*. It consists of *air*, meaning invisible gases that surround the earth, and *bridge*, meaning any structure that affords passage over a ravine or river.

The phrase *corona crunch* means the dramatic impact of the pandemic on university income or investment returns. It consists of *corona* that is shortening of coronavirus, meaning type of RNA virus and *crunch* meaning act or proceed with a sound of crunching.

On the basis of the results of our research, we can state that in recent years, as before, the formation of neologisms has been caused by a change in social and political conditions, state and economic structures, cultural unification of different countries and scientific and technical progresses. The majority of neologisms used in modern English are formed by the way of word compounding, especially, blending, word formatting (prefixation or suffixation) or borrowed from other languages. Neologisms are usually formed according to the rules of a definite language and its productive word formation models. However, literary neologisms are sometimes created by unproductive ways of word formation, as syntactic way or metaphors. It is known that, as more neologism is unusual as more it is interesting to a reader. In such cases, the effective force of word-formation means becomes more prominent and clearer.

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CLASSIFICATION OF LEGAL TERMS AND THE WAYS OF THEIR TRANSLATION INTO UKRAINIAN

Our life is connected with legal terms more than we could think. We constantly notice such terms everywhere starting from news and finishing our personal consultations with a lawyer. Basic legal terms are very important to understand, even for people who are outside the legal field. If you do not know the law, this does not absolve you of responsibility. In addition, if you do not understand basic terms, you do not know the law. Furthermore, a translator who conveys legal documents has no right for mistake. There are a lot of scientists who have been researching difficulties of translation legal terms. Among them there are R.Y. Golovin, B.N. Kobrin, F. de Saussure, A.A. Reformatsky, V.M. Leichik, V.V. Alimov. But as there are no common ideas concerning the nature of legal terms, their classification and ways of their translation – researches in this field still continue.

The correct translation of a legal term primarily depends on how the translator understands the semantic, grammatical and directional features of a particular term. Before translation there is a necessity to state how many components the terms consist of, what part of speech it refers to, and what kind of term it is.

According to the common classification of legal terms used in Linguistics, legal terms are divided into the following types:

1) commonly used *(a find – знахідка, mass poisoning – масове отруєння, lawyer – юрист, activists – активісти, court – суд, law – закон, approach – підхід);*
2) commonly used with special meaning in the normative act *(criminal record – судимість, inquiry – дізнання, decision – рішення суду);*
3) technical *(computer – комп'ютер, phonogram – фонограма, lie detector – детектор брехні, lamina – плівка, dictaphone – диктофон, рація – radio set);*
4) purely legal *(Criminal Code – Кримінальний кодекс, Constitution – Конституція, presumption of innocence – презумпція невинуватості, international humanitarian law – міжнародний гуманітарний закон).*

Taking into account the classification of legal terms given above it allows avoiding of rude mistakes. It is incorrect to translate commonly used legal term with special meaning in the normative act as just commonly used. Violation of this rule leads to not full term meaning. For example, "*inquiry*" in general use can be translated as "*запит*", "*obligation*" as "*обов'язок*", "*decision*" as "*рішення*", "*urgent cases*" as "*термінові випадки*". However, in these cases terms lose their special juridical sense. That is why it is necessary to translate "*inquiry*" as "*дізнання*", "*obligation*" as "*обов'язок, що встановлено судом*", "*decision*" as "*рішення суду*", "*urgent cases*" as "*випадки, що потребують термінового розгляду"*.

The translation of legal terms requires some transformations as English and Ukrainian languages differ a lot. What sounds great in one language will not have the same effect in other language when applying only word-for-word translation. Among the most frequently used transformations there are:

1) addition *(jurisdiction – у напрямку юрисдикції, violating – порушення Кодексу, legal professional privilege – професійний привілей в юридичному полі, decision – рішення суду, urgent cases – випадки, що потребують термінового розгляду).*

2) transposition (*international humanitarian law – міжнародний закон щодо прав людини, legal professional privilege – професійна привілегія в юридичному полі,* the unrepresented person *– людина, що не є представником, counsel's expenses – витрати на адвоката, common law* domestic systems *– національні системи загального права*).

3) replacement (*to vote unanimously – одностайно голосувати, the* unrepresented person *– людина, що не є представником, withdrawal* proceedings *– процедура вилучення, common*-law-oriented approach *– підхід, що орієнтований на загальне право, deprivation of liberty – позбавлення волі).*

To sum up, it is worth saying that translation of legal terms first requires fundamental knowledge of definite languages functioning and of legal terms specialties.

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COMPLEX SENTENCES UNDER MODERN SCIENTIFIC SCRUTINY

The question of complex sentence theory remains controversial in modern linguistics. Complex sentences are one of the common types of syntactic constructions in modern languages. These sentences have always been interesting for scholars to investigate into, so their works develop different approaches, concepts and views. So, it is necessary to highlight the scholars whose works have been used as a basis for our research, they are A.M. Peshkovskyi, N.I. Hrech, A.B. Shapiro, Ye.I. Korotaieva, F.I. Buslaiev, N.A. Shyrokova.

Firstly, the term "complex sentence" appeared in the works of grammar researchers in the first half of the 19th century. The concept of a complex sentence as an extended member of a simple sentence appears in those early works as well. N.I. Hrech offered the idea that the noun, adjective and adverb can be replaced with subordinate clauses in the main sentence, and therefore he distinguished the following three types of subordinate clauses: 1) nouns; 2) adjectives; 3) adverbial modifiers. It was the first description of the types of subordinate clauses, although such classification is now considered as imperfect.

Active research into the concept of complex sentences continued. In syntactics a number of theoretical concepts (sometimes mutually exclusive) were put forward as to what the description and classification of complex sentences should be. There are different solutions depending on the general approach to the problem of studying complex sentences and their relation to a simple sentence. In domestic linguistics the most widespread are: 1) the so-called formal theory, which is based mainly on the types of subordinate unions and their functions; 2) a theory based on the functional identification of members of a simple sentence with the elements of a complex sentence; 3) a semantic theory, which is based on the types of semantic relations between the elements of a complex sentence.

Most of the terms used in English and Ukrainian linguistics to denote the types of subordinate clauses in an English compound sentence are completely the same.

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TRANSLATION SPECIFICS OF THE LOAN WORDS IN MODERN ENGLISH

The main specific feature of modern English media texts is that they incorporate newspapers, magazines, television, radio, and network being accessible for everyone. English has the status of the international communication language; it is constantly used by different nations all around the world. There is the necessity of investigating many borrowings issues and specifics of loan translation in modern linguistics. The problems of loans in modern media discourse were studied in the works of many Ukrainian and foreign researchers, such as R. Vinokur, V. Karasik, M. Oleshkova, C. Bally, E. Haugen, D. Crystal.

Progressive globalization and communication processes have caused the language mixture and borrowing of new words into them. As a result, modern English media discourse is full of loans from various languages (French, German, Spanish, Russian, Arabian and many others) and the amount of loans is increasing: *detainee, glasnost, jihad, wuxia, pinyin, ayatollah, bagel*.

Speakers adopt the words from source language into the native language. There are different types of translation, such as word-for-word, calque. Many words were borrowed from Latin, German, French: the word "*thriness*" (threeness) in old English was translated from Latin "*trinitas*"; the German word "*Leberwurst*" appeared and translated "*liversausage*"; the French word "*decalcomanie*" was taken over in one piece and naturalized by means of an English pronunciation.

The loans are one of the important elements of English media language which does not break its grammatical structure and position and retains all linguistic characteristics.

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COMPARAZIONE DEI DISCORSI INFORMALE E FORMALE NELL'ITALIANO MODERNO

In ogni lingua i parlanti cambiano il loro modo di parlare a causa della situazione comunicativa e della posizione dell'nterlocutore. Non puoi comunicare allo stesso modo con un amico e un partner commerciale, vero? A questo proposito rilasciano i discorsi informale e formale. Vediamo quali sono le caratteristiche principali di questi registri e che li rende diversi.

Le differenze esistono in tutti i piani della lingua, riguardano quindi la pronuncia, la morfosintassi, il lessico ma anche l'articolazione testuale.

Visto che in comunicazione informale l'elocuzione è più veloce e la pronuncia non è raffinata, accadono fenomeni di riduzione sillabica (*nsomma, bastanza, spetta,*), di fusione (*ebbè, ebbravo, aggià*), i fonemi spesso non vengono completamente realizzati. Nel registro informale possiamo osservare parole abbreviate (*bici, tele, prof*), parole oscene (*culo, palle*), termini generici (*cosa, faccenda, tizio*), parole espressive (zucca), disfemismi (*vigliacco*), onomatopee (*din don, eccì*).

Nel discorso formale invece osserviamo spesso le forme fonetiche non marcate, la pronuncia è più raffinata e la velocità di eloquio è ridotta. La cosa principale che gli interlocutori vogliono raggiungere in una situazione formale è il loro obiettivo, quindi devono costruire una frase in modo coerente e chiaro per evitare confusione o interpretazione errata. Per questo motivo, le frasi diventano più lunghe, più complesse e contengono più termini.

Anche se i parlanti italiani tendono a parlare abbastanza rapidamente, in una situazione formale devono pronunciare e vocalizzare tutto in modo che li capiscano. Pertanto la pronuncia corretta e chiara è una delle caratteristiche della lingua formale.

Per fare una buona impressione e rendere chiaro il messaggio tutte le regole grammaticali di solito non vengono evitate in situazioni formali.

Il grado di formalità di un registro è caratterizzato dall'uso delle forme allocutive *"Signor/Signora" o "Don/Donna"* come forma di cortesia. Anche nel contesto informale queste forme possono essere utilizzate con un po' di ironia.

La ricchezza del vocabolario è un'altra peculiarità. Gli oratori preferiscono evitare ripetizioni, espressioni astratte e metaforiche.

In base al grado di formalità della situazione comunicativa variano anche le forme per esprimere una richiesta, un ordine, o qualche informazione. Per esempio: *chiudi la porta – chiuderesti la porta? – ti dispiace chiudere la porta? – non dimentichi di chiudere la porta – si prega di chiudere la porta.*

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TYPES AND FUNCTIONS OF INVERSION IN ENGLISH

The study of this topic is relevant due to the fact that the phenomenon of inversion is often found in various styles of written and oral speech and because of different norms for constructing a sentence in different languages, the translator does not always understand how to translate an inverted sentence.

Inversion is a phenomenon that plays an important role in both speaking and writing. As a rule, linguists (I.V. Arnold, I.I. Prybytok, V.A. Kukharenko) distinguish such types of inversion as grammatical and stylistic.

Grammatical inversion is the structure in which the verb-predicate precedes the subject. There are two main forms: complete inversion (the predicate is followed by the subject) and partial inversion (auxiliary verb is followed by the subject).

The task of grammatical inversion does not mean expressing any additional meanings or semantic references. It is used only because the inverted word order is the only correct one for a given grammatical construction. For example, in the interrogative form of an English sentence without an interrogative word, an auxiliary verb should be put in the first place, in the imperative mood this place is taken by the main predicate verb, etc. Therefore, grammatical inversion is only a form of a certain grammatical meaning and is not a direct object of translation.

I.V. Arnold describes the stylistic inversion as violations of the usual arrangement of the members of the sentence, as a result of which one of them is isolated and receives special emotional connotations. This type of inversion is characterized by the fact that an adverbial modifier or object has the initial position in the sentence. In the case when we face the inversion of the adverbial modifier, we see that it has the initial position and is followed by the auxiliary verb. Inversion of the direct object adds a strong emotional emphasis on a specific part of the sentence.

Thus, when we translate inversion, it is important to consider the type and function of the inversion in the corresponding sentence or statement.

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THE ROLE OF EXPRESSIONS IN NEWS TEXTS

Our work is devoted to the peculiarities of creating texts for Internet news and the problems of their translation.

The problem of defining the term "media text" was studied by such researchers as T.G. Dobrosklonskaya, A.A. Zhurin, N.V. Chicherina, P.I. Grishaeva, N.A. Kuzmina, Y.M. Zasursky, Y.A. Uvarova. Exactly T.G. Dobrosklonskaya had devoted a huge number of works to research the media linguistics. It is also very important to separate the definition of “news” in our work. This problem was researched by S.I. Ozhegov, A.A. Vasilyeva, T.G. Dobrosklonskaya, E. Denis, D. Merim. N.D. Arutyunova, M.A. Kovalchukova, Ju.S. Vorotnikova, A.A. Mikhalskaya have been investigated the news discourse and Teun A. van Dijk made the greatest contribution to the study of the theory of news discourse. To characterize lexical, grammatical and structural features, we used the research of such scientists as A. A. Zaliznyak, T. G. Dobrosklonskaya, Y.Yu. Bazhenova. As for the problem of translating news texts, we should note here the works of such scientists, as A.S. Barkhudarov, Bell Alan, V.N.

Komissarov, A.V. Fedorov, A.D. Schweitzer, M.Yu. Krapivina, A.V. Fomichenko, A.I. Chernovatii, Bielsa, Bassnett, Vermeer.

In these theses we want to pay special attention to the functions of expression in news Internet texts. Expression is a complex linguistic-stylistic category that plays part in different functional styles of language. A.I. Arnold by understands expressiveness as a property of a text or part of a text that conveys meaning with increased intensity and has as a result an emotional or logical reinforcement, which may or may not be figurative. V.P. Grigoriev noted that "expression is expressiveness, it is what implies the expression of non — trivial content."

In news texts, the expression function plays a very important role. Sometimes the expression is transmitted implicitly, because by standards, the text of the news should not contain the author's opinion and expressive statements.

Expression in the news is necessary in order to draw the reader's attention to the events taking place. It is this function that ensures the recipient is interested in the news, opens it, and reads it to the end. Therefore, journalists often use this function when composing headlines. The lexical content of texts is characterized by emotional coloring, which can be considered rather negative, since, as the studies show, the readership pays more attention to exciting or even shocking events. Expression in news is transmitted through such means as repetition *(How far out is too far out for New York's fading club scene?)*, parallelism, ellipsis (*Quite good for you – very bad for the planet)* epithets (*'Weary' teachers frustrated by late guidance on English secondary schools),* phraseological units (*Kangaroo attacks Melbourne jogger 'like a damn truck')* and hyperbole *(prices skyrocketed, uneven growth).*

To conclude, the expressive function is necessary to influence emotions, feelings and create a positive or negative attitude of the reader to the information being reported.

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SOCIAL POLITICAL REALIA IN ENGLISH MEDIA DISCOURSE AND THE PECULIARITIES OF THEIR TRANSLATION

Researchers take a great interest in studying such linguistic phenomena as social and political realia. Various linguists give the definitions of the term *realia* in their linguistic and translation studies In this research, we consider the definition of realia offered by the following researchers as R.Zorivchak, S.Vlahov, S.Florin, A.Suprun, V.Uvarov. Realia is a word or complex expressions of the language representing nominations of objects, concepts, typical phenomena of a given geographic place, material life or social historical peculiarities of some people, nation, country, and tribe that for this reason contains a national, local or historical color.

Today, with the growth of international relations, the translation of social political realia acquires special significance and their number is constantly increasing. The problem of translating realia is a rather complicated process. Social political realia in English media discourse cannot be translated on a general basis and should be conveyed in a special way. Social and political realia mostly often have no direct equivalents in the target language. Therefore, translators have to resort to various ways of translation and translation transformations to achieve the adequate translation of social political realia into Ukrainian such as:

1) transcoding (transliteration and transcription): *tribalism – трайбалізм, Congress-конгрес;Woodrow Wilson International Center for Scholars –Міжнародний центр вчених Вудро Вілсона;*

2) calque: *Candidate of Science – кандидат наук; Ministry of Defence- Міністерство оборони;White house – Білий дім;*

3) descriptive translation: *maverick – державний діяч, який займає позицію, відмінну від інших;; address – виступ на пленарних засіданнях Генеральної Асамблеї; negotiated settlement – порозуміння, досягнуте в результаті переговорів.*

Finally, we can summarize that the process of translation of social political realia in English publicistic discourse into Ukrainian is complicated and multilateral. The translator is a mediator between the original text and the reader whose professional competence includes practical and theoretical knowledge of the language, as well as background linguistic and cultural knowledge.

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THE PECULIARITIES OF ENGLISH REALIA TRANSLATION

An integral part of the sphere of human habitation as a social being is culture. Language cannot exist without man, and man cannot exist without language. It is through language that a person learns about the world and culture. The translation of realities is an urgent problem of our times.

O.V. Filipova argues that all changes in social and political life are reflected in language. For example, every decade brings new realities to the language of the United States, what require the translator's ingenuity to convey them as accurately as possible. After World War II, the birth rate in the United States rose sharply – in 1957 it amounted to 4.3 million people. he Americans called this phenomenon “Baby boom”. “Baby-boomer” is a man born in 1946-1965. Because of such a large number, “baby boomers” have become the cause of many social trends. These realities reflect a certain period in the life of American society. According to the classification by G.D.Tomakhin, they can be attributed to denotative realities. Wherever they are found, they can be translated by descriptive translation or transliteration with explanations in the notes.

According to I.S.Fedenko, reality is an object, a thing that materially exists or existed. In linguistics and translation studies, realities are words and expressions that denote these objects, as well as stable expressions that contain such words.

Many researchers note the significant difficulties associated with the translation of realities, while some argue that these lexical items are not translatable at all. For example, S.I. Vlahov and S.P. Florin consider the concept of "translation of realities" twice conditional, because “reality is usually untranslatable (in vocabulary) and again, as a rule, it is transmitted (in context) is usually not by transfer”.

The article by Yu.V. Artemyeva, S.A. Razygraeva and Yu.V. Yavara says that a translator may face two main problems dealing with realities:

1. The lack of exact one-word correspondence of the translated reality in the language of translation due to the fact that in the culture and life of the speakers of the language of translation there is no object of this reality, i.e. the referent himself.

2. The need not only to convey the substantive significance of reality, but also to preserve its national and historical color.

When translating realities, the translator may face the problem of different semantic systems in different languages. There are three types of correspondence between the lexical units of two languages: full, partial, and lack of compliance

The following translation methods were used to render culture-bound items of the English-language series "Lucifer": transliteration, transcription, functional analogue, tracing calque, semi-tracing calque, replacement, and descriptive method.

To sum up, the choice of the most appropriate method of translation, you need to take into account the type of realia, the degree of their popularity in the target language and follow the ways of translation. After all, today, a large number of foreign words have their roots in a language. It is also important to remember to reconstruct the syntactic structure of the sentence and lexical replacement with a complete replacement of the meaning of the word.

All the above mentioned confirm that the process of rendering realia requires creativity, background knowledge of culture, and history of the source language, and it is worth studying realia both from linguistic and cultural points of view.

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TRANSLATOR'S INDIVIDUALITY AND TRANSLATION STRATEGY CHOICE (BASED ON MAYAKOVSKY POETRY TRANSLATIONS)

Literary and, in particular, poetic translation are considered to be the most difficult types of translation work and the pinnacle of true professionalism in translator's mastery. A translator has to pay considerable attention not only to the informative aspect, but also to the emotional and expressive aspects, as well as to strive to convey the individual style of the author. For this reason, we will focus on the concept of "translation strategy" as a key element in understanding where the individuality of the translator lies and where it stems from.

The term "translation strategy" does not appear quite often in the field of translation studies, its definition is somewhat vague and each scholar seems to interpret it differently. Nevertheless, one common thing is that translation strategy (later, regarded as TS) is connected with certain translation problems; the difference lies in the complexity and scale of the definition: some researchers regard TS as a means or system of means for solving one specific problem or a set of problems in the process of translation, and others consider this term as a complex cognitive process of decision-making and opting between different translation tactics and technics. In this connection, it is necessary to mention that translation strategies are more frequently categorized into local and global ones. Chesterman [1] describes local strategies as those applied for translating a specific sentence, structure, idea, unit, etc., while global strategies are concerned with the whole text. Also Chesterman [1] suggests another classification of translation strategies, as devided into semantic, syntactic, and pragmatic ones, basing on the concept of translation "changes". Vinay and Darbelnet's [2] share the similar approach to classifying translation strategies, distinguishing two main categories: literal and oblique translation; the latter one is used when the first one proves to be insufficient. After a closer consideration of these classifications, the analogy between local/global strategies and the basic definitions of terms “strategy” and “tactic” becomes more apparent. Strategy is a global complex plan or set of general goals, while tactic is the specific action taken to achieve that overall set of goals, that is why it seems to be more correct to apply the term “translation tactic” to those so-called local translation strategies, to avoid confusion in research. The reason is that there is a certain discrepancy in the definition of the local translation strategy, since it is intended only at solving a specific problem, i.e. translating a certain unit of the text, and does not seem to take into consideration the overall goal of translation process, especially when it comes to literary translation, where a translator has to always keep in mind pragmatic, functional and stylistic features of the text, as well as its homogeneity. Therefore, it would be more appropriate to consider a translation strategy as a complex procedure, where different tactics are used, and that follows a certain “algorithm” or a set of stages for efficient translation. There are also a number of classifications, based on this approach, created by such scholars, as Krings H.P. [3], Lörscher [4], Gerloff P. [5], the latter one delivers one of the clearest classifications, distinguishing such categories of TSs, as identification of the problem, linguistic analysis, accumulation and extraction of information, general search and selection, conclusion and explanation, contextualizing of the text and monitoring of tasks (goals). This model can be called more appropriate, as it takes into consideration cognitive aspect of the translation process, and that is where the individuality of the translator manifests: having the same basic set of rules, principles and tactics in mind, each translator makes their own choices, basing on their knowledge, skills, aesthetic preferences and overall goals. Another interesting thought was expressed by Kearns [6] *“As mental phenomena, strategies in this sense are themselves unobservable, although they may be reconstructed by researchers through analysis of strategy indicators.”* This brings us to the conclusion: so many translators, so many strategies, as it involves a complex number of individual thought processes characteristic of a certain person, and is defined by the set of goals of a translator.

As far as literary and poetic translation is concerned, form (starting from imagery and finishing with rhythm, rhyme, etc.) and expressiveness are just as important as informativeness. But, of course, it is hardly possible to keep both form and informativeness, therefore translation strategy will depend on the translators’ priorities and their understanding of the creativity and the “soul” of the author. Consequently, we examine individual strategies applied by each translator in translating the poetry by V.Mayakovsky “А вы могли бы?». This piece was written in 1913 and encompasses everything peculiar to the poet’s individual futuristic style: complex and unpredictable imagery, experiments with the poetic form, both graphic and sonic one; the main topic and idea being dedicated to the antithesis between the boredom and mediocrity of daily routine and the creative rebellious nature of the protagonist

А вы могли бы?
*Я сразу смазал **карту будня**,*
***плеснувши краску из стакана**;*
*я показал на **блюде студня***
косые скулы океана.
На чешуе жестяной рыбы
прочёл я зовы новых губ.
А вы
***ноктюрн** сыграть*
могли бы
на флейте
водосточных труб?
By Vladimir Mayakovsky

Could you?
*I splattered **the pattern of weekdays** at once*
*with **color splashed out from a glass**;*
*I showed you, on **a dish of aspic**,*
*the **slanting cheekbones of the ocean.***
*Upon the scales of a **tin fish***
*I read **the calls of new lips.***
And how about you,
could you
play a
nocturne
***on a flute of drainpipes**?*
By James McGavran

What about you?
*I splashed some **colours from a tumbler***
*and smeared **the drab world** with emotion.*
*I charted on **a dish of jelly***
*the **jutting cheekbones of the ocean**.*
*Upon the scales of a **tin salmon***
*I read **the calls of lips yet mute**.*
And you,
could you have
*played a **nocturne***
*with just **a drainpipe for a flute**?*
By Dorian Rottenberg

Thus, we see the attempts of two different translators – J. McGavran and D. Rottenberg to translate the piece of poetry by Mayakovsky into English. The first noticeable thing is that both translators have decided to preserve the specific graphic representation of the last utterance in the piece, thus showing that this is one of the distinguishing features of the poet’s style. As for the choice of vocabulary, J. McGavran tends to stick more to the original text that is why his translation seems to look more like a literal one. Besides, he does not pay that much attention to the rhythm and rhyme, as his version is a blank verse unlike the original piece. That might be the indicator that his translation strategy has been to stay as closer to the original as possible in terms of vocabulary and structure, to focus more on Mayakovsky’s extraordinary imagery and way of thinking. At the same time, his Soviet colleague apparently employs far more creative approaches, using multiple transformations, such as modulations and loss-of-meaning compensation, e.g. *Я сразу **смазал карту будня**, плеснувши краску из стакана - I splashed some colours from a tumbler and **smeared the drab world with emotion***. Apart from that, D. Rottenberg has tried to recreate the rhythm and alternate rhyme, peculiar to the original piece, and at the same time he stays rather accurate in terms of conveying imagery. Taking this into account, we could say that his strategy emphasizes not only the expressive and stylistic means, but also such an important factor for the poetry as rhythm and rhyme. Therefore, we can say that Rottenberg's translation strategy is more efficient than McGavran's one, but we do not deny the right for personal interpretation in the process of translation.

In conclusion, we should to say that the individuality of the translator plays one of the major roles in the process of literary translation, since in this field there is more freedom for interpretation, far fewer restrictions, yet much more goals and tasks to achieve. The set of these goals will define the translation strategy, which as we have concluded, is a matter of individual mental and creative process, yet, surely, determined by the translator's experience, skills and mastery.

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ABBREVIATIONS IN BUSINESS ENGLISH AND PROBLEMS OF THE TRANSLATION

The modern business world is evolving on a daily basis, and this development affects the system of international communication. With the progress of various business sectors a lot of neologisms appear in the language. Current saturation of social life requires a search for a more brief narrative of facts and events but without losing the information content.

The concept of abbreviation appeared in the age of antiquity - contraction of the words was passed for normal those days. The tendency to use abbreviations was in and out for many years. In modern English the theoretical basis of this notion was laid in the works of A.P. Shapovalova, S.M. Yenikeyeva, Y.V. Gorshunov, E.N. Galkina and many others.

In order to avoid problems concerning the translating of abbreviations it is important to figure out their classification.

Abbreviation is a shortened form of a word or phrase which consists of a group of letters taken from this word or phrase. The scholars' view on the classification is still not uniform: some of them consider that contractions and acronyms are also among the abbreviations, while others allocate them as a separate group. In this work we rely on the first classification given by S.M. Yenikeyeva. This classification is as follows:

• Initial abbreviations (*MP – Member of Parliament; GDP – Gross Domestic Product*)

• Conversions (*IFR – Instrument Flight Rules*)

• Acronyms (*NATO – North Atlantic Treaty Organization*)

• Contractions (l*ab – laboratory; ad - advertisement*)

• Compound-shortened words (*H-bomb – hydrogen bomb*).

On the basis of this classifications and characteristics of each type of abbreviations we can choose proper methods of translation. They are the following:

• Translation with the equivalent in the target language *(UNO – ООН; COMECON – РЕВ*)

• Borrowing of the foreign abbreviation (*CDROM; DVD*)

• Transliteration (*UNESCO – ЮНЕСКО; INTERPOL – Інтерпол*)

• Transcription (*BBC – Бі-Бі-Сі*)

• Taxonomical translation (*ICPA – Міжнародна комісія за боротьбу з алкоголізмом*).

As in our work we consider the abbreviations in Business English, during the analysis and translation we determine that the most frequently used methods are translation with the equivalent and transliteration.

In modern linguistics the difficulties in the process of translating abbreviations still exist in spite of the fact that there are multiple dictionaries of abbreviations and other references. Therefore, the investigation of this issue is urgent, especially in the field of Business English.

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THE CONCEPT OF LEGAL TEXTS AND GENERAL FEATURES OF THEIR TRANSLATION

Almost every day we have to deal with certain legal documents, in this regard, the translation of legal texts is one of the most common areas of translation today. In general, legal translation is a type of translation of texts related to the field of law and intended for the transmission of legal information. Thus, due to the general trend towards globalization of various aspects of international activities, which requires appropriate legal regulation, the demand for this type of translation is growing every year. In particular, the works of such famous linguists and translators as I. Alekseeva, R. Gamzatov, V. Tolstyk, O. Parshin and others were devoted to the peculiarities of the translation of legal texts.

According to many researchers, the legal text refers to a separate functional style in modern functional stylistics. Thus, as an independent functional style, the legal text has specific linguistic characteristics that involve significant difficulties in the process of translation from English.

First of all, high-quality translation of legal texts requires from the translator a special linguistic sense, persistence in terminological search, experience in legal translations, special knowledge in the relevant field of law and knowledge of the legal system of the state in which the translation is performed.

Moreover, during the translation the translator needs to pay special attention not only to the translation of special terminology, but also to stable expressions, clichés, three-dimensional syntactic constructions, modalities and passive constructions. In particular, it should also be noted that the language of translation of legal texts should be emotionally neutral, as the translator cannot use his legal assessment of the facts stated in the text of translation. In addition, the structure of legal texts should be taken into account during the translation and the generally accepted rules of drawing up legal documents should be strictly adhered to.

Thus, taking into account these features of legal texts, most researchers and translators agree that the special nature of legal documents requires consideration of various linguistic aspects of their translation and translation strategies used.

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DIE INTERNATIONALEN DOKUMENTE UND DAS PROBLEM IHRER ÜBERSETZUNG

Unter den heutigen Bedingungen wird die Übersetzung internationaler Dokumente aufgrund der raschen Entwicklung der Zusammenarbeit zwischen der Ukraine und anderen Ländern in verschiedenen Bereichen sowie der Integrationspolitik in politischen und wirtschaftlichen Räumen Europas und der Welt besonders wichtig. Die wissenschaftlichen Arbeiten von S. Ivanenko, V. Kaljuzhna, L. Jarova sind der Erforschung von Sprachbesonderheiten internationaler Dokumente und ihrer Übersetzung gewidmet.

Laut V. Kaljuzhna sind "Merkmale wie Logik, Formalität, fehlende Emotionen, Genauigkeit, Stereotypisierung und Direktive zu einem wesentlichen Bestandteil der Dokumente internationaler Organisationen. Von der Art der Dokumente hängt es ab, dass einige Funktionen von erstrangiger Bedeutung, andere von untergeordneter Bedeutung" sind. Von erstrangiger Bedeutung sind zum Beispiel für die Charta Logik, Genauigkeit und das Fehlen der Emotionalität. Diese Stilmerkmale werden mit Hilfe der im Dokument vorhandenen syntaktischen und lexikalischen Mittel erreicht: überwiegend komplexe Sätze, Verwendung von Termini, Fehlen der emotional gefärbten Lexik, Vorhandensein von Abkürzungen und Akronymen usw.

Bei der Analyse der Probleme, die bei der Übersetzung internationaler Dokumente auftreten können, weisen Wissenschaftler häufig auf Probleme im Zusammenhang mit dem Gebrauch von Rechtsbegriffen hin, da einige solcher Begriffe im Ukrainischen fehlen oder ungewöhnliche Bedeutungen aufweisen. Hier muss der Übersetzer entscheiden, ob er den Sinn des Begriffs deskriptiv vermittelt oder die am besten geeignete Entsprechung findet.

Nach der Analyse der vorhandenen wissenschaftlichen Veröffentlichungen können wir zu folgenden Schlussfolgerungen kommen: 1) Bei der Übersetzung internationaler Dokumente müssen die Sprachgewohnheiten der Muttersprachler der Zielsprache berücksichtigt werden, ohne die übliche Rezeption des Rechtsdokuments zu verletzen. 2) Übersetzern wird empfohlen, die lexikalischen und grammatikalischen Merkmale sowie die Stilmerkmale der Dokumente, die übersetzt werden, zu berücksichtigen. 3) Die Sprache der Übersetzung muss korrekt sein und die Übersetzung selbst muss der Realität und der Rechtslage des jeweiligen Landes entsprechen, für welches ein Dokument übersetzt wird.

Wissenschaftliche und sprachliche Beratung von Prof. Dr. habil. phil. S.M. Ivanenko.

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FEATURES OF TRANSLATING TERMS IN SCIENTIFIC AND TECHNICAL TEXTS

Considering the current world of Hi-tech and engineering terms, speed of creating new term-systems or terms and good-quality scientific-technical texts translation have an extremely big role. The goal of this publishing is original text analyses, learning their terminology and glossary creating of food technology, nutrition and dietitian.

The topic of terminology translation of the food industry and healthy nutrition into Ukrainian was studied by such researchers, in particular: O.V. Narushevych-Vasylieva, Ye.S. Smirnova, I. Shmatko and others. And the role scientific terminology was studied by following researchers: V. Protsenko, D.S. Lote, L.Ye. Azarova, T. Balaban, K.T. Seliverstova and others.

Scientific technical texts differ from all other genres in their informativity, importance of accurate and logical transmission of information. Also, one of the most important characteristics is the term (words and phrases denoting specific objects and concepts operated by specialists in a certain industry, science or technology). The problem of technical terminology translation is very relevant.

It is easy to understand that incorrect terms translation can affect the technological process, the implementation of various projects and the development of companies engaged in a certain field.

For example, the term "electromagnetic radiations" can be accidentally translated as "*електромагнітна радіація*", while in fact it means "*електромагнітне випромінювання*", and the term "liquor" depending on the text can be translated as "*лікер*" or just "*рідина*". Another term "*whole milk curd*" has the translation "*сир 9% жирності*", while the English term hasn't any mention about fat.

So as any other field, food technology, nutrition and dietitian require a clear system of terms to facilitate communication of recipients with scientific and technical texts, which is the purpose of this study.

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FEATURES OF TRANSLATION OF PHRASAL VERBS (BASED ON ENGLISH JOURNALISTIC TEXTS)

Phrasal verbs are a special type of verbs that are widely used in spoken English, jurisprudence, economics and many other fields. The purposes of the study are: consideration of phrasal verbs, providing them with classification and analysis, as well as identifying features of the translation of English phrasal verbs into Ukrainian.

Admittedly, phrasal verbs entered the language system so deeply that they began to function in several styles and lost their old meanings and found new ones. Obviously, parts of a phrasal verb cannot be translated separately, because a phrasal verb is a single semantic and syntactic unit. Thus, if it is impossible to translate a phrasal verb with the help of the appropriate Ukrainian prefix or ordinary verb, it is possible to use the addition and convey the meaning of the phrasal verb in a descriptive way. The main types of transformations are: selection of a variant counterpart, contextual replacement, concretization and generalization.

We have analyzed about twenty journalistic articles and usage of phrasal verbs in them. As a result, the following conclusions can be drawn:

- a characteristic feature of phrasal verb is a change in the form of the verb component;
- phrasal verb is a single semantic and syntactic unit; it accurately determines the spatial and temporal characteristics;
- one of the most common and commonly used groups of phrasal verbs are phrasal verbs that denote the movement of an object or subject.

To summarise, for the translation of phrasal verbs it is necessary to take into account the peculiarities of the mentality, background knowledge to adapt the text for the recipient and, likewise, achieve a communicative goal. Therefore, the following conclusions are reached: phrasal verbs differ from ordinary verbs, they help to express thoughts more clearly and accurately; they are necessary for free communication and correct understanding of English texts; they must be translated with caution, using various transformations and taking into account pragmatic and stylistic aspects.

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ADVERTIZING SLOGANS: LINGUISTIC FEATURES

Advertising in any country of the world is a complex and multifaceted phenomenon of not only socio-economic, but also linguistic reality. It is diverse in content and purposes and functions at different time and space levels, from local to international. Language tools designing an attractive image of the proposed products for potential consumers are also different.

Advertising has its own metatext, a conceptual image of a product or service, and all its metasemiotic features work for its implementation. Advertising text belongs to the means of mass influence that solve communicative problems such as a pragmatic task aimed at ensuring the reliability and effectiveness of the communication process. Thanks to advertising that we can transmit the information aimed at selling a product or something else.It is the engine of a market economy, but at the same time it is a "social mechanism" that changes relations between people in society, their mentality, and also creates a new type of relationship.

The problems of studying advertising slogans were dealt with by such scholars as S. Romanyuk, A. Volodimerskaya, V. Zakharchuk, N. Ulitina, V. Zirka. They distinguish slogans according to duration of product use and its quality as well as rational and emotional accent and the very structure of the slogan. So, there are the following types of slogans:

1) Imperative slogans (*Just do it; Stop pretending your racism is patriotism; Stop Hate for Profit; Drink Coca-Cola; Refresh yourself; Be Open Like Never Before*)
2) Interrogative slogans (*Is it in you? (Gatorade), Can you hear me now? (Verizon)*)
3) Slogans with comparative and superlative forms of adjectives and adverbs (*The Best Men Can Be; The More You Know; Stronger than the Storm; A Better Life, A Better World; The Happiest Place On Earth*)
4) Slogans with metaphors (*Taste the rainbow; Open happiness; You're in good hands)*
5) Slogans with similes (*Life without health is like a hell!; Pure as Sunlight*)
6) Slogans with oxymoron and paradox (*Ice-cold sunshine*)
7) Slogans with wordplays (*Shave Time. Shave Money; Beanz Meanz Heinz; Epileather)*
8) Slogans with rhythm and rhyme (*Grace, Space, Pace; The Quicker Picker Upper; Snap, Crackle, Pop; For success, choose the best; Don't be vague. Ask for Haig).*

Sometimes it is difficult to single out the particular linguistic means used, since it could be a combination of several techniques. And different elements are considered in terms of the various classifications. Nevertheless, the primary rule is to identify the principle, then to render the meaning in the shortest version and make it as bright as possible using various expressive and visual means.

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TYPES OF SHORTENINGS IN ENGLISH ADVERTISING TEXTS AND PECULIARITIES OF THEIR TRANSLATION INTO UKRAINIAN

Today it is impossible to imagine our world without advertisement, how it would be hard to imagine what the world would be like without its almost limitless possibilities of influencing the consciousness of society, its ability to "order what is necessary", creating new values, or expressing the "irrelevance" of other values. Shortenings have become the most effective linguistic units of English advertising discourse, used as means to inform of lengthy names of verbal trademarks.

Therefore, shortenings do their most important function, the ability to influence consumers' opinions. Modern advertising texts now contain various abbreviations and acronyms reminding a consumer about a manufacturer *(M@S, Maxfactor, TIMEX),* or about a product *(USB, I-Pod, PC, DVD, LED)*. Furthermore abbreviations and acronyms are applied for stylistic purposes *(Can't break it. Can't break in (Oracle))*.

Considering abbreviation as a linguistic unit of advertising texts, there is not yet clear idea which units belong to shortenings in modern linguistics. Thus, the following scientists as I. Arnold, A. Smirnitskij point out that shortening is only an abbreviated form of a word combination: *(Fanta for fantasy, WorldCom for World Comunnication)*. Other researchers as D. Rosenthal, M. Kohtev, S. Ordynska, V. Arnold, A. Shokina and others refer shortenings to abbreviations and acronyms: *(JVC for The Japan Victor Company, NFL for National Football League, FedEx for Federal Express)*.

There are two types of shortenings, lexical and graphical ones, in modern linguistics. Lexical shortenings are considered as clipped forms of words, phrases, word combinations. Having studied different classifications of lexical shortenings, we can conclude that there are the following types of shortenings as abbreviation, clipping and blending in modern English advertising texts.

Thus, V. Perebejnis has firstly studied acronyms and abbreviations as the type of shortenings, and defined the subspecies of acronyms as homoacronyms, also known as acronyms *(NOW – National Organization for Women, VIP – very important person)*; anacronyms *(GIF – graphics interchange format, CARE packages – Cooperative for Assistance and Relief Everywhere);* phonological abbreviation *(ICU – I See You and ICQ – I Seek You)* and recursive acronymization *(Heil – Heil Environmental Industries Limited, GES – GES Exposition Services)*.

Another linguist L. Verba distinguishes four main types of clippings: apocopa *(teenager – teen, hyperactive – hyper),* apheresis *(neighbourhood – hood, potatoes – taters),* syncope *(combinationgarments – combs, regulations – regs)* and mixed clippings *(accompaniment – comp, commercial – mersh)*. In addition, Yu. Zatsky has investigated blendings and classified them into complete and partial ones. The scientist has divided complete blendings into five subspecies:

1) full blendings, formed by merging two or more clipped bases into one new word (*republocrat – republ(ican) + (dem)ocrat, simulcast – simul (taneous) + (broad)cast*);

2) blendings formed by a combination of the beginning of the first word and the beginning of the second one (*plexipave – plexi(glass) + pave(ment), telecon – tele(type) + con(versation)*);

3) blendigs formed by a combination of the initial parts of clipped word bases (*Calutron – California University + cyclotron, Shoran – short range navigation*);

4) blendings formed by combining the beginning of the first word with the middle part of the second one (*Papreg – paper + impregnated, Russe – Russian + satellite)*;

5) blendings formed by merging the end of the first word with the end of the second one (*Phonevision – telephone + television, Rosetry – prose + poetry).*

Moreover, partial blendings have been classified into two subspecies:

1) blendigs presented as a combination of the first word in full form with the end part of the second one *(gasahol – gas + (alc)ohol, grass trap – grass + (speed)trap)*;

2) blendings presented as a combination of the beginning of the first word with the second one in full form *(vidspud – vid(eo) + spud, Waterbungler – Water(gate) + bungler).*

Finally, Yu. Zatsky has also found another type of blendings called "hapologe". Hapologues are composed by the sounds of combined words *(McGovernomics – McGovern + (eco)nomics, Nixonomics – Nixon + (ec)onomics).*

In addition, there are the types of graphical shortenings related to days of the week *(Mon - Monday),* months *(Dec. – December),* American states *(Tex. – Texas),* appeals *(Mrs., Esq. – Mistress, Esquire),* military ranks *(Lut. – Lutenant),* scientific degrees *(MA – Master of Arts),* units of time, length, weight *(min – minute, cm – centimeter),* names and surnames of famous people (*George Bernard Shaw - GBS, Herbert George Wells – HG*), based on numeric characters *(W3C – World Wide Web Consortium)* and Internet abbreviations often used by journalists *(MLF – multilateral nuclear force, FCPA – Foreign Corrupt Practices Act).*

Analyzed various ways of translating shortenings, we can note that linguists V. Karaban, D. Yermolova, A. Koralov distinguish analogue translation, equivalent translation, calque, transcoding (transcription or transliteration), and also by means of explication or descriptive translation.

To sum up it is needed to add that shortenings have become the important component of modern English advertising texts. Studying shortenings, their classification and the ways of their translation are seemed to be useful for understanding, defining and translating shortenings adequately and correctly.

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SLANG IN LITERARY WORK, ITS TRANSLATION (BASED ON ANTHONY BURGESS'S "A CLOCKWORK ORANGE")

The relevance of this theme can be explained by the fact that we can find the slang to be an integral and dynamic part of the language used by literary writers. Slang is used by such famous authors as Jerome David Salinger, George Orwell, Stephen King, Theodore Dreiser and others. The main reason for the use of slang in literary works is its expressiveness and the ability to convey subjective, evaluative and emotive attitude toward realities. A translator should focus on the expressivity of slang and its implicit meanings to make the translation natural, stylistically appropriate and oriented at the reproduction of character's personal identity. The stylistic function of slang in a work of emotive prose is to create more accuracy in the description of literary characters and their belonging to a particular social group. Moreover, slang is used for the emotional coloring. When translating slang, a translator may face a number of challenges. The following ways of slang translation are distinguished: direct or literal translation (transcription/transliteration, calques) and indirect way (concretization, generalization, lexical substitution).

Nadsat is a fictional slang of British teenagers used by Anthony Burgess in the dystopia “A Clockwork Orange”. Being a linguist and polyglot, Anthony Burgess based his nadsat mainly on Russian elements, using also compound words, archaisms and linguistic elements of French, German, Gypsy, Malay and cockney rhyming slang. There are two popular Russian translations of the book – by V. Boshnyak and E. Sinelshchikov. In V. Boshnyak's Russian translation of the book, most of the nadsat words of Russian-language origin are simply not translated, although their declensions are rendered according to the rules of the Russian language. The translator intended to make the difficulties in the Russian translation closer to those experienced by the reader of the original. According to A.A. Khamidullina, the comparative analysis of the two translations of the novel shows that V. Boshnyak version is closer to the original, since the transliterated words to a greater extent convey the emotional background of “nadsat”. In E. Sinelshchikov's version, the translation is freer, which causes distortion of perception. Both the semantic load and the stylistic coloring are partially lost.

According to some scholars “A Clockwork Orange” is a bilingual text of emotive prose having the features of untranslatability. It means that this novel does not fit into the translatological genre classification of artistic texts, suggested by A. Neubert and it requires a special approach on the part of translator.

Thus, we can conclude that when translating slang in literary texts, it is necessary to take into account not only the nominative function of words, but also their ability to influence the addressee emotionally.

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CARACTERÍSTICAS DE LA TRADUCCIÓN DEL ESPAÑOL

El proceso de la traducción es un trabajo multifacético, es un reflejo de la esencia de la propuesta y la idea del autor. Al traducir de un idioma nativo a un idioma extranjero, el traductor puede tener algunas preguntas sobre la corrección de la traducción, sobre su relevancia e inteligibilidad.En este trabajo nos gustaría presentar algunas características de la traducción del español con el fin de analizarlas y comprenderlas para eliminar los posibles problemas de traducción que se encontraran con frecuencia.

En primer lugar en el proceso de la traducción debemos tener en cuenta la diferencia morfológica y sintáctica entre el idioma original y el idioma de traducción. Estos componentes son básicos de la gramática. Cabe señalar que la gramática del idioma español tiene muchas similitudes con la gramática del portugués y la mayoría de otras lenguas romances, contiene artículos, varias formas analíticas de verbos, y luego el orden de las palabras en español esbastante ordenado. Este conocimiento nos podrá ayudar en la traducción del español a otros idiomas, refiriendo el idioma a un sistema específico, podemos construir un algoritmo de la traducción. Por supuesto, vale la pena destacar el problema de la traducción desde el punto de vista sintáctico, ya que el traductor debe tener cuidado traduciendo las estructuras sintácticas del idioma español que en una región pueden considerarse obsoletos o adquieren un significado completamente diferente.

Además las dificultades aparecen cuandotraducen varias estructuras verbales con infinitivo, por ejemplo, paráfrasis verbales con infinitivo, que son una combinación de un verbo con infinitivo, participio o gerundio. Por ejemplo:la construcción "deber + infinitivo" denota la posibilidad, la probabilidad de una acción y se traduce por las palabras aparentemente, probablemente. (*El padre debe venir pronto*). La construcción "dejar de + infinitivo" significa permiso para hacer algo. (*Mi hermano menor no me deja de estudiar tranquilo*). La construcción "hacer + infinitivo" denota la compulsión de hacer algo. (*No me hagas pensar mal en mi amiga*.)

En conclusión, cabe decir que el proceso de la traducción del español puede presentar algunas dificultades para el traductor. En primer lugar, es un análisis cuidadoso de las características sintácticas y morfológicas del idioma original que pueden ayudar al traductor.

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ACERCA DE PROBLEMAS DE LA TRADUCCIÓN DE TEXTOS CIENTÍFICOS

Como se sabe el proceso de la traducción no se considera como una simple reproducción mecánica del grupo de elementos que forman el original, sino es un proceso complejo cuandoun traductor selecciona de manera consciente las mejores opciones para transmitir la información.

Cuando se trata de un texto científico, el problema más difícil es transmitir el contenido original del texto utilizando el sistema terminológico de la lengua de traducción. Los profesionales marcan que el estilo científico se caracteriza por la reflexión previa, la estructura lógica y la precisión en la explicación de los hechos. Los artículos científicos se caracterizan por su carácter monológico y el vocabulario de dichos tipos de textos se difieren por su neutralidad.

Al tomar en consideración todos los detalles de la traducción de textos científicos, es obligatorio seguir algunas normas. Según las exigencias normativas el proceso de la traducción de un texto científico debaincluir los puntossiguientes:

1) leer todo el texto para comprender su contenido;
2) dividir el texto en partes significativas y traducirlas;

3) es recomendable ordenar el texto de acuerdo con las normas del lenguaje literario;

4) todos los términos y nombres deben tratarse claramente;

5) expresar una opinión en un formato compacto.

Es preciso destacar que los diccionarios de diferentes tipos y funciones posibilitan mejorar la cultura lingüísticade cualquier persona, especialmente los diccionarios especializados que presentan diferentes características semánticas, estilísticas y gramaticales detalladas.

Además, pueden ayudar mucholos diccionarios de fraseológicos, los de sinónimos y los terminológicos. Para una persona bilingüe resulta difícil distinguir diferentes medios lingüísticos, por eso varios diccionarios y libros de referencia especialespueden dar unas ideas cuando aparecen dificultades con la traducción o la ortografía de una palabradeterminada, es decir, un término.

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LA IMPORTANCIA DEL DESARROLLO DE LAS HABILIDADES DE TRADUCCIÓN EN EL ENTORNO INTERCULTURAL DE ESPAÑOL E ITALIANO

Ante el aumento de la actividad de los procesos de integración y globalización de culturas, pueblos, estados y sociedad en su conjunto, existe una necesidad importante de modernizar y mejorar las capacidades y habilidades prácticas y profesionales de todas, sin excepción, profesiones que de alguna manera se relacionan con transculturales, internacionales o, como son llamadas, comunicaciones e interacciones interculturales.

Numerosos autores y estudiosos tanto extranjeros como nacionales han expresado sus ideas y opiniones sobre este aspecto, entre los cuales se puede observar: M. Buber, M. Weber, K. Klackhon, A. L. Kreber, K. Levy-Stross, R. Murdon, R. Merton, T. Parsons, L. White, L. Frey, M. Heidegger, F. Ebner.

En el contexto del desarrollo de las comunicaciones transculturales, los traductores de lenguas extranjeras están en primer lugar de importancia, porque son las figuras claves en el proceso de negociaciones a varios niveles, desde reuniones en un entorno informal hasta importantes negociaciones comerciales o recepciones diplomáticas. Y la solución de problemas importantes de escala local, interregional, interestatal o incluso internacional depende muy a menudo de la competencia y perfección del conocimiento del traductor e interprete.

El problema de la interpretación y traducción correctas en el contexto de las comunicaciones interculturales es especialmente relevante para los traductores de idiomas relacionados. Como ejemplo, el autor propone observar el español y el italiano, que provienen del latín y son similares en muchos aspectos. Según la opinión del autor, se puede decir que las traducciones español-italiano o italiano-español son difíciles de implementar en el contexto de las comunicaciones interculturales. El proceso de traducción e interpretación correctas se complica por muchos factores, por ejemplo, la existencia de homónimos y parónimos interlenguajes, la similitud y, al mismo tiempo, la diferencia de significados de ciertas construcciones y expresiones. Un papel importante en las comunicaciones interculturales también lo juega la comprensión e interpretación de significados de las unidades fraseológicas y expresiones coloquiales, así como muchos otros aspectos, incluso las diferencias en la cultura, tradiciones, actitudes hacia la vida, religión, política y una serie de otros factores fundamentales de la vida de los representantes de las nacionalidades española e italiana.

Como ejercicios prácticos para desarrollar las habilidades profesionales de los traductores transculturales, se recomienda utilizar: diálogos bilaterales, textos bilingües, trabajos creativos y grupales, incluyendo entrevistas, creación de diálogos, presentaciones, escritura de textos y realización de diversos ejercicios en español e italiano en su combinación, etc.

Habiendo considerado las particularidades de la implementación de traducción e interpretación correctas en el entorno español-italiano en el contexto de las comunicaciones interculturales, podemos concluir que este aspecto de traducción e interpretación no ha recibido suficiente cobertura en las ayudas metodológicas y didácticas de nuestro tiempo. Entonces, es necesario profundizar en este aspecto del ámbito traducional y desarrollar metodología y base formativa para la práctica de las competencias necesarias con los traductores de los cursos superiores de las facultades filológicas.

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LEXICAL AND GRAMMATICAL PECULIARITIES OF TRANSLATION OF BUSINESS ENGLISH TEXTS

Globalization of the economy has changed international communication and relations greatly. Despite a large number of linguistic studies devoted to economic discourse, the issue of business texts translation from English into Ukrainian still remains relevant.

Business texts cover a wide range of topics, as the Economy permeates all aspects of modern life. The language of business texts can be defined with peculiar lexical and grammatical features of the information representation.

First of all, it is the terminology and special vocabulary. Economics has its definite terms. The main distinguishing feature of economic discourse is an abundance of terms, special words, and acronyms, which should be translated with special attention. To convey the economic picture of the world one should recognize that business terms, various abbreviations, and economic jargon are actively used both in the source and the target language of translation.

As the theory of translation analysis shows, to be successful in conveying texts of economic discourse a translator has several grammatical, lexical, and lexical-semantic transformations at his disposal.

The following lexical ways of translation can be found as frequently used: metonymic translation, compensation, descriptive translation, generalization, and concretization. The last one as narrowing of the initial meaning can be applied to economic texts at the level of word combination, for example, manufacturing output – *обсяги промислового виробництва.*

Economic terms can be translated from English into Ukrainian by means of analog: industry – *промисловість*; manufacturing output – *обсяги промислового виробництва;* car production – *виробництво автомобілів*; demand – *попит.* It should be noted that a translator can face a certain difficulty with special business vocabulary and terms if there is a lack of equivalents or analogs.

Grammatical techniques of conveying can also be used: addition, omission, and replacement. These transformations have been applied for the translation of the following sentence. Given how fast European economies are shrinking, nobody doubts that worse lies ahead. – *Враховуючи те, як швидко стискаються економічні системи в Європі, ніхто не сумнівається, що найгірше попереду.*

Thus, among the grammatical features when translating from English to Ukrainian should be noted a change in the order of words, changes in sentence structure, replacement of parts of speech, and others.

Summing up above mentioned results of our research we can add some points. When working with the texts of economic discourse, a translator must take into account both the specifics of the translation and the type of text, meta context, contextual determinants (lexical-syntactic, morphological, and lexical-phrasal), as well as the economic and political realities of the country.

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FEATURES OF FUNCTIONING AND TRANSLATION ISSUES OF ATTRIBUTIVE CONSTRUCTIONS IN THE ENGLISH TEXTS OF PUBLICISTIC STYLE

Translation of the English attributive groups and their functioning have always been a matter of interest and research. The major translation difficulties occur at the level of the phrase and they are connected with grammar which shows the need for structural and syntactic transformations in the translation into another language.

Attributive group is a very widespread phenomenon in English. This type of phrases can be found in almost all the styles: scientific, publicistic, business and, of course, socio-political. This can be a characteristic feature of the English language, the analogue of which cannot be found in Ukrainian.

Such prominent scientists as V. Vinogradov, V. Burlakova, V. Komissarov, I. Retsker, made a considerable contribution to this investigation of noun phrases. It can be concluded that a noun phrase means any combination of at least two significant words, which is a single group by itself in grammatical and semantic terms. Based on works of different scientists, the classification of attributive groups was analyzed. Although it is necessary to say that there is still no particular classification.

I. Retsker, I. Tarkhov, D. Arakin distinguished two-component phrases which divided into A+N and N+N and multi-component phrases which include three and more nouns standing together.

V. Burlakova, suggested nine groups of using Noun+Noun expressions: part or the whole expression, location, the material, time correlation, comparative correlation, purpose, characteristic, belonging, and source.

Interestingly enough, in the English political discourse phrases such as noun + noun (N + N) and the adjective + noun (A + N) were more commonly used, while multi-component phrases occur less frequently but are still used. We still know that this structure of expressions is widely used in English and as a result create some problems with the translation because of different grammar of the two languages: English and Ukrainian.

Different ways of translation are observed and subsequently used in attributive constructions: translation with the help of an adjective; with transposition; prepositional translation; translation with an addition.

It is crucial to understand this type of phrases and convey the meaning of them to another language. Since not all of the multi-component noun phrases appear in dictionaries, considerable analytical work has to be done, taking into account both linguistic and extra-linguistic factors.

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THE LINGUISTIC FEATURES AND STYLISTIC FUNCTIONS OF HISTORICALLY MARKED VOCABULARY IN WALTER SCOTT'S NOVELS

Walter Scott made a significant contribution to world literature by creating a new genre – the historical novel. This is why his novels are considered the paragon of this genre.

The historical authenticity of Scott's works is due not only to the accuracy of historical dates and personages, but also to the selection and organisation of linguistic means. However, most scholars have so far focused on the translation aspect of Walter Scott's novels, and not on their stylistic or linguistic peculiarities. This factor explains the relevance of this study.

Viewed from the linguistic perspective, period, or historically marked, language comprises lexical units that were actively used during previous stages of the development of a language, but have now fallen out of use and belong to the passive vocabulary stock of a language.

There exist different classifications of historically marked vocabulary. Some linguists, such as O. O. Taranenko, focus on the degree of obsoleteness of a word. Other scholars, including I. V. Arnold, D. I. Hanych and I. S. Oliynyk, examine the extralinguistic and intralinguistic causes which lead to a word falling out of use. Accordingly, they divide historically marked vocabulary into historisms and archaisms respectively. According to D. I. Hanych and I. S. Oliynyk, archaisms can be further subdivided into lexical archaisms proper, lexico-phonetical archaisms, lexico-morphological archaisms, word-building archaisms and lexico-semantic archaisms.

Having analysed 50 examples of Scott's use of period language in his novels "Waverley", "Ivanhoe", "Old Mortality", "The Abbot", "The Monastery", "A Legend of Montrose" and "Quentin Durward", the conclusion is that the most frequently used historically marked lexical units are historisms, lexical archaisms proper and lexico-morphological archaisms. The further that the setting of the novel is removed from the present day, the more historisms are likely to be found in it. Apropos of lexico-morphological archaisms, they occur almost uniquely in the characters' dialogues. When it comes to the stylistic functions of historically marked language in Walter Scott's novels, they amount to the creation of a historical atmosphere and linguistic characterisation of various characters.

In conclusion, the study of the language of Walter Scott's novels, and, more specifically, his use of historically marked lexemes, is an area which possesses great potential for future scholars. This knowledge is of extreme importance for better understanding the concept of Scott's historical novels, and it can also form the basis for a deeper examination of Scott's literary and linguistic talent.

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REGIONALE BESONDERHEITEN DER DEUTSCHEN SPRACHE

In diesem Werk werden die Eigenheiten der Mundarten, die in der Bundesrepublik Deutschland gesprochen werden, in ihren grammatischen, lexikalischen, phonetischen und historischen Aspekten abgehandelt. Die Lage der regionalen Mundarten im heutigen Deutschland ist einigermaßen bedroht, weil immer mehr Leute das Hochdeutsch über die örtlichen Sprachvarianten wählen. Diese Tatsache sowohl als auch die Vielfältigkeit der Dialekte und Regiolekte in Deutschland in Kauf genommen, ist dieses Thema zur Zeit sehr aktuell.

Die deutschen Dialekte und Regiolekte sind bereits von mehreren Wissenschaftlern studiert worden, einschließlich Georg Cornelissen vom Bonner Amt für Rheinische Landeskunde, Volker Gröbe von der "Akademie för uns kölscheSproch", Professor Hermann Bausinger, emeritierter Leiter des Ludwig-Uhland-Instituts in Tübingen etc.

In Deutschland sind regionale Dialekte sehr unterschiedlich. Es gibt zwölf ausgeprägtesten und wichtigsten deutschen Dialekte: Alemannisch, Bayerisch, Berlinerisch, Fränkisch, Hamburgisch, Hessisch, Kölsch, Mecklenburgisch, Ruhrisch, Westfälisch, Sächsisch und Thüringisch.

Die Gründe solcher Verschiedenheit sind folgende. Zwischen 600 und 800 nach Christi Geburt geschah die zweite oder "Hochdeutsche Lautverschiebung". Die Regionalsprachen des deutschen Sprachraumeswurden dadurch in hochdeutsche und niederdeutsche Gruppen getrennt. Die Lautverschiebung beeinflusste die ober- und mitteldeutschen Mundarten (also im Süden und in der Mitte Deutschlands), die man fortan zu den hochdeutschen Dialekten zählte. Die Regionalsprachvarianten im Norden vollzogen die Lautverschiebung nicht, und die nannte man "Niederdeutsch".

Jetzt wird Dialekt auf dem Land häufiger gesprochen als in der Stadt.Trotzdemkann man Leute, die Dialekt sprechen, in jeder sozialen Schicht treffen.

Die Dialekte sind jetzt im generellen Alltagsleben nicht so wichtig wie vorher, weil der Einfluss der gesprochenen Standardsprache seitdem, dass das Radio und Fernsehen eingeführt wurden, sehr zunimmt. Trotzdem kann man nicht annehmen, dass den Dialekten völliges "Aussterben" droht.

Einige Formen der Dialekte verschwinden jedoch, aber in anderen Regionen verändert sich die Sprachkultur der Mundarten schon seit einem Jahrhundert nicht.

Der Unterschied, den die Lautverschiebung im Deutschen geschaffen hat, bleibt im Mitteldeutschen unverändert. Z.B., wo immer "dat" gesagt wurde, sagt man auch jetzt so. Wenn man zehn oder fünfzehn Kilometer nach Süden von der Grenze der Lautverschiebung geht, hört man schon "das" als "das" ausgesprochen.

Es gibt andere Fälle, wo der Dialekt sich sogar verbreitet und zunimmt. In der Pfalz spricht man das Partizip Perfekt von "bringen", also "gebracht", als "gebrung" aus. Diese Aussprachform wird immer breiter benutzt.

Im Großen und Ganzen, auch wenn man annimmt, dass das Hochdeutsch immer populärer wird, ist die mündliche Verwendung der Einheitssprache heutzutage doch regional geprägt: die Aussprache sagt einem, woherdie Person kommt. Diese Sprachart, die die Linguisten Regiolekt nennen, hat heutzutagein vielen Bereichen die sozialen und sprachlichen Funktionen der Dialekte übernommen.Obwohl in vielen Gebieten die Dialekte schon nicht mehr an die nächste Generation weitergegeben werden, leben sie immer noch – auch wenn immer mehr in Form von Regiolekten.

Wissenschaftliche und sprachliche Beratung von Dozentin
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INTERNATIONALISMS IN SCIENTIFIC AND TECHNICAL TEXTS IN THE ENGLISH LANGUAGE AND FEATURES OF ITS TRANSLATION

Scientific and technical translation together with internationalisms has been an object for intense study by a number of modern specialists in the linguistic sphere. The works of such well-known linguists and interpreters, as D.S. Lotte, V.V. Akulenko, V.I. Karaban have been central to the idea of specialising it to a distinguished field to explore.

Many prominent figures of different times were engaged in the study and attempts to classify the translation: L.V. Shcherba, E.M. Pospelov, Y.I. Retsker, T.R. Kiyak, O.S. Akhmanova, V.N. Komissarov and others.

The term “internationalism” exists in different languages, in which it has mainly the same grammatical, semantic and even phonetic structure. However, there are often the situations when the meanings of words become unsuitable and the literal translation causes stylistic alterations. Based on this, the role of internationalisms as units of translation can be "true friends of the translator" or "false". For example, the word "*article*" can be used to mean "*стаття*", "*виріб, предмет*" та "*артикль*" and in Ukrainian you need to choose one of its meanings, while translating the Ukrainian word "*артикль*" into English does not pose any problem in the semantic field.

There are three elementary principles for classifying internationalisms.

The first principle is *the principle of motivation*. Motivation, is also divided into groups: 1) Phonetic motivation, which is direct connection of sound with meaning; 2) Morphological motivation, which is word-forming structure of complex and derived words; 3) Semantic motivation, which is a transfer of meaning within the semantic structure of a polysemantic word.

The second principle is *the principle of classification* from the point of view of the translator. According to this principle, internationalisms can be divided into two groups: 1) Internationalisms; 2) Pseudo-internationalisms (words that were formed from international morphemes, but did not go beyond the specific origin language, therefore not borrowed from other languages): may indicate a completely different meaning either narrower or broader meaning.

The third principle is *the principle of classification by method and source of borrowing.* According to the method, there are two subgroups: 1) internationalisms with a common external and internal form; 2) internationalisms only with a common internal form.

According to the source of borrowing, internationalisms are divided into: 1) internationalisms of classical origin; 2) internationalisms of national origin.

The transfer of internationalisms causes some difficulties. The translator, of course, mentions, first of all, the monosyllabic word, which, however, has a different meaning in the Ukrainian language. For example: 1) "*rent"* – the money that someone pays for the use of a area that belongs to someone else and "*рента"* – a type of income from capital, land, property, which its owners regularly receive regardless of entrepreneurial activity; 2) "*complexion*" – the natural color or appearance of the skin on your face and "*комплекція"* – body structure; 3) "*prospect"* – a possibility that something you hope for will happen soon and "*проспект"* – 1) a wide straight street in the city; 2) widespread presentation of the plan, the content of any scientific work, textbook; 3) advertising leaflet or brochure with a description of the goods and terms of trade.

An example of pseudo-internationalisms is the word "*meeting"*, which does not always correspond to the Ukrainian word "*мітинг"*. The main meaning of the English word is an event at which people meet to talk and decide things. For example, a meeting of old friends. The importance of political assembly is secondary. The words of this group are especially dangerous for the translator because they are international in only one of their meanings.

According to the concept of the Ukrainian linguist Maksym Vakulenko, transliteration is "rewriting of letters with the help of another spelling system, which is regulated by orthographic norms of this language". Considering the given words, the replication of the sound composition is less common than the reproduction of letters. Transliteration has a number of features that distinguish it from the well-known transcription: the object of the first is letters, and the second is sounds; the first process takes place within one language, and the second works with different languages. An international word is translated into any language regardless of the ascending language: "*bankruptcy*" (English), "*banqueroute*" (French), "*bancarotta*" (Italian), "*банкрутство*" (Ukrainian). This kind of adopting internationalisms is traditionally called translator's transcribing.

Despite the fact that the Ukrainian language partly assimilates foreign words, still a large number of Englishisms is a threat to understanding the national terminology.

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UN FILM INTERACTIF: DIFFICULTÉS DE TRADUCTION

Pour traduire tout type de texte, vous devez suivre certains points importants qui doivent être remplis parfaitement. Il n'y a pas d'exception pour la traduction des jeux, parmi lesquels il y a les jeux interactifs et films, qui pour la plupart sont axés sur les dialogues, décrivant les personnages et leurs relations. En tant que traducteur vous face à certaines complications qui vous permettront de créer le meilleur ou la pire adaptation. Il y a quelques points à suivre :

• Pronoms. La première difficulté que vous pourriez rencontrer consiste à utiliser des pronoms pour nommer une personne ou un objet. En Ukraine, nous utilisons pronoms il – він et elle – вона pour décrire des sujets ou des objets : un stylo est ручка – вона en ukrainien, mais un stylo c'est «it» en anglais, яблуко – воно en ukrainien, mais une pomme c'est «it» en anglais. Et ce genre de désordre pourrait poser des problèmes si nous avons la conception de nous concentrer sur le sens de chacun d'eux. En anglais, nous pouvons utiliser il / elle(he/she) comme une exception à l'animal, dans les cas où ils sont nos animaux de compagnie.

«Detroit Become Human». Dans la réalité du jeu, les gens et les androïdes se ressemblent. Les gens utilisent les androïdes pour faire le travail sale ou dangereux et les nommer «it », tout comme les choses, sauf ceux qui se soucient et se sentent mal à leur sujet. Certaines personnes pensent qu'elles sont plus que des machines et préfèrent les différer comme de vrais humains. Dans le jeu original, cela nous fait sentir une distance totale ou une approche chaleureuse.

• Lip-sync – une pratique dans laquelle les interprètes font semblant de chanter une chanson, alors qu'en fait ils ne font que bouger les lèvres. «Lip-sync» est la technique utilisée lorsque des personnages animés parlent.

A côté du jeu «Beyond two souls », il y a une sorte de relation «père-fille» entre les personnages principaux : Jody et Nathan. Après son enfance passée dans un laboratoire avec des médecins, Nathan est devenu son père et tout au long de son adolescence, il y a une scène de dispute entre eux à propos de sa sortie. Il ne laisse pas Jody sortir et semble inquiet et blessé à cause de leur dispute. Jody est partie et les derniers mots de son père « good night» ont été «pincés» comme «Вот так». Ce n’est pas un gros problème, mais ce genre de changements ruine toutes les tentatives pour nous apporter des personnalités originales des personnages. Parce qu'après s'être battu avec Jody, Nathan se souciait toujours et ne pouvait pas être assez froid pour terminer leur conversation comme ça.

• Nombreux sens du mot. Par exemple «to call» a beaucoup de significations en anglais : considérer quelqu'un ou quelque chose à; utiliser un téléphone pour parler à quelqu'un; pour donner un nom à quelqu'un ou à quelque chose, ou pour connaître ou s'adresser à quelqu'un par un nom particulier; pour dire quelque chose à haute voix, surtout pour attirer l'attention de quelqu'un, ou pour faire un son fort et aigu, surtout à un autre animal; demander à quelqu'un de venir à vous, surtout pour un court temps; pour décider officiellement d'organiser un événement particulier ou de prendre des mesures particulières.

Dans la traduction russe d’un jeu « Detroit Become Human », la deuxième et la troisième exemples étaient mélangés. L'un de ses personnages, Markus, a appelé une femme pour faire une distraction, il a passé un appel téléphonique pour le faire. Plus loin encore, il y a encore une cause de malentendu d`y utilisant la colocalisation « take out ».

En jouant, nous sommes confrontés à un autre problème de compréhension de l'idée principale en perdant une seule signification. Dans ce jeu, nous avons le choix d’assassiner des gens ou pas après, mais la traduction pourrait nous surprendre car les gardiens que nous n’avons pas tués sont morts. Leur mort n'a été « causée » que par la traduction d'un dialogue entre un flic et un détective lorsque l'un d'eux a dit « ils ont été emmenés » et cela a été traduit par « были убиты » quoi qu'il se soit réellement passé.

• Des noms. Parfois, il est impossible de laisser sans changer le nom d'origine d'un personnage, lieu ou un événement dans un jeu différent à cause de l'alphabet, la prononciation et la perception même des sons. Mais pour adapter n'importe quel nom, plaisanterie ou référence doit être fait pour ne pas perdre l'idée principale. Par exemple, un personnage de « Detroit Become Human » est Cara. Son nom a été remplacé par « Кэра » dans la traduction russe. C'est fait pour ne pas avoir de connotation avec le jugement ou la punition de Dieu (« Божья кара » dans la perception russe).

• Blagues intraduisibles et Paronomasie.

Paronomasie est l`usage d'un mot dans des sens différents ou des mots qui sonnent aussi bien. Il est fait pour obtenir un effet spécifique : humour ou double signification. Il est souvent utilisé dans les jeux pour ajouter du charisme aux personnages et soutenir leur tempérament. Par exemple, dans «Batman : the enemy within », il y a un personnage méchant nommé «Joker». Il choque une personne avec un appareil électrique et ajouter : "That was shocking. You get it ?" Sa deuxième plaisanterie est d'échapper à un piège. Pour le faire, le personnage principal a dû se casser un doigt. "I give your escape two thumbs up. » dit – il. Ce genre d'humour est basé sur la paronomasie.

Bien sûr, il est préférable de lire les livres, de regarder les films ou jouer aux jeux d'origine, mais si vous n'êtes pas sûr de faire cette tâche, un traducteur devient une sorte de médiateur pour fournir d'autres personnes avec un projet d'origine.

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ERRORES LINGÜÍSTICOS EN LA TRADUCCIÓN DE ESLOGANES PUBLICITARIOS

En el mundo actual, la publicidad nos acompaña por todas las partes: en las vallas publicitarias de las calles, en los vehículos que pasan, en las pantallas de televisión, en Internet, en las tiendas y en los embalajes de los productos.La publicidad tiene un poder increíble que influye en los sentimientos y los pensamientos de las personas, por lo que invade y formula una determinada forma de la vida humana.

La palabra «*eslogan*» es una palabra muy antigua que proviene de la lengua galo y tiene el significado directo de «*grito de guerra*». Un eslogan se utiliza para atraer la atención de los consumidores hacia una marca, aumentando así las ventas. Un eslogan suele registrarse como marca.

El eslogan debería ser:

– conciso y memorable;

– original;

– posicionar la marca anunciada;

–incluir el nombre de la marca;

– fresco, pegadizo, que llame la atención;

– inesperado, que causará impresión.

Al traducir los eslóganes publicitarios, el traductor debe tener en cuenta la psicología nacional y las tradiciones históricas, porque algunas palabras en otro idioma pueden tener un significado cómico o a menudo obsceno. La traducción de un eslogan publicitario debe integrarse perfectamente en el entorno cultural de la lengua extranjera.

A menudo, los eslóganes publicitarios y los nombres de marcas perfectos, traduciéndose a otros idiomas, no suelen sonar en absoluto.Aquí hay ejemplos en los que, al traducir un eslogan a otros idiomas, aparecen ciertas curiosidades.

La aerolínea Braniff anunció los asientos de cuero que había instalado en las cabinas de primera clase con el eslogan en inglés «*Fly in leather*» (literalmente en ucraniano – «*Летившкірі*»). Esta frase fue traducida al español como «*Vuela en cuero*», lo que en ucraniano significa «*Летиголим*».

A veces, el nombre del producto sufre un error de la traducción.Cuando la Corporación American Motors había introducido el nuevo modelo sedán Matador en Puerto Rico en 1970, se quedó claro que el nombre no creaba la impresión de fuerza y audacia que se pretendía. En España, «*matador*» se traduce como «*asesino*» («*вбивця*» en ucraniano), y combinado con las carreteras inseguras, esto no ha hecho a los automovilistas especialmente felices.

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SLANG TRANSLATION IN LITERARY WORK (BASED ON MARK TWAIN'S «THE ADVENTURES OF TOM SAWYER»)

The notion of slang which can often be found in variouscontexts inmodern linguistics, came into scientific use in the middle of XVII century to identify the lexis used in speech by thieves and vagabonds. Since then the term has expanded its meaning going beyond the meanings of speech identification of marginal groups of population but slang is still considered as sociolect which is characteristic of a particular language group.

In emotive prose the use of slang is a specific feature of the author’s individual style aimed at giving verbal characteristics of a personage as the representative of a certain social group. Instead of stylistically appropriate words characters use slang thus emphasizing their belonging to subculture conditioned by the critical attitude to both realities and their own ego.

The main functions that slang performs in a work of fiction are as follows: conveying the characteristics of the dialogue, the description of a particular social environment, the speech characteristics of the personage, giving a comic shade to the situation or the work as a whole.

In «The Adventures of Tom Sawyer» Mark Twain uses slang as of the characteristic features of the main characters' speeches. The analysis of the slang translation reveals different techniques which are used to translate this work, such as concretization, compensation, etc. Referring to the analysis of K.Morozovaand O.Kuzminawe can give the illustrative examples of slang translation:

– You‘re a liar! – You‘re another. – «Брешеш!» – «Сам брешеш!» The expression**«you’re another»** is usually translated into Ukrainian as **«сам такий; від такого чую»**, but in this example we can see the concretization in the way that a phrase with a wider meaning was replaced with a phrase with a narrower meaning.

– Good, – that‘s a whack. What‘s your name? – «Добре. Як вас звуть?» The expression **«that’s a whack»** – **«згоден, домовились»** was omitted in the translation.

– Take a turn round that stump with the bight of it! – «Ну, дежу вас канат, чого ви копаєтесь?» In this case, the expression **«to take a turn round that stump»**, which means, **«ворушитися»**, is replaced by its antonym **«копатися»**.

Thus, the translation of slang in Mark Twain's novel «The Adventures of Tom Sawyer» is doneby different translation transformations. In addition, it is necessary to use descriptive and antonymic translations. The translator's task is to find the kind of expressive means that semantically and stylistically corresponds to the original and most accurately convey its content.

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LEXICAL AND GRAMMATICAL FEATURES OF SCIENTIFIC AND TECHNICAL TEXTS

Learning languages is an integral part of a person’s professional activities. Due to the increasing flow of information, allowing accelerating the exchange of data between representatives of different language systems, there was a rapid development of technologies in such a scientific and technical field as space.

According to G.O. Vinokur, a large number of new inventions appeared which needed to choose the appropriate name. The exchange of experience between specialists working with space technologies has led to the emergence of a large number of terms, which has necessitated the selection of appropriate equivalents in other languages, which leads to specific lexical and grammatical features of the language.

The scientific and technical text in space field assumes that a wide variety of terms will be used. There are a number of requirements that a term must have. These requirements were formed in the works of D.S. Lotte. Lotte applied the following requirements to the term: unambiguity, simplicity, brevity, motivation, systemic. Such requirements imply that the term will be consistent with other existing terms in the field due to lexical and grammatical features.

V.V. Alimov argues that in the scientific and technical style, the lexical and grammatical features of scientific and technical texts affect the result of the translation process very significantly, where reading and understanding space text is a complex process and means not only mastering the technique of grammatical reading, but also the ability to understand a thought expressed in a foreign language. Reading space scientific and technical texts in English shows that they are often characterized by complex syntax, therefore, to work with them, we need not only special training in terms of solving terminological issues, but also the ability to grammatically analyze complex sentences.

According to the article by L.G. Shereminskaya scientific and technical texts are distinguished by the presence of a large number of complex sentences and constructions, they contain infinitive, participial and gerundal phrases, subordinate clauses. All these clauses cause certain difficulties in understanding their content in space field.

According to A.V. Sosnovskaya, scientific communication differs from everyday communication, as a rule, by means of expression and semantics of lexical units, as well as by the grammatical structure of sentences. Understanding this feature of this type of speech increases the effectiveness of communication. One of the main techniques for fully disclosing and understanding the meaning of any sentence is the lexical and grammatical analysis of the text, which is carried out in the process of grammatical reading.

So, as the result, lexical and grammatical features of scientific and technical texts are an urgent problem and require further research.

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FUNCTIONS OF INTERNATIONAL IDIOMATIC EXPRESSIONS IN MODERN ENGLISH MEDIA DISCOURSE

The role of phraseology in the formation of politicians' images in modern English media discourse is considered in this publication. It is noted that due to metaphorical, expressive, and emotional use of idiomatic expressions is one of the effective means of creating an image, where the emotional and evaluative component is of particular importance.

The main criteria to distinguish idiomatic expressions from other set combinations is metaphorical or metonymic components in the semantic. According to A.V. Kunin, the semantic structure of idioms includes three sections: idiomatic, idiophraseomatic, and phraseomatic meanings. On the base of these three components, A.V. Kunin proposed to divide English phraseological units into three groups:

1) phraseological units with idiomatic meanings;
2) phraseological units with idiophraseomaic meanings;
3) phraseological units with phraseomatic meanings.

In the characteristics of stable phrases, academician V.V. Vinogradov emphasized that most people speak and write with ready-made formulae, clichés. In the system of modern literary language, words, to a greater extent, do not function as free, suddenly linked individual components of a language, but occupy permanent places in traditional formulae. This opinion coincides with the statements of M.M. Shansky that the main feature of phraseological units is reproducibility, which makes it possible to divide all idioms into two types: non-reproducible and reproducible.

There are idiomatic expressions that have a rethought form and unmotivated meaning in modern English media discourse, for e.g. *to bask the wrong horse* which means *to make a stupid choice, to bite the bullet*, which means *to endure steadily*.

There are idiomatic expressions that have motivated meaning in modern English media discourse, for e.g. *the bottom line* that means *the most important factor*, *to break the ice* that means *to change the situation better, to melt the ice*.

In addition, there are idiomatic expressions that have a related meaning, for e.g. *deer silence* that means *deep silence*, *iron nerves* that means *strong nerves*.

To sum up it is needed to add that idiomatic expressions in modern English media discourse are used for figurative and emotional sense of statements. The idiomatic expressions with original and figurative meanings have complex semantic structure, and expressiveness and imagery.

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TRANSLATION OF CLASSICAL CHINESE POETRY: APPROACHES AND SPECIFIC FEATURES

Chinese poetry is one of the oldest national poetry traditions in the world. Literature has a wide list of outstanding authors – Du Fu, Li Bai, Su Shi lived more than a thousand years ago during the Tang (618-907), Song (960-1279) and Han (206 BC) dynasties. – 220 A.D.). The zenith of the golden age of Chinese poetry is **Li Bai**, known as the "immortal genius of poetry." Chinese poetry is divided into traditional and modern, the latter based on Western tradition.

Translation of poetry differs significantly from other types of translation. Especially because the translation of poetic works requires special skills and close connection with speech creativity. A translator should have not only his own unique style, but also be able to convey the spirit of the work, rhyme and metrics, taking into consideration all the mental and cultural-historical differences, and also convey the style of the author.

Due to its specificity, translation of Chinese poetry is a process that causes a number of difficulties, namely, the preservation of national identity, the spirit and time of the work; the transferring of metrics and rhyme, the choice between accuracy and beauty. There are two main approaches to Chinese poetry translation: literal and aesthetic. It is customary to translate Chinese poetry literally in order to preserve its identity. However, one and the same Chinese character can be interpreted at different levels - from concrete everyday to abstract philosophical. This is the specificity of Chinese poetry, that behind a few characters of a line, the bearer of hieroglyphic culture is able to see the whole poem, which is not available to the reader if the translator does not expand the inner nuance. Choosing an aesthetic approach, the translator, while preserving the main content of the work, can make individual changes to the plot, composition and images. The success of a aesthetic translation depends only on the talent of the translator.

Li Bai's poem — 送友人 **Sòng yǒurén** (Farewell to a friend) refers to the poetic style — **Shi 詩**. The verses consisting of four or more paired lines. **Shi 詩** is characterized by a strict meter and order of alternating tones.

李白 **Li Bai — **送友人 **Sòng yǒurén**

青山横北，qīng shān héng běi，

白水绕东城。bái shuǐ rào dōng chéng。

此地一为别，cǐ dì yī wéi bié,

孤蓬万里征。gū péng wàn lĭ zhēng 。

浮云游子意，fú yún yóu zĭ yì,

落日故人情。luò rì gù rén qíng

挥手自兹去，huī shŏu zì zī qù,

萧萧班马鸣。xiāoxiāo bān mă míng。

Translation by Xu Yuanchong

Green mountains bar the northern sky;
White water girds the eastern town.
Here is the place to say goodbye;
You'll drift like lonely thistledown.
With floating cloud you'll float away;
Like parting day I'll part from you.
You wave your hand and go your way;
Our seeds still neigh, ."Adieu, adieu!."

Literal translation by Sheliuh Diana
Farewell to A Friend

In the north, the glint of emerald peak,
Pearl waters surround the eastern walls.
Farewell scenery is always bitterly meek:
Lonely path is coming as a mist pall ...
As drifting clouds we part, my friend,
In the rays of sunset — we are who we are.
The only last slight wave of the hand —
Our horses still call each other from afar.

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TRANSLATION OF POETRY: APPROACHES AND SPECIFIC FEATURES

Poetry translation is the most problematic and discussed issue in translation studies. Some scholars believe that there are two main approaches to poetry translation: aesthetic and semantic. It is rather complicated to create an ideal translation of poetry, as all aspects should be harmoniously combined with the rhyme, meter and spirit of the work, since there are mental and cultural-historical differences.

The specific feature of a poetic language is that any linguistic structures (phonetic, derivational, grammatical, rhythmic, etc.) can be endowed with meaning in it, which becomes material for the construction of new aesthetically significant linguistic objects.

Due to its specificity, translation of poetry is a process that causes a number of difficulties, namely, the preservation of national identity, the spirit and time of the work; the choice between accuracy and beauty.

Losses are inevitable for poetry translation. It is up to a translator to make a choice of sacrifice: whether to preserve the content, style, rhyme and images or the form; to choose verse-into-verse, verse-into-prose, or blanc verse translation.

Anna Akhmatova's individual style has been studied by many scholars, including: V.Vinogradov, L.Losev, L.Ginzburg, V.Toporov, V.Zhirmunsky and many others. Musicality is known to set Akhmatova's verse apart from contemporaries. Akhmatova was a master of alliteration, assonance and rhyme. The poetess's striving for laconism and energy of expression contribute to the uniqueness of her style. Making a start from contemporary symbolist poetry and “overcoming” it, Akhmatova orients herself at the traditions of Russian poetic classical works, Pushkin, in the first place.

The poem “The Grey-Eyed King” from the “Evening” collection is written in the style of a classic medieval European ballad. The motif of loneliness and grief pervades the entire work, the whole drama of life sounds in short lines.

In conclusion, the translation of the «**The Grey-Eyed King**» done by the author is suggested for readers to evaluate its losses and gains.

Анна Ахматова **Сероглазый король**	**Translated by Sheliuh Diana** **The Grey-Eyed King**
Слава тебе, безысходная боль! Умер вчера сероглазый король. Вечер осенний был душен и ал, Муж мой, вернувшись, спокойно сказал: «Знаешь, с охоты его принесли, Тело у старого дуба нашли. Жаль королеву. Такой молодой!.. За ночь одну она стала седой». Трубку свою на камине нашел И на работу ночную ушел. Дочку мою я сейчас разбужу, В серые глазки ее погляжу. А за окном шелестят тополя: «Нет на земле твоего короля...»	The grief bells rebelliously ring! Yesterday died the grey-eyed king. The autumn evening was vinous and slow, My husband returned and said with no woe: "After the hunt he was brought by the folk. The king's body was found by the old oak. The miserable queen! Such a tragic story, For one night her hair became hoary." From the mantle husband took his pipe, Then he departed for shift in the night. When my daughter will wake and rise I will look into my darling grey eyes. The poplars by window whisper as sing: «Never again you will see your king...»

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ACERCA LAS DIFICULTADES DE LA TRADUCCIÓN DEL INGLÉS AL ESPAÑOL

La traducción eficazde un idioma al otro requiere amplios conocimientos tanto lingüísticos como socioculturales. Los traductores profesionales necesitan no sólo dominar unas lenguassino conocer diferentes aspectos de la vida de los nativos (históricos, culturales, políticos etc), es decir tener sólidos entendimientos socioculturales. Sin embargo, cada par de idiomas presenta sus propios desafíos únicos y puede ser confuso y frustrante incluso para el lingüísta más experimentado.

El español-inglés es uno de los pares de idiomas más traducidos del mundo, principalmente debido a las oportunidades comerciales en los países de habla inglesa, pero también entre la población española que vive en los EE.UU.

Ambas lenguas pertenecen a la familia indoeuropea, pero hay que tener en cuenta que el inglés es un idioma germánico occidental que se deriva de los dialectos anglo-frisones. El español es una lengua romance occidental derivada del latín. Nos gustaría poner unos ejemplos que pudieran demostar posibles dificultades de traducción, a saber:

- haciendo traducciones es necesario prestar atención a las variantes dialectales tanto del español como del inglés, por eso es recomendable que los traductores adapten sus versionesa la situación comunicativa corresppondiente.Por ejemplo, *cell phone*se traduce como *móvil* en España y tiene su sinónimo*celular* in Latinoamérica.*"Coche"* en España se convierte en *"carro"* en América Latina y lo encontramos como *"car"* en inglés.
- a diferencia del inglés, el español se caracteriza por dos géneros, lo que obliga al traductor concordar el adjetivo con el sustantivo y no olvidar la orden de palabras. Por ejemplo, «*whitecarpet*»(adjetivo + sustantivo)se traduce como «*alfombra blanca*» (sustantivo + adjetivo femenino);*many friends*corresponde a "*muchos amigos*".
- hay que tener en cuenta "falsos amigos" del traductor que parecen similares, pero tienen el mismo significado. Por ejemplo, la palabra *«pie»*en español significa **«***підставка, опора***»** **y**en inglés *«tarta».*

Resumiendo todo lo expuesto, podríamos decir que hubiera muchas otras dificultades durante el proceso de la traducción. El resultado exitoso depende de muchos factoreslo que obliga a mejorar y aprofundizar los conocimientos profesionales de manera contínua. Solo profesionales con amplia experiencia y alto nivel de erudición general pueden proporcionar traducciones de alta calidad.

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SPECIFICS OF TRANSLATION OF PROPER NAMES IN ADVERTISING TEXTS INTO UKRAINIAN

Nowadays we can find a large number of advertising texts due to the growth of economic activity. Therefore, the study of the features of names and their translation is considered to be relevant.

Since there are certain divisions between the Ukrainian and English languages, it is necessary to investigate certain translation techniques and skills.

Taking into account the fact that the language is constantly evolving, the problems of adequate translation of names arise more often. This refers primarily to translators, since according to generally accepted rules, names and titles should be transliterated or transcribed. However, different writing systems have a strong influence on the form of the name and can influence the identity during translation.

According to A. Leonovich, the classification of names can be carried out in accordance with the subject area and the subjects designated by them:

1) names of persons (name, surname, patronymic);

2) the names (nicknames) of animals, birds, etc .;

3) topographic names of rivers, oceans, seas, bays, straits, lakes, countries, mountains, mountain ranges, cities, settlements, parks, streets, roads, etc .;

4) the names of buildings, institutions, ships, airplanes and other means of transportation;

5) titles of books, magazines of plays, musical groups and performers, etc.

Nowadays any absolutely precise rules for translating modern English-language media discourse into Ukrainian and vice versa have not been established yet. And this is understandable, because there are almost no absolute equivalents on the spelling, and even more so on the phonological level, because the sounds of the same class, even in closely related languages, are quite different from each other.

As a result, there can be no equivalent transformations at the level of sound reproduction of all Ukrainian proper and other names in English and vice versa. Ukrainian names of people and surnames are mainly transmitted against the background of their phonetic / spelling structure, that is, transliterated English. For example: *Антоніна* – Antonina; *Віра* – Vira; *Лаврін* – Lavrin; *Рома* – Roma.

Moreover, some sounds of our speech have no analogues at all in the phonetic system of modern English, where there is practically no palatalization of consonants. There is no lengthening of consonants, in fact there are no direct correspondences to our consonants (*г, х, ц*), etc. All this creates difficulties in transmission of modern English-language advertising discourse of Ukrainian names in foreign languages.

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FEATURES OF TRANSLATION OF GERUND CONSTRUCTIONS

One of the most commonly used grammatical categories in English is the gerund. Being one of the impersonal forms of the verb, it is of special interest to Ukrainian researchers because it has no analogue in the Ukrainian language. The works of such well-known linguists and critics as A. Shirokikh, I. Ivanova, T. Besedina, V. Komisarov, M. Demidova have become widely held as the guide in the translation of gerund.

M. Demidova argues that the gerund is a special impersonal form of the verb that expresses a certain process or objectified action. According to some linguists, the gerund comes from the Old English noun, which in the process of its development lost some noun characteristics and acquired verbs, as a result of which the gerund occupies an intermediate position, having the properties of both a noun and verb.

According to the studies of widely respected researchers, gerund constructions can appear in a sentence as 1) subject; 2) part of the predicate; 3) object; 4) attribute; 5) adverbial modifier. The choice of the method of translation of the gerund complex largely depends on the paradigmatic form of its gerund component, its lexical meaning, and the lexical meaning of its nominal or secondary component of the subject.

Gerund construction – a combination of a gerund with a noun in the possessive or general cases, a possessive pronoun, or a group of words that are the subject of the action expressed by the gerund. This construction is a single entity and can act as a member of the sentence in the same functions as the gerund. As T. Zrazhevskaya writes that the difficulties associated with the translation of the gerund complex occur mainly if its subject is expressed by a noun, it can be taken as a combination of noun and participle.

Since in the Ukrainian language there is no analogue of the gerund construction, it can be translated as:

1) noun phrase;
2) infinitive;
3) subordinate clause;
4) participle II.

The analysis of specialists revealed that overwhelmingly most common transformations made in the process of translation of this phenomenon are: 1) replacement; 2) addition; 3) omission; 4) transposition; 5) sentence fragmentation.

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TRANSLATION PROBLEMS OF CHARACTONYMS IN FICTION

A literary text is the embodiment of the author's creative idea, it reflects the linguistic and national picture of the world of both the author and the people speaking this language in general. The names of characters in novels are the most expressive means of determining a significant amount of information. A topic is extremely interesting to linguists and translators because the translation of names, and especially charactonyms is a problem and it requires a serious analysis of the content and form of the language unit.

Charactonyms are a special technique used by writers to show the character image more clearly and accurately, emphasizing his/her most important qualities, principles, foundations and values. It can characterize the character's social identity, convey national and local color, and if the action takes place in the past, then recreate the historical background.

Translation of the proper names and charactonyms from English is a significant challenge due to many factors. These problems are related to the analysis of the essence, context, and function of names in the text. Sometimes it is difficult for linguists to identify exactly the charactonym, the translator must convey the emotional information that the charactonym contains. Translation problem is associated with numerous misunderstandings and mistakes. Also, one of the main translators' mistakes is the wrong choice of the translation method, which can lead to significant loss of the meaning that the author put in.

Translators' opinions on how charactonyms should be translated vary widely and are not fully studied. Such a variety of translation undoubtedly affects its quality. The pursuit of high-quality translation involves a number of tasks. Most linguists, such as A.V. Fedorov, L.N. Shchetinin, D.A. Gromova, T.V. Volkodav and others paid special attention to the methods of charactonyms translation.

Therefore, there are the ways to translate charactonyms:

– transcription (*Argus Filch – Аргус Філч)*

– transliteration (*Neville Longbottom – Невіл Лонгботт*)

– compensation (*Wolfard – Вовчук*)

– calque (*Mrs. Otterton – Пані Видревська*)

– the creation of a neologism (character of *Tinker Bell* from tales of John Barry "Peter Pan" – *Дінь Дінь*)

– descriptive translation (*Teddy Bear – Плюшевий ведмедик*)

So the translator's good and appropriate choice of the words and its form reflects the author's point of view in his novel. The translation depends on the translator's complete understanding of the source text, the ability to identify the ways of formation and, accordingly, to find the adequate variant of rendering in the TT. However, it is impossible to select one the most appropriate or best way to translate the charactonym, since everything depends on the name itself, traditions, realities, and the context of the novel.

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WINGED EXPRESSIONS IN ENGLISH LITERATURE OF THE LATE NINETEENTH AND EARLY TWENTIETH CENTURIES AND THE PECULIARITIES OF THEIR TRANSLATION

The winged expressions occupy a special place in the vocabulary of the English language. Their specific structure attracts and causes a considerable interest of scholars, and on the other hand requires a serious analysis of the content and form of the linguistic units. The winged expressions in the English literature of the late nineteenth and early twentieth centuries are a vivid testimony to the strong and diverse connections of English with other languages of the world.

The translation of winged expressions is associated with great difficulty, so it is especially important for the translator to be familiar with the basic phraseological equivalence, their style affiliation and the branch of use. Mistakes in the translation of winged expressions occur when the interpreter can’t recognize the expression as a unit and tries to translate it as a free word combination. Most linguists such as V. Vinogradov, A. Kunin, A. Arnold. N. Elyanova and others paid special attention to the ways of interpretation of winged expressions.

Thus, A. Kunin on the base of interpretation degree of winged expressions in the TL divides them into two groups:

1) winged expressions that have equivalent in the TL *(one swallow does not make a summer – «одна ластівка не робить весни»);*

2) winged expressions that have analogue in the TL *(on the second Sunday of next week – «коли рак свисне»);*

3) winged expressions without equivalents in the TL (*four corners of the earth – «чотири сторони світу»)*.

V. Komisariv proposed translating winged expressions no having equivalents in the TL by calques, and noted that this way of translation allows to show a non-equivalence winged expression in the TL with the most completed possible preservation of the SL semantics: *a friend in need is a friend indeed – «друг пізнається в біді»*

In their turn, foreign and domestic scholars also apply descriptive translation, which reduces to the translation not of the winged expression itself, but its interpretation. Descriptive translation can be expressed with explanations, comparisons and descriptions: *the sixty-four dollar question – «найважливіше, вирішальне питання», to be worse than one's word – «бути гіршим за своє слово».*

Consequently, translation with the help of phraseological equivalent, phraseological analogue, descriptive translation, and calques are defined as the main ways of translating winged expressions. It is worth mentioned that the most common way of translation of winged expressions, without a doubt, is the use of corresponding idioms in the SL or equivalence that provides not only to interpret the content, but also to reproduce figurative and expressive meanings of English winged expression.

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WAYS OF RENDERING OF THE MODAL VERB *MUST* INTO UKRAINIAN IN NEWSPAPER TEXTS

Translation of English modal verb *must* into Ukrainian in newspaper texts is the issue that has been researched by philologists for many years due to constant increase in the amount of newspaper texts to be translated. The works of such linguists as I. Halperin, L. Mosiienko, H. Semen, V. Vynohradov, H. Kolshanskyi, O. Akhmanova, I. Korunets have been fundamental to understanding the idea of rendering the meanings of the modal verb *must*.

The first thing to consider while studying this topic is the notion of modality. “Modality” means the attitude of the author toward his own words. It has various meanings: advice, obligation, ability, possibility etc. In the case of the modal verb *must*, obligation, duty, necessity, probability could be expressed. English system of modality means is very developed. It consists of various linguistic units and can express subtle shades of meanings that may sometimes be hardly seen by the representatives of Ukrainian linguistic culture.

The problem of modality includes many aspects that are necessary to understand for proper use of modal verbs in English and render them into Ukrainian. For example, modality is represented on lexical, grammatical or phonetic level or can be present within the whole expression. Grammatical and lexical means, special forms of mood, modal verbs or means of intonation can be used to express different modal meanings. But still the most frequent and most obvious way to show modal meaning are modal verbs. There are 12 modal verbs distinguished in the English language.

The modal verb must is translated into the Ukrainian language with the help of four basic ways of rendering the modality that is lexico-grammatical (the modal verb is used in the text of translation), lexical (change of the modal verb into non-modal word or phrase in Ukrainian), grammatical (modality is rendered by means of grammatical construction) and phonetical (used in emotionally highlighted expressions). The results of researches show that the most frequent way to render the modality into Ukrainian is lexico-grammatical one, especially in publistic discourse. Thus, from the practical material researched 15 cases of lexico-grammatical means were used while 16 cases of modal verb were rendered by lexical means.

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TRANSLATION OF HEADLINES OF JOURNALISTIC DISCOURSE TEXTS FROM ENGLISH INTO UKRAINIAN

The headline is usually the first thing the reader notices when picking up a newspaper. Its main purpose is to attract attention, interest and even to impress.The more compactly the main idea of the work is formulated, the greater power of the media title will be reached and it can be much easier for its perception.

In philology, interest in the headline, caused by its unique position in the text, the semantic complexity and the variety of its functions, arose in the first half of the twentieth century. Literary criticism and linguistics united in a common interest in the status of the heading, its functions, semantic features, attitude to the whole text and have achieved serious success in this area.

Nowadays linguists distinguish many functions of headings.

V. Vompersky identifies the following four functions of the headline: communicative, appellate, expressive, graphical.

G. Vinokur talks about the defining, pointing and advertising functions of headlines.

G. Solganyk proposes to distinguish three main functions – nominative, pragmatic and informative.

Also, there are various headline classifications. They are usually divided into grammatical and lexical.

E. Lazareva highlights unidirectional and complex headlines. Their difference is in the amount of semantic scheme elements in the text expressed.

M. Shostak takes informativeness as a basis and offers the following classification of headlines: narrative headline, headline – statement, headline – summary, headline – paradox, headline – quote, headline – appeal.

Sometimes the heading can combine several functions. For example, this is the headline from the Guardian newspaper: "Skyscrapers in London: Do we want to reach for the stars?". At first glance, it is easy to define it as the headline – appeal, because we have a question sentence. But it can also be classified as a headline – a paradox, because it contains intrigue or sensation and will certainly attract the reader's attention.

Journalism is prone to dynamics. With each passing day, publications change, other rules of articles appear, and they are adapted to the modern system. Therefore, the headlines always remain a relevant object of analysis.

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TRANSLATION OF YOUTH SLANG IN ARTISTIC DISCOURSE

Artistic discourse is a communicative act, the main characteristics of which is the writer's attempt to use his work to influence the inner spiritual essence of the reader, the system of his values, beliefs, convictions and aspirations to change them. The peculiarity of artistic discourse is expressed in the use in the artistic text of conceptual and linguistic means necessary for the implementation of the communication described by us, designed not only to tell the reader about any events, but also to influence his inner world.

The concept of jargon was borrowed in the middle of the 19^{th} century from the French language, but the linguistics starts to use slang only at the beginning of the twentieth century. as a replacement for the terms “conditional adverb”, “conditional language”, “secret adverb”, “secret language”, which were used in the 19thcentury.

For English urban jargon, there is a concept – slang. These are the slang words or expressions that are used by representatives of certain groups and constitute a layer of colloquial vocabulary that does not meet the norms of literary language. In modern English, slang is an active component of living spoken language, representing a significant layer of its vocabulary, and it expresses all the diversity of public interests, assessments of various phenomena by different members of society, which may belong to different professional and different social groups.

The problem of slang translation in an artistic text has been studied by many scholars, including: T. F. Efremov, O. S. Akhmanov, E. Partridge, Stuart B. Flexner, V. G. Williuman and many others.

English slang translation has a very complex translation task, which can be solved in several ways. First of all, these are two main ways that a translator follows: direct or literal and indirect (external) translation. The translator faces with the task of finding such expressive means that would have an equivalent semantic and stylistic load in the original, which is known to many readers and for which the translation is intended. The translator should also remember that metaphor is often present in the creation of units of slang vocabulary, so when translating it is necessary to be guided by the figurative component and, accordingly, to find the appropriate image in the target language.

Linguists have identified the following main ways of translating jargon, such as:

- equivalent (*besides, I'm not going to tell you my whole* ***goddam*** *autobiography – та я й не збираюсь описувати тут усю свою* ***триклятущу*** *біографію);*
- analogue (*the first thing you'll probably want to know is where I was born, and all that David Copperfield* ***kind of crap*** *– насамперед вам, мабуть, захочеться довідатись, де я з'явився на світ божий,— одне слово, всю оту* ***муру*** *в дусі Девіда Копперфілда)*;
- calque (*if you thought about him too much, you wondered what* ***the heck*** *he was still living for – а коли про нього добре поміркуєш, то починаєш просто дивом дивуватися: на якого* ***біса*** *він живе)*;
- descriptive translation (*I was standing right next to this* ***crazy cannon*** *that was in the Revolutionary War – і я став біля самісінької отої* ***ідіотської гармати, що бовваніє*** *там ще від Війни за незалежність).*

Thus, when translating slang, it is possible to use different translation transformations depending on the context and the goal pursued by the translator, but still from the above we can identify some patterns:

1) when translating slang vocabulary based on common verbs with a broad meaning, it is necessary to resort to concretization;

2) in case of the absence of the equivalent of a lexical unit in the language of translation, the method of compensation is used;

3) literal translation of jargon is often unacceptable due to violation of the usage of the translation language and non-compliance with the principle of translation adequacy due to its use.

Jargonism is a complex linguistic phenomenon that characterizes the language of a certain stratum of the population, which is characterized by the use of non-standard vocabulary to express emotionally expressive color. Therefore, only accurate knowledge of the meanings of slang, their semantic and stylistic features, style and figurative system of the text is the key to successful translation of slang vocabulary.

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APPROCHES DE LA TRADUCTION DES NOMS PROPERS UKRAINIENS EN FRANÇAIS

Du point de vue de la traduction, les noms propres constituent un groupe a part de réalités. En tant qu'éléments lexicaux dénotant des réalités, les noms propres portent certaines informations socioculturelles, ce qui donne au texte une couleur nationale.

La translittération est utilisée pour remplacer une langue peu connue du système graphique: le transcodage du nom propre est généralement effectué soit en lisant les lettres, soit en les prononçant dans la langue d'origine. Exemple: Українці – Ukraintsi; Шевченко – Tshevchenko; Бойко – Boiko.

La transcription en tant que méthode de traduction vise à reproduire de manière cohérente la structure sonore de la langue dans la langue de traduction. Les règles du système international de transcription qui détermine les équivalents des lettres ukrainiennes, sont utilisées pour écrire des mots ukrainiens en latin. Le système «populaire» en français a ses propres spécificités, notamment: ou (у), j (ж), tch (ч), ch (ш), chtch (щ). Exemple: Мазепа − Mazeppa; Лисенко – Lyssenko.

Le traçage est utilisé lors de la traduction de concepts équivalents dans deux langues. Cette technique de traduction consiste en reproduction littérale de parties formelles et / ou sémantiques du nom, suivie de leur combinaison en un seul tout.

Ainsi, les méthodes les plus courantes de traduction des noms propres ukrainiens en français sont: translittération, qui permet de reproduire la forme de lettre de l'unité lexicale qui peut être traduite; transcription, qui préserve la forme sonore; traçage, qui reproduit le nom en remplaçant ses parties sémantiques par des éléments appropriés dans la langue de traduction.

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FEATURES OF TRANSLATION OF ENGLISH IDIOMS (PHRASEOLOGICAL ADJUSTMENTS) IN UKRANIAN

Phraseology as a science continues to evolve and attract the attention of a wider circle of researches. New problems arise, issues that have been researched so far are clarified or covered in a new way. Among linguists there is no unanimity on the definition of the central unit of the subject, its nature, meaning and so on. Some aspects remain insufficiently studied such as: comparative study of phraseology, phrase formation, phraseology and context, translation levels of phraseology. Scientific achievements in the field of phraseology of individual languages give grounds to emphasize the presence of various universals in it, and hence there is an opportunity to identify the phenomena of general phraseology. Thus, all these are components of phraseology not only as a science, but also as an academic discipline.

English has a thousand-year history. During this time, it has accumulated a large number of phraseological expressions, which people found successful and accurate. In both English and Ukrainian, there is a large number of phraseological units that have a bright and emotionally expressive marking and are translated into Ukrainian by selecting the appropriate equivalent.

English idioms are a particular challenge for modern machine translation systems, as their translation does not have to be literal, but always appropriate. The main relevance of the chosen topic – how idiomatic expressions can be recognized and, ultimately, correctly translated. For many years the use of idioms has attracted the attention of domestic and foreign linguists.

Phraseologisms have repeatedly been designated as one of the universals of speech, because there would always be a reflection of the history of the people, the uniqueness of its culture and way of life. The human factor plays a huge role, because the vast majority of phrases are related to people and different areas of their activity.

Interpretation of idioms is a difficult task due to their semantic richness, imagery, conciseness and brightness. They play a very important role in any language and are widely used in speech, fiction and political literature. But the choice of a particular idiom depends on how the translator realizes and understands its meaning and expressiveness, because those who have linked their lives with translation should not be accurate. It is impossible to evaluate language for its true value, to understand a joke, a play on words, and sometimes even the meaning of the whole statement.

It is proved that one of the errors in the translation of phraseological units is the perception of phraseology in the language of the original as a free phrase with an independent, direct meaning of the words-components that are part of it. Despite the rather large number of relevant lexicographical sources, there is an insufficient base of translation equivalents of comparative phraseology of Ukrainian and English languages, which complicates the work of foreign language teachers and translators. Further compilation of reference dictionaries, methodological developments and textbooks on phraseology seems promising.

The topicality is also determined by the fact that today Ukraine continues to establish comprehensive relations with other countries. Therefore, the problem of accurate transfer of onomastics and toponymy acquires special significance. First of all, this applies to English, which is the language of international communication in the main areas of cross-cultural relations.

Today, idioms cause difficulties among all people who want to know English. Many difficulties in terms of professional communication arise even among professional philologists and translators, because misunderstandings greatly affect the effectiveness of use and translation. But new solutions to translations problems are found every day.

It is very important for every student studying English or any other foreign language to have correct phraseological expressions that have syntactic and semantic features. Memorizing individual words, especially polysemous ones, does not provide the ability to use them correctly in the language. True language proficiency is the ability to speak, to convey one’s thoughts. That is why it is so important to know and be able to correctly use phraseological expressions of a foreign language.

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FEATURES OF RENDERING EMPHATIC STRUCTURES IN PUBLICISTIC STYLE

In the modern world mass communication plays an important part in people's points of view on various subjects. Such forms of mass communication as editorials, newspaper articles and public speeches are genres of the publicistic style. The main goal of this style is to shape public opinion. The goal is achieved through various means, including the use of emphatic structures. The issue of rendering these structures is very important, because the perception of the author's thoughts by his audience depends on the correct translation or interpretation. Many outstanding linguists, including L. S. Barkhudarov, D.A. Shteling, T.R. Kotliar, T.N. Malchevskaia, V.I. Karaban, I.A. Bekhta studied emphatic structures and the problems of their rendering.

The means of expressing emphasis in English and Ukrainian differ significantly. In English, emphasis is expressed both by lexical and syntactic means, and in Ukrainian it is expressed mainly by lexical means. English emphatic structures have no analogues in Ukrainian. Therefore, it is often necessary to apply transformations when translating them.

The first type of emphatic structures, which is especially difficult for a translator, is inversion. Inverted sentences often rendered with the same structure as the original sentence. However, such sentences are sometimes translated with some transformation involved, such as omission, addition, replacement, etc.

Another type of emphatic structures, which creates difficulties for a translator are cleft sentences (it is / was / will be ... who / that / when ..). Such structures are rendered with lexical means: саме ... (й/і), якраз (і), etc. For example: *It is this principle that* will be the focus of our discussion. *Саме цей принцип* буде в центрі нашого обговорення.

To sum up, emphatic structures is one of the ways to create expressiveness of the text in the publicistic style. Rendering these structures is a challenging task. It is important for a translator or an interpreter to be able to recognize emphatic structures in the text. The effect of the author's thoughts on his audience depends on the way how the text was conveyed. English emphatic structures are mainly rendered into the Ukrainian language by lexical means. It is important to note that there are no fixed rules on the methods these structures rendering, so the choice of one or another way of rendering emphatic structures depends on the grammatical rules of the target language, style and skill of the translator.

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‘SOFT SKILLS’ DEL TRADUCTOR MODERNO Y MÉTODOS DE SU DESARROLLO

Los ‘soft skills’ son una variedad de comportamientos que ayudan a las personas en su trabajo, así como en las relaciones con otras personas. Estas habilidades son esenciales para personas de cualquier tipo de empleo, incluida la profesión de traductor.

Los autores diferentes han escrito sobre este tema. Por ejemplo: L.V. Nóvikova “Formación de las competencias universales de un traductor de acuerdo con las necesidades reales del mercado laboral”, O.S. Osipchuk “Competencias de ‘soft skills’ en la profesión del traductor del futuro”, N.K. Yáshina “Cualidades profesionales y personales del traductor”.

El traductor moderno tiene que tener una gama bastante amplia de ‘soft skills’. Esta publicación enumera algunos de ellos:

• **– Ética laboral:** es extremadamente importante ser capaz de comportarse correctamente no sólo con los clientes y empleadores, sino también con los compañeros y superiores.

• **– Los habilidades de comunicación:** un traductor es una profesión que implica sobre todo el establecimiento de la comunicación: oral y escrito. Un especialista exitoso tiene que tener las habilidades de comunicación competente, no sólo personalmente, sino también por correo electrónico.

– El arte de hablar en público: hablar frente a una gran audiencia no debe ser estresante para el traductor, especialmente cuando trabaja en el campo del periodismo o la diplomacia.

– Capacidad para gestionar el tiempo: no se puede dejar de recalcar la importancia de esta cualidad para un especialista en cualquier campo. La gestión del tiempo y la puntualidad son las habilidades fundamentales del traductor.

– Adaptabilidad y flexibilidad: mercado laboral requiere la adaptación a las nuevas condiciones, creando a los empleados profesionalmente flexibles. Esto le permite alejarse del sistema conservador, mirar las cosas y situaciones desde un ángulo diferente, de manera más abierta y creativa.

– Capacidad de resolución de conflictos y resistencia al estrés: la profesión de traductor es amplia y polifacética. A veces, un especialista en idiomas puede convertirse en rehén de una situación estresante. Con la traducción correcta, el intérprete simultáneo puede "suavizar las cosas".

Así, podemos concluir que para un trabajo exitoso el traductor necesita muchas cualidades, tanto universales como profesionales. En el mundo moderno hay un gran número de escuelas y cursos para el desarrollo de sus ‘soft skills’. Lo principal es no detenerse en la autoeducación y la autorrealización.

Consultor lingüístico y de investigación: Catedrático T.E. Pysmennyi.

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FEATURES OF TRANSLATION OF MEDICAL TERMS IN ENGLISH MILITARY DOCUMENTS

In recent years the expansion of political, military, economic and scientific ties of our country with the world increased communication with representatives of English-speaking countries. That increased the need for a clear and correct translation of documents on certain topics, especially military medicine. The works of such well-known linguists and critics, as N.I. Balabin, L.L. Nelyubin, A.A. Dormidontov, H.M. Strelkovsky, G.A. Sudzilovsky, V.V. Korovushkin studied the features of military vocabulary and slang.

The urgency of the research topic is due to rapid technological progress, the emergence of armed conflicts around the world, the reform of troops, the constant change of vocabulary of servicemen, the emergence of new slang of armies around the world, especially the British army. Particular attention should be paid to the factor of armed conflict around the world, as it deploys the troops to hotspots. On the battlefield, it is very important to provide quick and effective medical care to the wounded, because the lives of those who risk for the betterment of the whole country depend on it.

The translation of these terms is the most difficult, because the correct translation can not be done without a careful, sometimes even etymological analysis of its components. Usually the translation of this group of terms is achieved by: a) description of the meaning of the English term, for example: *ATMIST report – звіт про пораненого*; b) literal translation, for example: *head trauma – травма голови*; c) partial or complete transliteration, for example: *mastersergeant майстер-сержант*; d) transliteration, for example: *Texas tower – техаська вишка*; e) transcription, for example: *commander – командер;* f) transcription and translation, for example: *warrant officer – уорент-офіцер*, *bougie – буж*; g) equivalent translation, for example *cricothyroidotomy – конікотомія*; h) analogue translation, for example *trunk – тулуб*.

The following methods have been used to solve the problems: method of analysis; comparative method that allows you to compare the reality of a foreign language and its translation; descriptive method, which is to explain the use of certain words, phrases, especially slang ones by British servicemen. By the way, slang words comprise an extensive part of the servicemen lexis, as they simplify the work on the platoon, section levels. When it concerns the human health, especially on the battlefield with no chance to get medical supply and casevac as being cut off by the enemy, the most vital and precision decisions must be taken to save soldier’s or civilian’s life. Therefore, translation of medical terms has to be accurate and precise, as human life is on the line.

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ECONOMIC DISCOURSE: TYPES OF LEXICAL FEATURES IN ENGLISH LANGUAGE

The subject of this work is economic discourse, problems of its study and identifiedlexical features of English-language economic discourse. Today, during the rapid development of internal and external economic relations, the acceleration of the process of globalization, the English language in this area of communication is becoming increasingly important. Thus, English-language economic discourse requires in-depth scientific research. The problem of studying discourse belongs to the category of current tasks of modern linguistics. Discourse is a multidimensional phenomenon that has a number of definitions.

According to modern scholars, namely F. Batsevich, one can understand that discourse as a set of speech-thinking actions of communicators associated with cognition, comprehension and presentation of the world by the speaker and comprehension of the listener's linguistic picture of the world.

Economic discourse is a type of business communication that takes place in the economic sphere along with management, business colleagues, and consumers.It helps to solve economic problems, develop enterprises, influence the final result of negotiations, and ensure the observance of socio-cultural orientations in the economic industry.

In the course of the conducted research many lexical features of the English-language economic discourse have been identified, such as: 1)a large number of general economic and highly specialized terminological vocabulary (*to finance, expenditure, transfer*); 2) intersect oral terms (*model, operation, information, data*); 3) abbreviations of the economic branch (*WTO = World Trade Organization*); 4) abbreviations used in business speech (*e-commerce = electronic commerce*); 5) professional idioms (*to budget time – to estimate time; monkey business – dishonest behaviour*); 6) terminological neologisms that reflect modern transformations in the field of economy and business (*microfinance = micro lending* – the practice of providing small loans to the poor for business without requiring a guarantee of repayment of these loans as collateral); 7) coexistence of outdated and modern terms (Monger – tradesman – seller; trader); 8)“derived” terms (to develop → development / developer / developing / developed); 9) graphic design (business-to-business – B2B – e-commerce according to the scheme “from one business enterprise to another”).

In general, the English-language economic discourse is a complex communicative phenomenon that is realized in the speech practice of business entities, characterized by information content, relevance, professional significance, objectivity, formality, logic.

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THE PECULIARITIES OF TERMS IN TOURISTIC TERMINOLOGICAL FIELD

Tourism emerged at the time when society was developing, when people had the opportunity to think not only about meeting the priority, vital needs, but also about recreation. Although people have always travelled, only at a certain stage of economic development of society, with the growing need for travelling, there were individuals and institutions provided them, which led to the formation of a special type of goods “touristic services”. Then tourism became a separate branch of the national economy, which required the formation of appropriate industry, the availability of qualified personnel, etc. Thus, the touristic field of terminology as a definite layer of lexical units of the language appeared.However, the questions of classification of touristic terms, the ways of their translation have been studied insufficiently.

Many linguists such as V. Akulicheva, A. Alexandrova, T. Dobrosklonskaya, T. Yegorova, K.Zorin, I.Ilyina, E. Kohtev, N.Filatova and others devoted their works to the investigating the problems of classification of touristic terms and their translation.Linguists have defined the following basic ways of translation of termssuch as selection of equivalent, transcoding (transcription and transliteration), semantic equivalent or functional analogue, explication, combination of several ways of translation, full copying of the English word combination without translation or direct borrowing and calque:

– semantic equivalent (*luxury **tourism resorts** – розкішні **туристичні курорти**; more people made **trips** to the UK – більше людей здійснили **поїздки** до Великої Британії*);

– calque (*there are so far no **travel operators** – досі не існує **туроператорів**; the United Nations Organisation tracks **travel trends** – Організація Об'єднаних Націй відстежує **тенденції подорожей**);*

– transcription *(record numbers of international **tourists** –рекордна кількість міжнародних **туристів**; the therapeutic nature of **camping** – терапевтичний характер **кемпінга***);

– functional analogue (*Asian **destination** – напрямки до Азії; travellers can avoid annoying **airlines** – мандрівники можуть уникнути **авіапідприємств,** що дратують);*

– transliteration *(night's stay in a **hotel** –нічліг в **готелі;** clients can book **cruises** and shore excursions – клієнти можуть забронювати **круїзи** та берегові екскурсії);*

– explication (53% of all online ***travel bookings*** – 53% усіх ***проїздних замовлень;*** a growing trend for ***rail travelers*** – зростаюча тенденція для ***мандрівників, які подорожують залізницею).***

Deeply analyzed the structure of different kinds of touristic terms, we can identify three main types of terms:

1) simple terms, consisting of one word (*arrival,cruise, resort, departure, destination);*

2) compound terms (*Full House,Hotel Garni, Inclusive Terms, Mystery Tour, Party Ticket*);

3) term combination consisting of two or more words (*direct flight, individual tour, lost property, mass tourism, passenger coupon)*.

According to the main component of term combination we divide term combinations into:

– nominal (Noun + Noun structure – *tourists arrive,customers complain, flight departure);*

– adjectival (Adjective +Noun structure – *complimentary ticket, English breakfast, extreme tourism);*

– verbal (Verb + Noun structure- *to book a room, to order a flight, to service customers).*

When translating texts on touristic topics it is important to take into account the lexical and grammatical features of terms. Thus, at the process of translating the terms, it is necessary to consider the field and sphere of their application and the context, as well as the semantic connections between the components in term combinations.

Finally, the study of touristic terms is engaged in many researchers and almost everyone offers their own typology or refines the classification developed by other scientists in the view of the needs of their own researches. It should be noted that translators and researchers agree that the translation of touristic terms is a rather complex phenomenon and requires further detailed investigations.

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GENDER-NEUTRAL VOCABULARY IN ENGLISH AND UKRAINIAN

Today, in various social aspects of science, the gender approach, which leaves its mark in the structure of different languages, becomes especially relevant. Since the first years of the last century, there has been an active struggle of women for equality with men. This is very much reflected in vocabulary and grammar. Thus, the main term of the era becomes "gender". Due to some differences in the perception of the world around men and women, a new direction of linguistics has been emerged – gender linguistics, which is based on feminist linguistics.

The study of gender issues is one of the important areas of research of domestic and foreign linguists and gender specialists today. The problem of gender was researched and described by the following researchers: E. Goroshko, A. Kirilina, A. Martyniuk, L. Stavytska, I. Khaleeva, Sh. Bern, A. Bodain, B. Dennis, O. Kikineji, R. Lakoff, B. Sorrels, E. Fieldler, etc.

The relevance of this topic is due to the fact that today there is no clear classification, rules of use and lack of information on the correct translation of gender-labeled vocabulary. There is also a growing interest in gender correctness and the need to identify gender-neutral units and effective ways of translating them. Proponents of gender-neutral language point to the reflection in language of the role of women as a "commodity", expressed in the linguistic focus on women's marital status: Mr is used for men regardless of marital status, Miss (for single) and Mrs (for married). marital status of a woman and signal her sexual availability. If you take into account the names of professions in English, you can see different options for women and men: actor and actress. However, proponents of gender-neutral language usually advocate the non-use of a particular female form.

The Ukrainian language is an example of a language in which three gender types are clearly distinguished: masculine, feminine and neuter; where gender also influences the forms of the verb, adjectives and pronouns. Due to this grammatical feature, it is quite difficult for Ukrainians to achieve gender neutrality. In Ukrainian gender linguistics, two strategies have been identified: feminization, masculinization and neutralization.

In conclusion, it should be noted that our world is changing every day and acquires new concepts and norms in all spheres of life. The translator needs to follow the language changes and constantly improve his / her knowledge skills in order to make a quality translation.

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СТРУКТУРНО-ФУНКЦІОНАЛЬНІ ХАРАКТЕРИСТИКИ СКОРОЧЕНЬ В АНГЛОМОВНИХ КОМП'ЮТЕРНИХ ТЕКСТАХ ТА ОСОБЛИВОСТІ ЇХ ПЕРЕКЛАДУ

Мета дослідження полягає у визначенні особливостей перекладу абревіатур у комп'ютерній лексиці.

У рамках традиційної лінгвістики абревіація визначається як спосіб словотворення, що веде до лексикалізації (закріплення в мові) графічних ініціальних скорочень; як процес продукування абревіатур – скорочених складних слів (іменників), утворених з початкових звуків, назв початкових букв або початкових частин слів, на базі яких формується скорочення. До складу абревіатури може входити і ціле слово [1, с. 7].

Абревіатурний словотвір входить до розряду способів скороченого, інтегрованого передавання інформації і сприяє зростанню інформативності всіх видів комунікації. Скорочення матеріальної оболонки слів або словосполучень сприяє збільшенню швидкості їх сприйняття і зниженню тимчасових меж надходження інформації: скорочення дозволяють економити не лише час виголошення/відтворення мовної одиниці, а й вимовні зусилля мовця або моторні зусилля [2, с. 688].

Інтерес до дослідження спеціальної лексики у сфері інформаційної технології поступово зростає в сучасних умовах розвитку науки і техніки. Пильну увагу до спеціальної лексики мови інформаційних технологій викликано перш за все тим, що спеціальна лексика інформаційних технологій відіграє значну роль у процесі формування і розвитку системи загальнонаціональної мови. В результаті науково-технічного прогресу відбувається постійне поповнення спеціальної лексики, що призводить до необхідності упорядкування та систематизації лексичних одиниць мови у сфері комп'ютерних технологій.

У цей час інформаційні технології (ІТ) бурхливо розвиваються, охоплюючи всі сфери діяльності людини, в тому числі та освіту, і революція у сфері ІТ в усьому світі внесла в мову величезну кількість професійної лексики (термінів, розмовних слів, жаргонізмів). Динамізм, різноманіття, постійне оновлення підмови сфери ІТ привертає увагу дослідників [3, с.480]. Тому питання, пов'язані з появою в мові нової професійної лексики і особливостями її походження в українській та англійській мовах, є особливо актуальними.

Найчастіше при перекладі скорочених одиниць у перекладача виникають проблеми з тим, як їх передати на українську мову. Це обумовлено тим, що в будь-якій мові існує своя система скорочень, що є невід'ємною частиною її загальної лексико-семантичної системи. У зв'язку з цим подібні системи різних мов істотно різняться. Істотно відрізняється і частота вживання певних груп скорочень, тому не слід прагнути передавати їх мовою перекладу таким же скороченням як в мові оригіналу.

Переклад комп'ютерних скорочень відбувається у два основні етапи:

1) розшифрування – ідентифікація початкової англомовної форми або кореляту;

2) відтворення кореляту засобами української мови, які найбільш точно передають виявлений зміст.

Розглянемо основні способи передачі іноземних скорочень на українську мову. До них належать такі.

1. Передавання скорочення еквівалентним українським скороченням.

2. Запозичення іноземного скорочення (зі збереженням латинського написання).

3. Передавання літерного складу іноземного скорочення українськими літерами (транслітерація).

4. Передавання фонетичної форми іноземного скорочення українськими літерами (транскрипція).

5. Описовий переклад.

6. Створення нового українського скорочення [4].

Розглянемо декілька прикладів абревіації:

1. Here are some ways to take care of your AC adapter [5]. – Тут наведено кілька рекомендацій щодо догляду за *адаптером змінного струму*. [6]

В українській мові відсутнє скорочення для цього терміну, тому перекладач розшифрував та подав за повним позначенням.

Розглянемо наступний приклад, який дуже часто зустрічається в інструкціях до ноутбуків:

2. HDMI port [5] – *Порт HDMI* [5].

Перекладач зазначив повне запозичення англійського скорочення в латинських літерах, що ми вважаємо недоречним в цьому прикладі, бо користувачу може бути зовсім незрозумілим для чого використовується цей порт. Було б доречно в дужках вказати, що він використовується для цифрового відео високої чіткості. HDMI розшифровується як High-Definition Multimedia Interface (мультимедійний інтерфейс високої чіткості). Дослівний переклад був би теж більш зрозумілим для користувача.

3. LAN drivers [5] *— драйвери локальної мережі* [6].

В українській мові відсутнє відповідне скорочення цього терміна, тому перекладач розшифрував та подав за повним позначенням, що є доречним і зрозумілим в цьому прикладі.

4. Some devices using older versions of the Bluetooth technology require both devices to enter a PIN [5].*—Деякі пристрої, що використовують більш старі версії технології Bluetooth, вимагають введення PIN-коду на обох пристроях* [6].

Абревіатура PIN створена за допомогою перших букв слів і розшифровується як personal identification number. В українській мові є вже всім знайомий переклад цієї абревіатури, який використав перекладач PIN-код.

Виходячи з цих прикладів, ми можемо сказати, що перекладач повинен детально вивчити галузь науки і техніки, у якій він працює. Тільки тоді він зможе безпечно користуватися відповідними термінологічними словниками. Слід зазначити, що в комп’ютерному тексті часто присутній елемент новизни, що особливо цікаво для читача, але пов’язано з використанням нових термінів, які ще не зафіксовані у словниках. Зрозуміло, що такі випадки можуть створити серйозні проблеми для перекладача. Головною умовою подолання цих проблем є детальний аналіз описуваного явища та його передача в термінах, які вже добре усталені в науці.

Аналіз методів перекладу скорочень та абревіатур та особливостей текстів у комп'ютерній індустрії дозволив нам визначити методологію відтворення англійських скорочень українською мовою. Тому потрібно приділяти увагу абревіатурам при перекладі, зважаючи на контекст, а також сферу їх використання.

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ОМОНІМІЯ ЯК ПРОБЛЕМОУТВОРЮЮЧИЙ ЧИННИК ПРИ ПЕРЕКЛАДІ ТЕКСТІВ

很多国家和不同的语言在我们巨大的世界上。汉语是最普遍的而且 十亿个人不可了解的语言。这种语言的特点之一就是特别显著的异物 同名。汉语中有数量有限的音节，这导致异物同名的 问题。汉语中有同音同行词，同音异形词和同形异音词。同音同行词有相同的发声和相同的写法。同音异义词有相同的发声但是不同的写法。同形异音词有相同的写法但是不同的发声。现在我们同音异义词有兴趣因为口头翻译的时候这个问题造成很多困难. 同音异义词 是翻译者的假朋友 ，它们企图 弄乱，使翻译者陷入难为情的情形。但是实际上，同音 异义词是语言不可分离的部分而且尽管出现的困难，它们给语言加

一定的彩儿。

У нашому неосяжномі світі існують сотні країн та різних мов. Китайська є найпоширенішою мовою у світі та не завжди зрозумілою для мільярдів людей. Однією з особливостей цієї мови є яскраво виражена омонімія. У китайській мові обмежена кількість складів. Існують повні омоніми, омофони і омографи. Повні омофони мають однакове написання та читання. Омофони мають однакове звучання, але різне написання. Та омографи мають однакове написання, але різне звучання. У цій статті будемо розглядати омофони, через те, що це питання створює багато проблем при усному перекладі. Омофони – це помилкові друзі перекладача, які завжди намагаються ввести в оману та поставити в незручне становище. Але насправді вони є невід'ємною частиною мови і, незважаючи на складнощі, які виникають, омофони додають особливу родзинку.

Омофони (同音词 tóngyīncí) – це слова, які мають однакове звучання, але різне значення. І це не тільки ідентичний склад фонем, але також однаковий етимологічний тон. Існує декілька причин, чому вони виникають – це може бути через фонетичні, семантичні та інші процеси. Також є ще одна причина їх виникнення – це діалектні слова та іншомовні запозичення.

У китайській мові найбільш розповсюдженими є односкладні омоніми ; 坐 [zuò] 'сидіти' и 做 [zuò] 'робити'; 里子[lǐzi] – підкладка – 李子 [lǐzi] – слива; Але також є двоскладні – 会话 [huìhuà] 'діалог' та 绘画 [huìhuà]'живопис'; 树木 [shùmù] 'дерево' и 数目[shùmù] 'число'.

Також деякі приклади, коли різні омонімічні слова змінюють сенс речення

我姐姐跳得很高 [Wǒ jiějiě tiào dé hěn gāo] *Моя сестра стрибає дуже високо*.

我姐姐每天早上粜.[Wǒ jiějiě měitiān zǎoshang tiào] *Моя сестра кожного ранку продає зерно*.

Деякі китайські лінгвісти кажуть, що проблему з омонімією можливо вирішити, це питання не завжди стає ребром у лексикології, завжди можливо знайти аналог до того чи іншого омонімічного виразу.

Отже, омоніми відіграють дуже важливу роль у китайській мові, у них відображається культура Китаю, традиції китайського народу та його історія. За допомогою омонімів китайська мова стає ще більш різноманітною та цікавою.

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ПЕРЕКЛАД НАЗВ КОСМЕТИЧНИХ БРЕНДІВ НА КИТАЙСЬКУ МОВУ

Коли міжнародні компанії виходять на китайський ринок, їм доводиться адаптувати свої назви відповідно до норм китайської мови. Це необхідно для прийняття бренду китайськими споживачами.

При перекладі найчастіше використовують такі методи.

1. Проста транскрибація – добір найбільш близької за звучанням назви.

2. Прямий переклад за змістом без збереження подібності звучання.

3. Адаптація з урахуванням сенсу і звучання – найскладніший, але найкращий варіант, коли творцям вдається зберегти вимову, вкласти в переклад оригінальний зміст і уникнути негативного сприйняття.

4. Адаптація без збереження сенсу і звукової подібності.

У цій статті ми розглянемо приклади локалізації відомих світових брендів косметики.

Наприклад, американська компанія з виробництва косметичної продукції «Revlon» відома в Китаї як «露 华 浓» [Lùhuánóng]. Вибір методу транслітерації обумовлений стратегією бренда. Він розрахований на увагу молодих споживачів, які прагнуть «європеїзувати» свій спосіб життя, свідомо купуючи товари зі співзвучною іноземним назвою.

Компанія Dove (англ. «голуб»), теж наслідувала основи фонетичного перекладу, тобто передала звукову оболонку бренда по складах, адаптуючись до китайської звукової системи – 多芬 [duō fēn]. Хоча дослівно «голуб» – 鸽子 [gezi], саме такий спосіб перекладу найточніше відобразив філософію бренда – 多 передає значення «багато», а 芬– «пахощі».

Для косметичного бренда Nivea було також підібрано ієрогліфи, схожі за звуковою формою з аналогом. В основі англійської назви цієї торгової марки лежить латинське слово nivius – «білий» (англ. Niveus), проте китайський еквівалент 妮 维 雅[Nīwéiyǎ] цю ідею не передає. Ієрогліфи в слові передають значення «дівчина», «зберігати витонченість, красу».

Відомий у всьому світі бренд Maybelline китайською переклали як 美宝莲[Meibailian], де 美 – «гарний», 宝 – «дорогоцінний», а 莲 – «лотос».

Косметичний бренд Clinique використав семантический переклад. Китайською він звучить як 倩碧 [qiànbì], де 倩 – «гарний», а 碧 – «бірюзовий».

Дивлячись навіть на ці 4 приклади, можна зробити висновок, що фонетична адаптація наразі є найпопулярнішим методом перекладу назв іноземних косметичних брендів.

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ЗАСОБИ ЕКСПРЕСИВНОСТІ В АНГЛОМОВНИХ ПУБЛІЦИСТИЧНИХ ТЕКСТАХ ТА ОСОБЛИВОСТІ ЇХ ПЕРЕКЛАДУ

Мета цього дослідження полягає у виявленні особливостей перекладу експресивної лексики в газетно-публіцистичних текстах.

Для текстів публіцистичного дискурсу характерна комунікативно-прагматична спрямованість, яка виявляється в тому, що в процесі подання інформація не лише інформує, але і здійснює соціально-психологічний вплив на аудиторію шляхом переконання, навіювання. Типовими показниками прагматичної спрямованості публіцистичних текстів є лексичні маркери, серед яких є звичайні та випадкові лексичні та фразеологічні одиниці, прислів'я, приказки. Передача експресивної інформації з зарубіжної преси дуже важлива в цей час.

Експресивність – це сукупність семантико-стилістичних ознак мовної одиниці, які забезпечують її здатність виступати в комунікативному акті як засіб суб'єктивного вираження ставлення мовця до змісту і адресату. Це фонетичні, лексичні, морфологічні та синтаксичні одиниці мови; авторські неологізми, введення жаргонної лексики, стилістичні фігури; паралельні конструкції, зевгма, наростання, всілякі повтори, інверсія, алітерація і ін. [1, с. 156].

Залежно від характеру використовуваних у комунікативному акті мовних одиниць і характеристик комунікативної ситуації можна виділити такі чотири типи реалізації експресивності:

1) внутрішньосистемна (або інгерентна, словникова, парадигматична, фондова) експресивність;

2) контекстуальна експресивність;

3) контекстуальна втрата експресивності (або псевдоекспресивність);

4) нульова експресивність. [2]

Експресивність пов’язана із людською властивістю посилювати виразність і впливову силу висловлювання, тому відіграє особливу роль в публіцистичних текстах. Найпоширеніші засоби вираження експресивності в англомовних публіцистичних текстах для зручності вивчення умовно поділяються за рівнями їх реалізації на графічні, фонетичні, лексичні та синтаксичні.

У газетно-публіцистичного стилю є специфічні особливості, що впливають на переклад. Головними завданнями цього стилю є передаваня інформації та вплив на читача. Під час роботи з англійськими газетами перекладач повинен враховувати ці особливості. Англійська газета характерна використанням термінів, емоційним забарвленням з використанням перифраз, жаргонізмів і оказіоналізмів, особливим характером заголовків, розмовно-фамільярним характером інформації, офіційністю звернень і титулів і лексичними особливостями [3, с. 240].

Нами було проаналізовано тексти британських газет «The Guardian» і «The Times». Розглянемо декілька прикладів експресії.

1. Використання епітетів. Важливо зазначити, що будь-який епітет, навіть якщо він надто часто повторюється в газетних текстах, завжди є індивідуальним, оскільки він зберігає своє суб'єктивне судження.

«*Last week the Ukrainian government succeeded in steamrollering through parliament another pseudo-integration bill*». [4]

2. Активно використовуються стилістичні порівняння, коли образ створюється за допомогою зіставлення одного об'єкта з іншим:

«*/…/ But in this situation, it's never ending. It's just like Groundhog Day every day*». [4]

3. Дуже часто використовуються метонімії, за яких певна річ чи поняття не називається власною назвою, а постає під назвою чогось, пов'язаного за значенням із цією річчю чи поняттям стійким нерозривним зв'язком:

«*The closely-watched reports dampened sentiment on Wall Street, with shares barely up in mid-morning trading*». [4]

4. Знайдено численні алюзії та образні вирази:

«*Ms. Gillard's 15 minutes of invective brought her more than 15 minutes of global fame*». [5]

Зазвичай такий інструмент важко зрозуміти та перекласти, оскільки адресат таких текстів має добре знати літературу, політичне та соціальне життя та повсякденне життя англомовних країн.

У ЗМІ також практикується вживання евфемізмів для створення політично коректних висловлювань. Наприклад,

"*The scientists found that those who were of normal weight around the time of their diagnoses were twice as likely to die during the study period, compared with those who were overweight*" [4] (люди з надлишковою вагою вжито замість слова "товстий").

Проаналізувавши дані онлайн-версії газет "The New York Times", "The Guardian" та "Financial Times" можна зробити висновок, що в цих виданнях зустрічається велика кількість різновидів лексичних фігур, прослідковується висока частотність вживання евфемізмів, метонімії, антитези, гіперболи, ідіоми, метафори тощо. Переклад синтаксичних експресивних засобів і стилістичних прийомів з англійської мови на українську не викликає складнощів, використання експресивного синтаксису характерне для обох мов.

З проаналізованих нами прикладів в 43% перекладач втрачає експресивність тексту, а в 57% зберігається його емоційне забарвлення завдяки граматичним трансформаціям, метафорам та іншим перекладацьким засобам.

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ПЕРЕКЛАД МОЛОДІЖНОГО СЛЕНГУ ЯК ГАЛУЗЬ СУЧАСНОГО МОВОЗНАВСТВА

我们的世界是充满奇迹的，这些奇迹之一是多样民族的语言。 每个语言是

无双的而且特殊的，也有自己的特点。值得注意的是，语言是研究对象，它

每年发展起来。 主要驱动力是年轻人。这个年龄段的发明能力不停使我感

到惊奇。当代的俚语是这个发明能力的结果。俚语以不会重演的而且最有兴

趣的特点补充我们的语言。汉语也不例外。这个语言不但有多年的历史和独

一无二的中国文字，它还含有加上魅力的俚语。 俚语反映现代世界。它们

包含有我们在目前世界上很需要的理解。

Наш світ сповнений чудес і одне з них – це мови різних народів. Кожна з них унікальна і незвичайна, а також має певні відмінності. Варто зауважити, що мови – це об'єкт дослідження, який розвивається з кожним роком, і головною рушійною силою є молодь. Саме ця вікова категорія не перестає дивувати своєю винахідливістю. Сучасний сленг є результатом цієї самої винахідливості. Саме сленг додає мові неповторної родзинки. Китайська мова не є винятком. Ця мова не тільки має багаторічну історію і неповторну писемність, але також містить сленгові слова, які додають їй шарму. Сленгові слова відображають сучасність, бо несуть у собі поняття, що так необхідні в сучасному світі.

Сленгові слова (俚语 lǐyǔ) – це поєднання несумісних на перший погляд слів, які в результаті отримують зовсім нове значення.

Існує немало видів сленгу. Найпоширенішим є молодіжний сленг. Інші ж види зумовлені професією, тим чи іншим видом хобі або належать до певного місця проживання людини.

Приїжджаючи до іншої країни, ми в будь-якому випадку маємо нагоду поспілкуватися з носіями мови. Тому першу вагому перешкоду в спілкуванні люди частіше за все отримують саме через нерозуміння повсякденного молодіжного сленгу. Наведемо кілька прикладів сленгізмів, яких не має українська мова.

Перший приклад сленгового слова, що стовідсотково не існує в нашій мові як єдине слово, це 海待 (hǎidài), що в перекладі описує студентів, які закінчили іноземний університет, після чого повернулися до рідної країни і, на жаль, не змогли знайти гідної або взагалі жодної роботи за своїм фахом. Ось таке трохи сумне слово існує у китайській мові.

Розглянемо ще декілька цікавих слів китайської мові, які чудово описують наші життєві події, але, на жаль, еквівалентів яких немає в українській мові.

裸辞 (luǒcí), у перекладі означає людину, що звільнилася зі своєї старої роботи, проте не має інших варіантів працевлаштування, іншими словами звільнилась «в нікуди».

Насправді, китайська мова переповнена неймовірно цікавими словами які дивують своєю унікальністю, бо вони чітко й коротко описують те, що в нашій мові передається цілим реченням.

路转粉 (lù zhuǎn fěn) – з байдужої людини перетворитися на сильного прихильника чогось чи когось.

晒客 (shàikè) – людина, яка повність присвячує своє життя соціальним мережам, ділиться всіма аспектами, викладає фото, відео, пише пости та статті, у яких ділиться інформацією щодо свого особистого життя. Іноді таке захоплення соціальними мережами надмірне.

篱笆女 (líbanǚ) – так кажуть про жінку, яка має надзвичайно великі вимоги до свого потенційного нареченого, саме тому постійно змінює свій вибір, бажаючи щоб він мав достатній заробіток, прописку в великому місті, її цікавить кількість квадратних метрів його житлової площі, наявність свого бізнесу, машини, квартири, відсутність іпотек та кредитів, у якій сім'ї він виріс, матеріальний стан його батьків, навіть група крові, вага та зріст.

Іноді сленг у китайській мові утворюється завдяки запозиченням чи навіть копіюванням звучання західних слів. Як наприклад англійське «check it out», що китайською звучить як «qiē kè nào» (切克闹) й має переклад «Поглянь на це!», «Оціни!».

Ще один вид китайського сленгу – написання слів цифрами, які схожі за звучанням на слова китайської мови. Таким чином виходить, що 520 (wǔèrlíng) схоже за своїм звучанням на 我爱你 (wǒàinǐ) й означає «Я тебе люблю».

Отже, можемо зробити висновки, що китайська мова надзвичайно багатогранна. Вона дивує нас не тільки своєю красою та незвичністю, а також узагальнює ті слова, значення яких нам всім добре відоме, але яких не існує в українській мові одним єдиним словом. Також дуже цікава ідея записування слова цифрами, що робить висловлення думок набагато простішим та коротшим. Тому українцям без сумнівів є чого повчитися та перейняти до себе з китайської мови.

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MOTIFS DU SATANISME DANS LES OUVRAGES D'ALBERT CAMUS

Albert Camus a prononcé son discours célèbre "L'incroyant et les chrétiens" au couvent des dominicains de Latour-Maubourg en 1948. Voici la citation de l'écrivain dans laquelle il a declaré clairement qu'il n'était pas chrétien: "*Je ne partirai jamais du principe que la vérité chrétienne est illusoire, mais seulement de ce fait que je n'ai pas pu y entrer*". En tenant compte des connaissances bibliques profondes de Camus (en 1936, Albert obtient sa maîtrise en philosophie avec l'ouvrage "Néoplatonisme et pensée chrétienne"), on peut supposer que de cette façon, il s'est déclaré ennemi de Jésus-Christ. On peut prouver cela par une citation biblique, très célèbre: selon l'Évangile de Matthieu (12:30) et l'Évangile de Luc (11:23) Jésus-Christ a déclaré: "*Celui qui n'est pas avec moi est contre moi*".

Cette déclaration de Camus nous donne la possibilité d'interpréter ses œuvres précédentes d'un point de vue intéressant. Compte tenu qu'Albert s'oppose à l'idéologie de Jésus-Christ, mais continue d'utiliser des symboles bibliques, on peut en conclure que l'écrivain partage le point de vue de l'ennemi principal de Dieu - le diable ou l'antichrist. Dans ce contexte l'idée principale de l'auteur prend une autre, nouvelle signification. Albert Camus insiste sur "l'absurdité de l'existence" (voici les exemples: "*L'absurde est la notion essentielle et la première*" ou "*L'absurde n'est pas dans l'homme ni dans le monde, mais dans leur présence commune*"). Il oppose sa philosophie à la philosophie chrétienne, dans laquelle le monde parfait est créé avec des sens et des objectifs. Dans ce cas-là, l'auteur détruit la foi religieuse des personnes dans l'organisation du monde. De la même façon, le diable a agi dans le jardin d'Eden, lorsqu'il a forcé Adam et Eve de douter de la justesse de leur obéissance au Dieu.

Sur la base de cette compréhension, il semble tout à fait logique l'apparition des symboles anti-chrétiens dans l'œuvre la plus célèbre de Camus "L'Étranger" (1940): le boudin est à côté des attributs de la communion – le pain et le vin (il existe une interdiction biblique d'utiliser du sang pour la nourriture), la figurine d'ange sur le mur à côté des clichés de femmes nues (symbole d'ange déchu Lucifer) et la petite amie de Meursault qui s'appelle ainsi que la mère de Jésus-Christ – Marie (c'est inacceptable qu'il entre dans les relations intimes avec Marie presque immédiatement après la connaissance). Ainsi, on peut comprendre pourquoi le juge a fait appel à Meursault avec les mots: "*C'est fini pour aujourd'hui, monsieur l'Antéchrist*".

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MYTH TRANSFORMATION IN MARGARET ATWOOD'S THE PENELOPIAD

The tradition of using mythological elements in literary works is rooted in ancient times. Homer, Ovid, Virgil, Aristophanes and others wrote epic works whose characters were the heroes of myths and legends of ancient Greece. According to Claude Levi-Strauss, the significance of the myth lies in the fact that events that took place at a certain point in time "exist out of time". Myths can be considered as a system of ideas of archaic peoples about the world around them, the laws of nature. O. Freidenberg believes that figurative representation in the image of several metaphors without our logical, formally-logical causality and where the thing, space and time are percepted indivisibly and specifically where man and the world are subjectively-objectively united – is a special constructive system of figurative representations which we call myth. Northrope Frye regarded myth as the key to "the integral meaning of a poem presented by its metaphors, images and symbols".

In modern literature myth is used in both poetry and prose. We can find characters and storylines from Greek mythology in many works by Canadian writer Margaret Atwood such as poems Helen of Troy does Countertop dancing, Circe, Morning in the Burned house, The Robber Bride novel and others. In The Penelopiad, a postmodern rewriting of the classical myth of Odysseus, the ancient myth acquired a new sounding. Having taken the formula "myth plus psychology" used by Thomas Mann Margaret Atwood strengthens psychological motivation of the described events. Structured similarly to a classical Greek drama, the storytelling in The Penelopiad is divided between Penelope's narrative and choral commentary of the twelve maids who use a new narrative style in each case (a folk song, a ballad etc). It is the unity of the female destiny in the patriarchal world which makes Penelope and maids closer to each other. The author touches upon the problem feminists are not indifferent to. The artistic verisimilitude is achieved by means of humor and irony which originate from the narrative manner of Penelope who gives and collides the different versions of the events. Parody also has a significant role in the novel. It is a parody that determines composition, plot, imagery and stylistic features of the narration. We can see the complex controversial neighborhood of the two worlds in the novel, male and female worlds. According to the author for centuries there have been no radical changes in the person's psychology. Moreover, the two types of behavior and feelings remained similar to those at the time of the War of Troy.

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FUNCTIONS OF INTERTEXTUALITY IN A WORK OF ART

Intertext or intertextuality is a relatively new concept in modern philology, which appeared at the end of the 20th century, namely in 1967. Intertextuality in literature is a phenomenon that appeared in the era of postmodernism, when, thanks to the development of science and art, humanity sought to understand and rethink everything that had already been discovered, invented and said earlier.

It is a concept introduced to characterize a property, which lies in the fact that texts are all interconnected, due to which they can refer to each other in various ways.

M. Bakhtin and Yu. Stoyanova-Kristeva were the pioneers in this field, having contributed significantly to the study of intertext.

We can distinguish several types of intertextuality according to Natalie Pieguet-Gro:

A quotation is a passage borrowed from an author who is considered to be authoritative. Antoine Companion writes about "a zero degree of intertextuality", as it does not require special insight or erudition from the reader. Quotation literally reproduces the precedent text (whole or part) in a later work.

A reference, like a quotation, is an explicit form of intertextuality, being a link between the works, where, for example, one character can be a model for another. However, in this case, the text which the author refers to is not directly present in his own text.

An allusion is also often compared to a quotation, but on completely different grounds; it is devoid of literalness and explicitness, therefore it seems to be something more delicate and subtle. The allusion is a good appeal to the memory of the reader and does not require references to the original source, as opposed to a quotation. It is assumed that the reader is able to recognize the idea that the author wanted to instill in him, without expressing it directly. But it also depends on the background knowledge of the reader.

Plagiarism is an unmarked quote. To commit plagiarism means to cite an excerpt from a work without indicating that it belongs to another author.

Intertextuality carries a number of functions that affect both the composition of the text and its design features, and the reader. There are:

The expressive function of the intertext through quotations and allusions used in the text can tell about the author, since intertextuality is an important component of his self-expression.

The appellative function makes the text oriented towards a specific reader who will understand this intention.

The poetic function is presented as a game for readers, the complexity of which can vary from unmistakable identification of a quote from a cult film to professional research.

The referential function connects two texts and refers us to the "external" information contained in the original text.

The metatext function encourages the reader to turn to the source text for interpretation and greater understanding of the fragment read by him. But this function may not work if the reader does not recognize a particular fragment.

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FEATURES OF THE DIARY GENRE IN 20TH CENTURY AMERICAN LITERATURE: THE NOVEL «NOTEBOOK»

The emergence of the diary as a literary form is caused by a number of factors, the main of which is the desire of writers to present the inner world of the human person through a documented text, organized according to the principle of collecting reliable evidence and facts of the life of an individual. The consequence of this is the usage of the everyday diary as a genre form (as well as other ego-documentary texts – letters, notes). Artistic works, including diary entries, belong to one of the traditional genres (story, novel, chronicle, etc.), and “Diary” gives it additional specificity, significantly influencing the structure of the work, the features and nature of the narrative. According to V.V. Kudasova, the diary fragment “takes on all possible properties and features of the genre, within which it will be realized”.

An art diary, like other variants of the genre, has a number of invariant features of the genre. They include:

1. Compositional and structural feature. Daily nature of records and frequency. The form of the narrative considers the existing method of keeping a traditional diary: diary entries are usually dated and kept periodically.

2. Auto-addressing as a genre dominant of the diary. The addressee is the writer himself, because, according to genre canons, the diary is kept exclusively for him. Like a handwritten diary, in the fictional version of the diary, along with the direct addressee – the author of the diary entries – there is also an indirect addressee – a potential reader.

3. Linking records with current events and moods.

4. The spontaneous nature of the recording (the time between the event and the recording was short, the consequences have not yet manifested themselves, and the author is not able to assess the degree of significance of the incident).

5. Ownership of the diary. As one of the consequences, the literary rawness of the records.

6. Intimate and therefore sincere, private nature of the entries.

7. A special way of registration of notes (notebook, book).

8. Psychological motives for referring to the diary. The character refers to the diary, as a rule, at the moment of internal communication with himself. This psychological necessity, in its turn, is caused by a number of factors:

a) limited communication, "external" or "internal", (spiritual) loneliness, loneliness "within oneself".

b) a flood of memories that suddenly take possession of the soul of the author of diary entries. "The author writes a diary ... for the sake of awakening memories dear to his heart. In this case, the images of the diary contribute to the preservation (or restoration) of mental balance";

c) reflection – the desire to "look into oneself" otherwise the tendency to introspection and introspection.

A diary is a form of first-person storytelling in the form of daily entries. These entries are usually not retrospective, they are contemporary with the events being described. Thus, under the word "diary" we mean two of its varieties: firstly, a literary text created intentionally as a diary, and secondly, a diary that is written for oneself and is not a literary text.

An autobiography, along with a diary, is part of the memoir literature. However, the "historicity" of what is described, common in diaries and autobiographies, is also their main difference. The genre of the diary presupposes the duration of the creative process, the creation of a text day by day, the correlation between the event and the entry made, which means freshness, "uncloudedness" of perception. The creator of the autobiography, by the very fact of creating such a work, sums up a kind of result of his life, therefore, the events described often occur many years before writing.

Another significant difference between a diary and an autobiography is the extent to which their texts are directed at the reader, that is, they suggest further reading. If, in the case of an autobiography, the answer to this question is obvious, the diaries in this regard cause controversy among researchers.At the same time, researchers note that “an autobiography is a review of life, in which the author perceives an autobiography as a kind of training in assessing his own life. It is as retrospective as possible, while the diary is created as certain events occur”.One of the most important distinctive features of the diary is the peculiarity of the organization of the test, the indispensable dating, the description of events that have not yet become the past. This way of structuring the story allows you to correlate the diary genre with the chronicles. However, the system-forming factor in the chronicles is time, in the diaries – the life and experiences of the author.

N. Sparks's novels rise above the level of mass culture thanks to traditional values and guidelines, which he does not refute or casts doubt on, but revives in a new guise, suitable for the spiritual quest of the modern reader. The moral ideal of Sparks rests on the philosophy of life-affirming good as the basis for the existence of an individual and society in the whole.

One of the most popular and beloved by readers of N. Sparks's works can rightfully be considered “The Diary of Memory” written in 1996. This is the story of the first love between Noah and Ellie, which remains in the memory and heart forever. “The Diary of Memory” is notable for the fact that throughout the whole novel we hope for something bright and pure and are disappointed. These sensations do not leave the reader in any chapter of the work.

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POETICS OF THE TITLE: ERNEST HEMINGWAY "FOR WHOM THE BELL TOLLS"

Hemingway's attitude towards traditional and modern culture is one of the topical problems of his works, being important both for cultural theory and the understanding of what we call “modern culture”, “the 20^{th} century”, as opposed, for example, to the previous cultural formation of the $17\text{-}19^{th}$

centuries, The New Age. The works of Hemingway became a response to the cultural crisis, since it is not only a unique historical period of the 10-20th or the next decades.

Hemingway had the principle of “knowledge” prevailing over “education” as a basis of his ethics and aesthetics and contrasted the moral and aesthetic norms of his time with “anti-literary literature”. Hemingway’s peculiar feature is his own concept of the literary character, which could be traced at all stages of his career. This concept goes far beyond the content of literature and has a huge impact on culture in general.

The analysis of scientific literature reveals the great interest of linguists to the problem of the heading, mainly to its semantic complexity and the variety of its functions.

S.D. Krzhizhanovsky was the first to introduce the fundamental study of the title, he examined both the title itself and the relations between the title and the text. Besides, he pointed out the dependence between the structure of the title and the target audience to conclude that the tendencies of the title characterize not only the writer, but also the readers. At the present time, the title is considered given the structural, semantic, functional and pragmatic features.

The main problems related to the study of the title include:

1) What is the status of the header?

2) What functions does it perform?

3) How the title is related to the structure of the text?

4) What are the peculiarities of its semantics?

The recent years have seen the above-mentioned fields actively developed by both linguists and literary scholars. A.V. Lamzina distinguishes the following types of titles:

1. Titles which represent the main topic or problem, depicted by the author. The understanding of the theme stated can significantly expand as the artistic text unfolds, and the title itself acquires a symbolic meaning.

2. Titles that provide a narrative perspective. They can be divided into two groups: narrative (they represent the entire plotline) and climax (highlight the most important moment).

3. Personal titles, mostly anthroponyms, that tell about the nationality, generic affiliation and social status of the protagonist.

4. Title which indicates the time and space. In addition to the names of the day, days of the week, months, the time of action can be indicated by the date corresponding to the historical event.

Hemingway’s creativity and vitality is an attempt to instill culture in a person in his own American way. His main tendency was a “dream”, not about “order”, but about a new living unity of the individual.

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CHARLES BAUDELAIRE "LES FLEURS DU MAL" – UNE CHANSON RAUQUE DE LA MUSE DES DERNIERS TEMPS

En 1886, avec le Manifeste du symbolisme de Jean Moréas, le symbolisme est né. Cette tendance dans la littérature du tournant des XIXe-XXe siècles se forme dans le courant général du mouvement néo-romantique et devient l'une des formes de dépassement du positivisme, exprimant le rejet du système bourgeois et une sorte de réaction au déclin de la foi, car les valeurs chrétiennes sur lesquelles reposait la civilisation européenne et la croyance en raison et en science, proclamées par les nouveaux dieux, se sont avérées peu fiables. Les tablettes du symbolisme sont inscrites: «La matière a disparu», «Dieu est mort». Le monde apparaît devant une personne comme quelque chose d'hostile, devient non seulement inconnu, mais aussi inconnaissable.

Tout cela était une réponse à la crise qui a frappé l'Europe dans la seconde moitié du XIXe siècle. Cela a contribué à une humeur plutôt pessimiste: les gens s'attendaient à la mort de la civilisation, à la fin du monde, au déclin de l'Europe. Ce sont ces sentiments qui ont déclenché une rébellion contre le matérialisme étroit et le naturalisme, ainsi qu'une réévaluation des valeurs de la société à cette époque. C'est cette protestation qui a influencé la formation des principes philosophiques et esthétiques du symbolisme.

L'esthétique du symbolisme est basée sur la théorie d'un double monde, en s'appuyant les travaux de A. Schopenhauer, qui est un manifeste de déception dans la philosophie du positivisme. Passant au romantisme, elle affirme hardiment que le monde entier qui nous entoure n'est rien de plus qu'un reflet, une ombre, une sorte de «symbole» du monde des idées, qui ne peut être appréhendé à l'aide de la raison. La prise de conscience que les connaissances antérieures se sont révélées erronées et incomplètes, est devenue la raison de la recherche de nouvelles façons de comprendre la réalité.

La connaissance du monde ne devient possible qu'à l'aide de l'intuition et d'une «image suggestive» qui éveille le fantasme et fait travailler l'imagination. Ainsi, le symbolisme devient un acte magique de compréhension intuitive de l'univers sans médiation de la raison, par révélation créatrice, où l'analogie ou la correspondance est une unité qui peut fournir une représentation holistique de la réalité.

Charles Baudelaire, poète, critique, essayiste et traducteur est considéré comme le père du symbolisme. Sa poésie est l'un des phénomènes les plus originaux et les plus parfaits de la poésie française.

Le recueil de poèmes "Fleurs du Mal", publié en 1857, est reconnu comme le plus significatif dans l'œuvre de Baudelaire. Le quatrième poème "Correspondances" dans le cycle "Spleen et Idéal" devient en quelque sorte un manifeste du symbolisme, et sa célèbre strophe "Comme de longs échos qui de loin se confondent/Dans une ténébreuse et profonde unité,/Vaste comme la nuit et comme la clarté,/Les parfums", incarne pleinement la devise des recherches symbolistes, c'est pourquoi Baudelaire est à juste titre considéré comme prédécesseur ou même le fondateur du courant dont le nom est symbolisme.

Baudelaire introduit également une nouvelle tendance qui a trouvé sa continuation dans le travail des symbolistes. La dépersonnalisation de nouvelle lyrique commence avec lui. «Fleurs du Mal» – n'est pas un journal intime d'épreuves vécues, aucun fait biographique dans le sujet du recueil de poèmes n'est éclairci, aucun des poèmes n'est daté. Il viole les traditions des romantiques, qui luttaient pour l'unité de la poésie et de la personnalité empirique, contrairement aux canons bien établis de lyrique première. Baudelaire sépare le lyrisme et le cœur de manière radicale. Alors que les romantiques s'admirent eux-mêmes, Baudelaire n'est pas séduit par la littérature de la «sensibilité du cœur», il préfère la sensibilité de «l'imagination», capacité contrôlée par la raison. Pour Baudelaire, "tout ce qui est beau et noble est le résultat de la raison et du calcul", et il élève l'imagination au titre de reine de tous les pouvoirs et du vrai (Charles Baudelaire, "Curiosités esthétiques", 1868, p. 247). «Tout l'univers visible n'est qu'un magasin d'images et de signes auxquels l'imagination donnera une place et une valeur relative; c'est une espèce de pâture que l'imagination doit digérer et transformer. Toutes les facultés de l'âme humaine doivent être subordonné à l'imagination, qui les met en réquisition toutes à la fois», – voici le véritable credo de Baudelaire sur la perception de la réalité. La réalité et le monde environnant commencent à personnifier l'apparence d'un certain texte, composé de nombreux signes (hiéroglyphes, symboles), lesquels sont lisibles et compréhensibles pour les humains: «Tout est hiéroglyphique, et nous savons que les symboles ne sont obscurs que d'une manière relative, c'est-à-dire selon la pureté, la bonne volonté ou la clairvoyance native des âmes. Or qu'est-ce qu'un poète (je prends le mot dans son acception la plus large), si ce n'est un traducteur, un déchiffreur? Chez les excellents poètes, il n'y a pas de métaphore, de comparaison ou d'épithète qui ne soit d'une adaptation mathématiquement exacte dans la circonstance actuelle, parce que ces comparaisons, ces métaphores et ces épithètes sont puisées dans l'inépuisable fonds de l'universelle analogie, et qu'elles ne peuvent être puisées ailleurs» (Charles Baudelaire "Curiosités esthétiques", 1868, p. 317).

Le recueil de poèmes "Fleurs du Mal" est divisé en 6 cycles qui mettent en évidence les problèmes urgents de la société moderne dans laquelle Baudelaire devait exister. Ses poèmes résonnants devinrent une protestation, une rébellion contre le mode de vie sociale de cette époque et l'expression de vues intransigeantes et inconciliables par rapport à l'ambiance vulgaire et médiocre du bourgeois riche et prospère. Dans la série «Spleen et Idéal», Baudelaire aborde le problème de l'écart entre l'envie d'un idéal inaccessible et l'enlisement dans la vie de tous les jours, qu'il appelle «ennui», «spleen». Ici, il définit également la place du poète dans la société moderne, et donc la sienne propre. Dans "Tableaux parisiens" la ville reflète la laideur du poète, mais en même temps elle lui semble un lieu enchanté, donnant naissance à des rêves. Dans la troisième partie ("Le Vin"), l'alcool est l'un des moyens d'atteindre le paradis perdu, et dans "Fleurs du Mal" toutes sortes de vices et de péchés de la chair sont énumérés. "Révolte" dépeint la déception d'une personne qui, en désespoir de cause, se livre à des malédictions, des insultes et des blasphèmes à l'égard de Dieu. La dernière partie est "La Mort", où le poète entreprend son dernier "voyage", dans lequel il espère trouver consolation et espoir de salut: («C'est la Mort qui console, hélas! Et qui fait vivre; C'est le but de la vie, et c'est le seul espoir», – «La Mort Des Pauvres», CXXII, «Les Fleurs du Mal» 1861, p. 297).

Il a beaucoup écrit sur la douleur. Il la voyait comme un signe de dignité humaine. Certaines réalités de son travail – tombes, cercueils, vers, cadavres, poisons, pourraient – donner raison d'appeler Baudelaire un poète de la décomposition, mais tout cela n'était rien de plus qu'une technique qui a aidé le poète à exprimer son dégoût pour la voie du moderne mode de vie. Ils n'apparaissent pas dans ses poèmes comme une fin en soi. Il compare différents mondes - un idéal inaccessible et une dure réalité, reconnaissant leur égalité et leur irréductibilité. Le thème principal de son œuvre est le dualisme du bien et du mal, de l'esprit et de la chair, de Dieu et de Satan, qui sont représentés par les dissonances lexicales de la confrontation entre le bas et le grand (ténèbres et lumière, abîme et ciel, vide et impulsion, pourriture et pureté), exprimée par la figure rhétorique de l'oxymore.

Un rebelle, un philosophe, avec une perception subtile et vulnérable de la réalité, un perfectionniste dans la créativité et les idéaux, Baudelaire, à travers un pathétique accusatoire, reproduit des images dégoûtantes de la réalité environnante, dépeint la dépravation et la perversité modernes, «où le vice mis à nu se vautre dans toute la laideur de sa honte ; mais le poète, avec un suprême dégoût, une indignation méprisante et une récurrence vers l'idéal qui manque souvent chez les satiriques, stigmatise et marque d'un fer rouge indélébile ces chairs malsaines, plâtrées d'onguents et de céruse. Nulle part la soif de l'air vierge et pur, de la blancheur immaculée, de la neige sur les Himalaya, de l'azur sans tache, de la lumière immarcessible, ne s'accuse plus ardemment que dans ces pièces qu'on a taxées d'immorales, comme si la flagellation du vice était le vice même, et qu'on fût un empoisonneur pour avoir décrit la pharmacie toxique des Borgia» («Œuvres Complètes de Charles Baudelaire», 1868, Théophile Gautier, p. 32) .

«Les Fleurs du Mal» est un recueil de poèmes avec une intention profonde, où toutes choses sont représentées dans des symboles impliqués dans les lois universelles de l'être. Il reflète le chemin de la connaissance de soi du poète et son chemin difficile de connaissance poétique du monde. Baudelaire était convaincu que le truc le plus sophistiqué du diable est de convaincre une personne qu'elle ne l'est pas. Il croyait que «le mal se connaissant était moins affreux et plus près de la guérison que le mal s'ignorant» (Charles Baudelaire, «Œuvres posthumes»,1908, p. 176). «Tout le sombre scepticisme, toute la misanthropie maléfique du poète français provient précisément du désir passionné de lumière, de l'amour douloureux de la beauté et de l'harmonie, de l'incapacité de les voir incarnées dans la vie, dans la réalité» (un article d'introduction au recueil de poèmes "Fleurs du Mal", Pyotr Yakubovich-Melshin).

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ТИПОЛОГІЯ ЛІТЕРАТУРНОГО КОНФЛІКТУ У РОМАНІ ДЖЕЙН ОСТІН «ГОРДІСТЬ ТА УПЕРЕДЖЕННЯ»

Романи англійської письменниці Дж. Остін досі хвилюють читачів точним зображенням англійського суспільства XIX ст., цікавими психологічними колізіями, що сприймаються дуже сучасно. Вивчення конфлікту в романі «Гордість та упередження» не є новою науковою проблемою, але здається невичерпаною, особливо для виявлення літературної типології цих протиріч, адже конфлікт у творі складний і багатошаровий. Саме типологія літературного конфлікту роману «Гордість та упередження» і є предметом цієї роботи, науковою основою якої є дослідження Т. Амеліної, Н. Демурової, Н. Михальської, Р. Чепмена, Н. Шеррі та ін.

Конфлікт – зіткнення протилежних інтересів і поглядів. Під час таких зіткнень загострюються суперечності, що призводить до дій. Літературні твори часто експлуатують зовнішні або внутрішні конфлікти, орієнтуючись на відповідний шар зображуваної реальності. Зовнішній конфлікт відбувається між окремими особистостями, групами, прошарками (соціальний, любовний, матеріальний тощо). Внутрішній – це конфлікт у рамках особистості (психологічний, ролевий, моральний та філософський).

Сюжетні лінії роману ґрунтуються на різних варіантах конфлікту. Можна виділити конфліктні пари у системі персонажів, такі як Елізабет – містер Дарсі, містер Дарсі – містер Уікхем та багато інших. Конфлікт, що виникає між містером Дарсі і містером Уікхемом можна розцінювати як соціальний (конфронтують інтереси верств). Любовний конфлікт – Дарсі – Елізабет, адже конфліктують погляди закоханих. Найхарактернішим матеріальним конфліктом є стосунки Елізабет – леді де Борн, коли остання не хоче, щоб племінник одружувався з Лізі через її фінансовий статус.

Щодо внутрішнього, то ми можемо спостерігати його не лише у головних героїв, але й у місіс Бенет, Уікхема та інших. Психологічний конфлікт спостерігається у містера Уікхема: його роль порядного джентльмена конфліктує із його природою. Прикладом рольового конфлікту слугує місіс Бенет, яка за допомогою заміжжя своїх доньок прагнула підняти свій статус та статус доньок. У містера Дарсі можна спостерігати моральний та філософський типи конфліктів. Моральний через те, що власні погляди на мораль у містера Дарсі протистоять його бажанням, а філософський – через те, що вступають у конфлікт його ідеї та реальність (його погляди щодо поведінки Елізабет і його власні почуття). Домінантним типом конфлікту є внутрішній, який підсилюється на тлі суспільних.

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ЭЛЕМЕНТЫ ПРИТЧИ В РОМАНЕ А. КАМЮ «ЧУМА»

Роман Альбера Камю «Чума» актуален для читателей даже в наше время, так как содержит психологический анализ общества, обманчивой действительности и мироустройства в целом, представленный в образе притчи. Произведение несёт метафорический смысл, который, по мнению самого автора, должен читаться «между строк».

Притча – жанр литературного эпоса, содержащий поучение в аллегорической форме, данное на конкретном, зачастую жизненном, примере и обладающий временем и пространством, в котором раскрывается основная тема повествования. Роман А. Камю «Чума» содержит эти признаки, его изучение расширяет представление о притче в современной литературе.

Теоретической основой для изучения притчевых признаков в романе стали исследования Т. Даниловой, О. Журчевой, А. Краснова и др.

В романе присутствует черта «сакрального поведения» героев, где бытовое выходит на равный уровень с сакральным, при этом последнее остаётся логичным только внутри собственной системы. В «Чуме» сакральное не противопоставлено профанному, наоборот, оно присутствует даже в среде атеизма и приобретает новый смысл, что можно ощутить, например, в высказывании Тарру, персонажа произведения: «Сейчас для меня существует только одна конкретная проблема – возможно ли стать святым без Бога».

Исходя из вышесказанного, можно сделать вывод, что притча Камю моноструктурна, так как включает себя профанность. Здесь отождествляются две противоположности, что нереализуемо в бинарных притчах, где центром сюжета становится борьба добра со злом, правильного и неправильного поведения.

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ЩО АЛІСА МОЖЕ РОЗПОВІСТИ НАМ ПРО САМОПІЗНАННЯ? (ЗА ТВОРОМ “ПРИГОДИ АЛІСИ У ДИВОКРАЇ” ЛЬЮЇСА КЕРРОЛА)

Не варто сумніватися у тому, що один із найзнаменитіших творів англійської літератури – “Пригоди Аліси у Дивокраї” – досі залишається найхимернішою і найзагадковішою книжкою у плані її тлумачення. За більш ніж півтораста років свого існування найбільш своєрідний витвір мистецтва слова зазнав силу-силенну інтерпретацій з боку психологів, фізиків, когнітивістів, істориків, богословів та філософів (вже не беручи до уваги літературознавців). Однак незважаючи на величезну розмаїтість тем, у цій, на перший погляд, дитячій казці знайшлося місце і для філософського питання самоідентичності. Цією проблемою з психологічної та світоглядної точок зору займалися швейцарський психоаналітик Карл Ґустав Юнґ та британський філософ Алан Воттс.

Подорожуючи Дивокраєм, Аліса зустрічається із однією з його мешканок – Гусінню, яка задає семирічній дівчинці одне, здавалося б, просте, але разом з тим доволі каверзне питання, яке остаточно збиває її з пантелику: “Ну, і хто ТИ така?”

Чому ж таке простацьке питання загнало Алісу в глухий кут? Проблема в тому, що більшість людей вкрай рідко замислюються над подібними речами, ототожнюючи себе зі своїми тілом, іменем, поглядами, статусом у суспільстві і багато чим іще. Перед тим як зустрітися із Гусінню, головна героїня встигла зазнати кількох доволі химерних трансформацій зі своїми тілом та власними уявленнями про речі, які вона вважала знайомими і зрозумілими для себе. У творі ми спостерігаємо той переломний момент у житті Аліси, коли її картина світу докорінно змінюється. Даючи відповідь на питання, ким ми є насправді, К. Юнґ наголошував на тому, що людина сама є архітектором свого життя, а зовнішні обставини мають лише робити її сильнішою і мудрішою, а не визначати внутрішню природу (“самість”). Відповідаючи на запитання Гусені, Аліса говорить про те, що вона знає, ким вона *була*, однак відтоді вже кілька разів змінилася. У її розумінні самої себе посіявся сумнів, адже підвалини тих старих уявлень сильно похитнулися, і тепер вона не може сказати напевне. Алан Воттс зазначав, що як тільки ми називаємо щось, тим самим накладаючи обмеження на об'єкт, воно одразу змінюється, внаслідок чого у тому слові відпадає необхідність. Таким чином, ідеї, концепції і філософії різного штибу, які граючись вигадує наш розум, є не більш ніж ілюзією. Не можна описати те, що не піддається поясненню, оскільки через багатоманітність форм, які безперервно переливаються з однієї в іншу, напрочуд складно побачити цілу картину, не говорячи вже про те, щоб обмежити її словом. Для того щоб внести трохи ясності, можна навести такий приклад: меню не є самою стравою, а лише переліком її властивостей, пропорцій та складників.

Цікавим є те, що це питання задає Алісі Гусінь – створіння, яке саме по собі є символом непостійності форми і трансформацій. Коли семирічна дівчинка запитує її, чи не почуватиметься вона трохи дивно, коли перетвориться на метелика, її співрозмовниця відповідає, що анітрохи. Тим самим вона дає зрозуміти, що немає нічого чудернацького у тому, щоб бути збитим з пантелику і замислитися над достовірністю своїх уявлень про світ та життя. Крім того, Гусінь уособлює мудреця, який, на відміну від розгубленої Аліси, спокійно палить свою люльку, оскільки усвідомлює свою істинну природу і не бентежиться з приводу мінливості світу.

Зрештою Гусінь знову повертається до того самого питання, з якого почала їхню небуденну розмову. Але це тільки більше загнало Алісу на слизьке, що ще дужче роздратувало її. Бачачи безвихідність ситуації, Гусінь дає вельми принагідну пораду: "Не виходь із себе". Цим вона дає зрозуміти, що захищаючи свої хибні уявлення про свою особистість, Аліса так і залишиться без відповіді.

Тоді ж Гусінь питає, що для Аліси означає зміна, на що дівчинка відповідає: "Речі пам'ятаються мені не такими, як завжди". Виявляється, що вся суть проблеми полягає у тому, як люди сприймають пам'ять. Прив'язуючись до ілюзії, яку ж самі і створюють, вони розчаровуються через те, що підґрунтя їхніх уявлень про самих себе осідає. З'ясовується, що пам'ять слугує лишень, так би мовити, збирачем досвіду, який допомагає людині у процесі життя, але аж ніяк не тим, із чим можна себе ототожнити.

Отже, як бачимо, питання "Хто я?" певною мірою незручне і навіть небезпечне для людей, які хочуть прожити легке, безтурботне і беззмістовне життя, не занурюючись у його глибини. Для того, хто пережив певні зміни чи то фізично, чи то ментально, буде цілком природнім запитання про своє істинне "Я" та місце у світі. Це і буде першим кроком на шляху до самопізнання.

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ПРОБЛЕМАТИКА ПРОМІЖНИХ ЖАНРІВ ВІД “LE POÈME EN PROSE” ДО НАРАТИВНОЇ ПОЕЗІЇ У ФРАНЦУЗЬКІЙ ЛІТЕРАТУРІ

У наш час навколо поняття “le poème en prose” у французькій поезії формується окремий теоретичний дискурс, який орієнтований на проблеми: 1) термінологічної визначеності; 2) новизни жанру, чи його появи на основі модифікації вже існуючих; 3) історичних меж виникнення та розвитку; 4) особливостей його зовнішньої та внутрішньої організації, які вирізняють від інших проміжних прозово-поетичних жанрів.

Якщо першою поетичною спробою “les poèmes en prose” у Франції прийнято вважати збірку поета-романтика Алоїзіуса Бертрана “Gaspard de la nuit”, то саме жанрове поняття “le poème en prose”, яке набуло популярності лише в останню третину XIX ст., пов’язане насамперед з поетом-символістом Шарлем Бодлером. Однак скоро внаслідок подальших поетичних експериментів на межі жанрів з’явились нові модифікації. Наприклад, такі як: “la prose poétique”, “le vers libre”, “le poème en prose”, “la poésie narrative”, “la prose d’art”. Подібні новації спостерігалися не лише на рівні формальній організації поезії, які почались ще з романтичних розхитувань класицистичних канонів. Вони демонстрували нове розуміння можливостей поетичного образу. Й тут ідеться не стільки про символістів, які натякали на щось абстрактно-невимовне завдяки таємничій природі символу, скільки про авангардистів, які спромоглися цілком перенести поетичний образ в простір підсвідомого, індивідуального. Це спричинило ускладнення відносно жанрової належності нових поетичних форм не тільки за формальною організацією, а й загалом внутрішньої текстової структури.

Такою жанровою невизначеністю позначено тексти сучасного бельгійського поета Жака Гоорма. Збірка “Le Vol du Loriot” складається з дев’яти прозово-поетичних творів та восьми віршів. Мова одного з них, а саме “la Fourmilière”, відмічена прагненням висловити невимовне, орієнтована не на інтелект, а на відчуття, здогадку. Оповідь розпочинається зі спогадів про власне дитинство, згодом спостереження замінюються на поетичні міркування про світобудову. Спостерігається перехід від дієгетичної історії до екзегетичної. З огляду на ритмічну організацію, дієгетична частина є більш протяжною, що викликає в читача відчуття ностальгії за минулими роками та вводить в медетативний стан для подальших роздумів. Така текстова організація дає змогу говорити про приналежність збірки до наративної поезії, де історія відбувається за власними часопросторовими правилами.

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СПЕЦИФИКА РЕАЛИЗМА В ЛИТЕРАТУРЕ США XIX ВЕКА

Тема изучения истории американской литературы является и будет являться актуальной еще не одно столетие. Множество исследователей-литературоведов затрагивали данную тему в своих научных статьях и пособиях. Например, советский и российский литературовед Борис Гиленсон, а также советский и российский филолог, критик и литературовед Абель Старцев.

Реализм как новое направление начал формироваться в литературе США лишь в 70-е годы. Такая хронологическая задержка является одной из особенностей развития американской литературы, а также объясняет ее сравнительную молодость и процент значимости романтического периода в истории ее формирования.

Еще одной характерной чертой становления реализма является то, что данное литературное направление не берет свои истоки в романтизме, а возникает независимо от него. В творчестве выдающихся писателей тех времен постепенно меняется вектор мышления: романтическое видение сменяется реалистическо-художественным.

Процесс возникновения реализма характеризуется своей интенсивностью и многоступенчатостью. Основная его цель – достоверно отобразить местный колорит и американские реалии послевоенного времени в период стремительной активизации экономических отношений.

Роль «отцов-основателей» реализма в американской литературе выпадает на М. Твена, Г. Бичер-Стоу, Ф. Брет Гарта, У. Хоуэлса, Г. Джеймса. Данное литературное направление характеризуется следующими признаками: объективное отображение жизни, выражение нравственного идеала автора, внимание к психологической достоверности в передаче характеров персонажей, описание повседневной жизни героев, скрупулезный подход к сюжетным деталям, первостепенность социально значимых проблем: общество и индивидуум, роль отдельно взятой личности в истории, исследование социальных тенденций и закономерностей.

Прослеживается три пути формирования американского реализма, которые можно проследить вплоть до конца XIX в.

Первый путь – школа «местного колорита», у самых истоков которой стоит Гарриет Бичер-Стоу. Ее роман «Жемчужина острова Орр» достоверно отображает поэтичную, но временами тягостную повседневную жизнь глухих предместий Новой Англии. Самым значительным представителем «местного колорита» был Фрэнсис Брет Гарт, дебютировавший своей книгой-пародией «Романы в сжатом изложении», высмеивавшей общие положения литературы того века. Писатели Бостонской школы проложили второй путь развития американского реализма, в котором попытались объективно изобразить важнейшие феномены социальной жизни Америки последних десятилетий XIX в. Наиболее ярко эти явления были отображены в произведениях Уильяма Дина Хоуэлса «Бремя священника, или Ученичество Лемюэля Баркера» и Генри Джеймса «Письма Асперна».

Во втором пути бытописательство сменяется многогранным реалистическим изображением ключевых конфликтов американской действительности. Реализм в романах У. Хоуэлса 80-х годов сочетал в себе острую социальную критику и психологизм. Благодаря традиционной манере повествования писателю удалось избежать большинства клише, присущих произведениям той эпохи, которые появлялись, например, в противопоставлении порочного города патриархальной атмосфере деревни, а благородной бедности – фальши светского общества.

Реализм в теме социального неравенства «экономических романов" проявляется в проблеме взаимоотношений между разными слоями общества и положении низших из них. Здесь переосмысливается концепт «американской мечты» с точки зрения сложности внутренней организации человека и социума. Хоуэлсом была предпринята попытка привития американскому реализму черт европейского социального реалистического романа. Таким образом, в нем появились элементы гротеска и сентиментальность, компенсирующие отсутствие глубокого психологизма в описании высших и низших классов и упрощающие общественные конфликты.

Третий путь определяется творчеством Марка Твена, который опирался в своих рассказах на традиции американского фольклора. Несмотря на то, что ранние произведения писателя насыщены гиперболизмом и фантастикой, все они основаны на ситуациях из реальной жизни. Более поздний период его творчества больше приближен к каноничному понятию о реализме. Он характеризуется нарастанием скептицизма и критицизма. Наиболее значительный роман этого периода – «Приключения Гекльберри Финна», в котором М. Твен обращается к темному прошлому Америки для проведения аналогий с современностью. Поздний период творчества писателя лишен всяческих иллюзий и оптимизма, которым пестреют его ранние произведения. Теперь его заботят философски глубокие размышления об участи народов и человеческих нравах, а также социально-политическая тематика, что проявляется в остросатирических памфлетах и очерках.

Все вышеперечисленные писатели, родоначальники эпохи американского реализма, привнесли в литературу одухотворяющую идею, которая дала импульс ее дальнейшему развитию и помогли стране заполнить «чистый лист», образовавшийся на фоне изменившихся жизненных реалий после заката эпохи романтизма.

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EL PAPEL DEL PROFESOR EN EL PROCESO DE PREPARACIÓN DE LOS INTÉRPRETES PARA LA COMUNICACIÓN INTERCULTURAL EN EL ENTORNO DE ESPAÑOL E ITALIANO

La comunicación intercultural conlleva muchas dificultades en las discusiones, que en primer lugar se refieren a la barrera lingüística. Tales barreras existen porque la humanidad es históricamente multilingüe.Por lo tanto, la comunicación con un representante de otra cultura solo puede tener éxito si se tiene en cuenta los factores socioculturales y nacionales.

Explorando la pregunta de esta ponencia, hemos examinado las publicaciones de este tema y hemos estudiado tales artículos modernos, como: ***Y.V. Vannikov*** *"Método de enseñanza de la traducción",* ***O.A. Gorchakova*** *"Competencia intercultural de los traductores",**I.N.Karapetova** "Término de comunicación intercultural en el conocimiento humanitario moderno".*

Un especialista de traducción no solo debe saber idiomas extranjeros, sino también conocer la cultura del país. Y también debe poder mostrar empatía, es decir, cuando el interlocutor tiene un deseo natural de comprender a otra persona, no hacerle daño, y poder ponerse en su lugar, tratar de ver el mundo a través de sus ojos y sin ninguna duda desarrollar las cualidades en sí mismo como la tolerancia yla habilidad para resolver conflictos.

El profesor necesita trabajar para mejorar la formación de especialistas en el campo de traducción e interpretación en contexto de comunicaciones interculturales. Tales especialistas tienen que ser capaces para realizar todos los tipos de mediación interlingüística e intercultural con fines de obtener las habilidades necesarias para establecer un buen contacto entre representantes de varias nacionalidades.Por consiguiente, un profesor para un estudiante puede servir como una especie de "guía" en una gran variedad de corrientes de información. Entonces, en el entorno de español e italiano el profesor, en primer lugar, debe explicar no solo las características del idioma, sino también la diferencia en la cultura, la etiqueta, las tradiciones, los rasgos típicos de carácter ya que los españoles y los italianos tienen sus propias normas de comportamiento y si no los sabes, puedes meterte en una situación incómoda.Elconocimiento altodel idioma permite evitar el malentendido en la conversación.

Habiendo examinado la cuestión de este tema, hemos llegado a la conclusión que el papel del profesor consiste en preparar a los estudiantes para las peculiaridades de la comunicación transcultural, para ayudar a los participantes en el acto comunicativo a realizar los diferencias culturales. Y para formar la competencia intercultural entre los estudiantes-intérpretes, el profesor debe tener suficiente experiencia personal de comunicación entre culturas.

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PARTNERARBEIT IM DEUTSCHUNTERRICHT

Partnerarbeit ist die häufigste Form, die im Fremdsprachenunterricht benutzt wird. Das ist fast die einzige Form, die erlaubt dialogische Rede zu üben. Der erste Partner im Dialog wird sehr häufig Nachbar am Schreibtisch. Einerseits ist das sehr gut, weil am Schreitisch Freunde sitzen, die einander lange kennen. Andererseits kann die Gewohnheit an ständigen Partner Angst verursachen einen Dialog mit neuen Partner anzufangen. Wie kann man dieses Problem bei der Organisierung der Partnerarbeit im Unterricht vermeiden? Wir versuchen in unserer Untersuchung Tipps zu geben.

In der Anfangsphase des Fremdsprachenerlernens ist es sehr wichtig die Studenten zur dialogischen Rede zu motivieren, die besonders üblich für die sprachliche Kommunikation ist. Das erste lexikalische Thema ist „Familie“. Für die schnelle und leichte Beherrschung dieser Lexik schlagen wir die folgende Aufgabe vor. Das Paar bekommt das Bild mit dem Familienstammbaum, auf dem auch Namen angegeben sind. Ein Partner findet ein Familienmitglied und sagt seinen Namen nicht. Der andere Partner muss dieses Familienmitglied erraten. Die Partner beginnen den Dialog so:

- Otto ist mein Großvater. Wer bin ich?
- Du bist Paul.
- Nein. Elke ist meine Mutter.
- Du bist Florian. Nein, Florian ist mein Bruder.
- Ach, du bist Sara.
- Genau.

Weiter werden die Rollen gewechselt. Dieses Rätsel motiviert die Rede, weil ein Partner wissen will, welches Familienmitglied der andere Partner meint. Deswegen braucht der Lehrer die Studenten nicht zu motivieren: sie sprechen weiter gern. Manchmal muss man sie sogar anhalten. Um dieses Thema weiter zu entwickeln schlagen wir den Studenten vor ihren eigenen Familienstammbaum zu malen und präsentieren. Die Präsentation muss monologische Rede enthalten.

Die folgende Aufgabe ist für das Thema „Essen und Trinken“ anpassend. Nachdem Studenten die Basislexik zum Thema und die Zahlen bis 20 erlernt haben, muss man dieses Material in der Rede zu verwenden beginnen. Das Paar bekommt 2 Bilder mit den Lebensmitteln. Diese Bilder enthalten 10 Unterschiede. Die Partner müssen sie finden. Den Dialog wird so begonnen:

- Auf Bild A sind drei Äpfel.
- Auf Bild B sind acht Äpfel.

Diese Aufgabe ist komplex. Das Ziel ist Wiederholung der Lexik zum Thema „Essen“, die Zahlen und Pluralbildung. Außerdem brauchen die Studenten sehr aufmerksam zu sein und schnell zu reagieren. Der Partner weiß doch nicht, welches Lebensmittel als nächste genannt wird. So kann er im Voraus die Zahl nicht rechnen. Es ist auch nicht nötig Studenten zu motivieren: sie haben große Lust auf schnelles Rechnen von allen Lebensmitteln. Da in dieser Übung Plural gebraucht wird, muss der Lehrer kontrollieren, ob alle Formen richtig gebildet werden.

Laut unseren Beobachtungen hat Partnerarbeit folgende Vorteile:

- Partner lernen, indem sie einander zuhören;
- man benutzt mehr sprachliches Material als bei der Frontalarbeit;
- Motivation wird höher auch bei schwächeren Studenten;
- das Tempo der Rede wird schneller;
- Zusammenarbeit wird benutzt, bei der Studenten einander helfen;
- Verantwortungsgefühl wird stärker;
- die Atmosphäre des angenehmen Lernens wird geschaffen;
- selbständige Fremdsprachenkommunikation der Studenten im Paar wird stimuliert;
- alle Studenten sprechen gleichzeitig.

Oben gesagte lässt uns schließlich sagen, dass Partnerarbeit im Deutschunterricht wünschenswert ist und zu den besten Ergebnissen führt.

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GASPAR NÚÑEZ DE ARCE Y SU DIÁLOGO CON ETERNO

Gaspar Núñez de Arce – poeta, dramaturgo y político español que cinco veces fue nominado al Premio Nobel de Literatura. De todas sus poesías se puede enfatizar los sonetos que se destacan por muchas figuras estilísticas. Nos gustaría examinar las que se encuentran muy a menudo en diferentes poemas suyas.

Como se sabe el soneto es una composición poética compuesta de versos que se organizan en cuatro estrofas: dos cuartetos y dos tercetos. Los sonetos de Gaspar Núñez de Arce se caracterizan por la presencia de vocativos y exclamaciones retóricas. En tales obras como *¡Amor!, Fotografías, A Voltaire y Soneto* el autor se dirige a *Eterno Amor, Pantoja, Voltaire e Inmortalidad*. Todos los vocativos se acompañan por la exclamación retórica.

Por ejemplo, en el poema *¡Amor!* el autor utilizó el vocativo "eterno Amor" dos veces: al principio del verso y al final lo que nos remite al epanadiplosis. Analizando los poemas podemos ver que Núñez de Arce consideraba sus sonetos como un diálogo con lectores. El uso de vocatios y exclamaciones retóricas posibilitan hacer estos diálogos más vivos y expresivos.

Otro ejemplo, sacado del poema *¡Amor!,* nos presenta la conversación del autor con el eterno. La "trayectoria" de Gaspar Núñez provoca el interés: él empezó con características de los seres terrenales, luego ascendió al cielo y regresó, después llegó a cierta conclusión. En primer cuarteto Gaspar Núñez empezó dialoga con Amor de "vida y movimiento". En segundo cuarteto él subraya que Amor *"palpita doquiera"* (personificación, metonimía) y que *"se estremece y anima con tu aliento"*. En la última línea del segundo cuarteto marcamos las palabras *"te proclamara Dios, si Dios no hubiera"*. Según los estudios de A.V. Pustovít sobre la forma matemática de los sonetos, cada soneto tiene número áureo (también llamado número de Dios) entre segundo cuarteto y primer terceto. Nos parece que en los cuartetos de Gaspar Núñez se ve un vuelo de la tierra a Dios. En primer terceto él denomina el Amor como "átomos combinas" que nos envía al mundo cuántico. Un poco después la intención del autor sigue la dirección opuesta: desde *"el cielo infinito"* (hipérbole) y *"el profundo mar*"(hipérbaton) hasta *"la tierra atónita"*. Al final el autor llegó a la conclusión que Amor es *"alma del mundo"* (metáfora).

En conclusión podríamos decir que a menudo en los sonetos Gaspar Núñez de Arce dialogara con sus lectores. Los vocativos y exclamaciones retóricas posibilitaron a agregar la comunicación en una forma poética. Gracias a estas figuras estilísticas tales diálogos puedan considerarse como diálogos con eterno.

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DIFFICULTES A APPRENDRE LE FRANÇAIS

La langue française est considérée comme la langue la plus élégante, ainsi que la langue de la beauté et de l'amour. Beaucoup de gens l'étudient non seulement pour communiquer avec des partenaires commerciaux, mais aussi parce que les mots français sont beaux et mélodiques.

La phonétique française est très particulière. Souvent, les débutants ont des problèmes de prononciation. D`habitude les sons nasaux sont difficiles à prononcer, de nombreux étudiants "se battent" avec eux pendant une longue période. En apprenant la phonétique, les étudiants admettent qu'il est assez difficile d'étudier le français.

La grammaire française nécessite une étude spéciale. Le principal problème auquel les débutants sont confrontés est de déterminer le sexe des noms. Chaque mot pris à part a son propre genre, et il a souvent des différences avec le genre de nom soit en ukrainien, soit en russe.

La langue française se caractérise par une orthographe très complexe. Le même son peut avoir des orthographes différentes parce qu`on ne changeait pas les règles pendant les siècle, depuis la formation de l'ancien français.

En français, il existe un grand nombre d'homonymes, d'unités phraséologiques et de phrases qui déroutent les étudiants novices. Chacun d'eux doit être considéré dans son contexte afin de comprendre le sens de ce qui est dit ou lu.La barrière de la langue est un problème auquel tout le monde est confronté dans le processus d'apprentissage d'une langue étrangère. La connaissance de la grammaire, un vocabulaire riche, la compréhension des règles de construction des phrases n'aideront pas à surmonter la peur de parler la langue tant que les problèmes de motivation et psychologiques ne seront pas résolus.

Le manque de motivation rend difficile la maîtrise du français. Ceux qui apprennent une langue étrangère pour eux-mêmes et rendent simplement hommage à la mode n'atteindront pas de sitôt des sommets. Cependant, la perspective d'évolution de carrière ou de changement de résidence activera les ressources internes. De nombreuses personnes parviennent à parler français assez rapidement grâce à la communication avec des locuteurs natifs.

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WAYS OF DEVELOPING ENGLISH SPEAKING SKILLS AT SCHOOL

Due to globalization, the study of foreign languages is an urgent need for modern international communication. Speaking English is both a tribute to fashion and a requirement for successful professional development. When someone is learning English, he should strive to develop his language skills, ability to perceive and produce foreign speech, namely to listen and read, and fully understand given information, to express thoughts orally or in writing.

Speaking is one of the most important skills to be developed when a person learns a foreign language, and at the same time, it is the most difficult of the four language skills. Communication with a native speaker is a real challenge for a young learner of a foreign language. But applying the appropriate approach teacher is able to help the learners to overcome the language barrier easily. Moreover, if a person has already obtained an optimum of foreign grammar and vocabulary, he can speak in several weeks.

It is very important to teach children the language correctly and develop all language skills in their interrelation. The objective of teaching at schools is of dual nature. The first is developing children's receptive foreign language skills, and the second suggests their ability to express thoughts, opinions, ideas, etc. while oral and written communication.

The analysis of the current situation at schools shows that there is a huge number of speaking exercises in English textbooks, but, unfortunately, teachers often miss them. One of the tasks is to describe a picture or object. For example, the topic of the lesson is “Animals”. It is necessary to ask the pupil to name the animal and describe it, saying about the color of the animal’s fur, how many paws it has, where it lives, and so on. Thus, the child drills communicative grammar, vocabulary, and learns to think in a foreign language. For high school, teachers can use videos that the students should watch and listen to, and then express their opinions, telling what they agree with and what they don’t like. Here, the listening skill is added, which is also very important. Reading a story or biography of a famous person and retelling this text can also be a good speaking practice. There is no doubt that role-playing is a very effective method of learning a foreign language. The teacher gives cards with the roles to students, and their task is to act out dialogue or mini-scene. The task is suitable for children of different ages and levels, but it requires the gradation of difficulty.

Moreover, it is very important to ask children to speak a foreign language as much as possible. At the same time, the teacher shouldn't use the native language to make the child feel in a foreign-speaking environment as much as possible.

Learning a foreign language can be fun and interesting if the teacher uses a lot of different games, flashcards, and activities that children enjoy. Learning a foreign language is not just about drilling grammar and reading texts. Much more attention should be paid to the ability to speak a foreign language and be able to express the thoughts. And teachers have to help a lot with this deal because they are responsible for the educational process.

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ENGLISH LISTENING COMPETENCE OF FUTURE TRANSLATORS

There is no doubt that listening is an important component of effective communication. The interpreting from/to foreign language depends directly on the level of foreign language competence in listening.

Such Ukrainian scholars as O.A. Matsneva, O.O. Sivachenko as well as foreign researchers K. Morrow, J. Morley, D. Nunan, define listening competence as the ability of a person to listen to authentic texts of different genres and types with different levels of content understanding in terms of direct and indirect communication. Based on the definition, it should be clarified that the English listening competence include a set of the receptive phonetic, lexical and grammatical skills and the abilities to listen for detail and specific information, as well as the ability to comprehend speakers' personal attitude, emotions and verbal and non-verbal behaviour.

In real communication conditions, listening takes from 40 to 50% of the time. In higher education, listening is considered to be a means of teaching oral speech and as an independent type of speech activity that aims to understand coherent texts. According to domestic methodologists, listening in class takes 57% of study time.

Listening is an inseparable component of the foreign language learning process. The main objective of teaching learning at universities includes mastering a number of basic language competencies (phonetic, lexical and grammatical). There are 3 main stages of developing English listening skills: pre-listening, while-listening and post-listening.

One of the goals of the pre-listening stage is to test students' knowledge of the text topic, to arouse their interest and to establish the place of the event. It is helpful to ask learners to predict what they will hear. Then, a teacher introduces a new vocabulary and lexical structures that can be difficult, writes proper names that occur in the text on the board, and teaches their pronunciation. The next step is to explain the need for listening. Both complete and selective tasks can be proposed to achieve this goal. To stimulate students' motivation and attention the following tasks can be offered: answer two-three guiding questions; order the pictures; make up the plan; finish the text; summarize the text.

For the second listening, a teacher usually sets a selective task that focuses on a more detailed understanding such as writing out of the text key-words on the proposed topic; matching the pictures with the sentences given below; filling in the gaps; differentiating true or false statements; answering special questions; reproduction of a description of a person, place, etc. After setting a task, a teacher moves on to the while-listening stage. A teacher reads or retells the text. It is necessary to use recorded texts.At the post-listening stage a teacher checks the level of performance of tasks from the pre-listening stage first of all. We can offer to do such types of tasks as: 1) retell the text;2) make up dialogues;3) answer more comprehension questions;4) dramatize a dialogue;5) discuss a story.

Using of information technology can ensure an effective learning process for teaching listening, because 60% of the time is spent on self-study.For the reason mentioned above, we suggest using computer test tasks, which are supposed to estimate the learners' level of English as well as help them improve their listening skills.

We can conclude about the importance of listening as a type of speech activity at the stage of learning a foreign language, because the level of competence in listening determines the effectiveness of the formation of competence in speaking.

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INSTAGRAM COMO ESPACIO PARA APRENDER ESPAÑOL

Con el tiempo los cambios en todas las lenguas generan nuevas tendencias en el lenguaje. El idioma es un instrumento para cualquier comunicación. En el mundo moderno es imprescindible el aprovechamiento de redes sociales.

La gran ventaja de las redes sociales es que reúnen a la gente de todo el mundo. En realidad no hay oportunidad de conocer a un nativo de español, entonces en las redes sociales encontrar a alguien así es más probable. Hacer "amistad por correspondencia" es uno de los mejores métodos de la práctica de español. Ciertamente, las oportunidades de las redes sociales en el aprendizaje de las lenguas extranjeras son inmensas. El uso de las redes sociales contribuye al proceso del estudio del idioma, lo hace más efectivo e interesante y además aumenta la motivación. Instagram ocupa el 23 puesto del índice de frecuentación en el registro mundial: tiene mil millones de usuarios y el índice promedio del tiempo pasado en Instagram cotidianamente es de 28 minutos por el usuario.

Los recursos para estudiar español en Instagram pueden ser un instrumento adicional. Puede subscribirse a los perfiles dedicados a la lengua española, ya que en la mayoría de los casos están moderados por profesionales que enseñan español o lo hablan. Además, hay un montón de vídeos gratuitos, podcasts y otros materiales útiles. Una de las formas más efectivas de aprender español es el seguimiento del perfil de su ídolo favorito.

La mayoría de las celebridades publican fotos y responden a los comentarios de seguidores – lo que significa una oportunidad no sólo de publicar el comentario, sino que recibir una respuesta. Las celebridades organizan transmisiones vía web o graban vídeos, y eso significa que podemos escuchar el discurso "en vivo" y puede desarrollar destrezas auditivas.

La descripción debajo de la foto o del vídeo es igualmente importante. Las estrellas pueden usar ciertas palabras, abreviaturas o formas cortas, y construcciones gramaticales que son comunes entre los usuarios de Instagram del habla español. Con todo eso se logra la expansión inevitable del vocabulario.

Siguiendo las páginas de actores, se puede encontrar abreviaturas de ciudades y otras palabras, locuciones, diminutivos y conocer las reglas.

Cada vez más se está simplificando la ortografía y, en consecuencia, eso puede influir en la instrucción de la sociedad en el futuro.

Se puede concluir que Instagram es un recurso podesoro y no sólo para malgastar el tiempo. El desarollo tecnológico y social contribuyen al intercambio de información, aumenta la motivación y suscita el interés para investigar, buscar, fijar y comprender la información, así como crear y estudiar el contenido nuevo, lo que las hace un espléndido instrumento educativo.

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TECHNOLOGIES ÉDUCATIVES INNOVANTES POUR L'APPRENTISSAGE AVANCÉ DE LA LANGUE FRANÇAISE

L'objectif principal de l'apprentissage d'une langue étrangère est la formation d'une compétence de communication en langue étrangère, c'est-à-dire la capacité et la volonté de mener une communication interculturelle en langue étrangère avec des locuteurs natifs. Le type moderne de communication pose de plus en plus de nouvelles tâches aux enseignants: l'implication de chaque élève dans un processus cognitif actif dans la langue cible, c'est-à-dire non pas dans le processus de maîtrise passive des connaissances linguistiques, mais dans une activité communicative et cognitive active; créer les conditions pour une utilisation consciente par tous étudiants dans la pratique des connaissances, des compétences et des capacités acquises, ainsi que d'assurer le libre accès aux informations nécessaires afin de les utiliser dans leurs propres déclarations.

Avec l'utilisation de la technologie interactive, le processus d'apprentissage se déroule dans les conditions d'interaction active d'absolument tous les élèves. L'élève et l'enseignant sont des sujets d'apprentissage égaux où un grand rôle est joué par la capacité de l'enseignant à intéresser les élèves au travail à venir, à créer une situation qui stimule l'activité de pensée de la parole, dans laquelle l'élève veut parler sur le sujet, participer à la discussion, clarifier les détails, etc. Les technologies les plus populaires sont: la technologie de l'activité vocale efficace, la technologie de l'apprentissage réfléchi, les technologies pour la formation d'une activité cognitive indépendante, les technologies de l'information de l'enseignement, la technologie de la pensée critique et les technologies de projet.

Avant d'appliquer l'une des technologies énumérées, l'enseignant doit tenir compte de l'âge des élèves. Étant donné que, lorsque vous travaillez avec des grades inférieurs, la méthode des jeux de rôle fonctionne le plus efficacement, tandis que lorsque vous travaillez avec des grades supérieurs, il est efficace d'utiliser des technologies structurelles et logiques qui représentent une organisation par étapes du système de formation, fournissant une séquence logique pour la formulation et la solution de tâches didactiques sur la base d'un choix adéquat de contenu, de formes, de méthodes et de moyens d'enseignement à chaque étape, en tenant compte du diagnostic pas à pas des résultats.

Cependant, il ne faut pas oublier qu'une connaissance réussie du monde des langues étrangères n'est possible que sous la condition d'une activité cognitive intensive des étudiants eux-mêmes, ainsi que dans le cadre de l'application de leurs recherches indépendantes.

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EL ESTUDIANTE COMO INTÉRPRETE-PROFESOR DE ESPAÑOL E ITALIANO O FORMACIÓN DEL INTÉRPRETE A TRAVÉS DE LA INMERSIÓN EN EL ENTORNO PROFESIONAL REAL

Actualmente, la enseñanza superior en el campo de la lingüística y, en particular, la traducción del españoly del italiano es una de las áreas de entrenamiento humanitario más populares.Nuestra sociedad establece estándares grandes para la calidad de la formación profesional de los traductores, que se describe con términos de competencia de traducción. Estos términos se refieren la descripción de importantes cualidades profesionales y personales de un intérprete,que reflejen la totalidad de los conocimientos, aptitudes y capacidades, que permiten realizar tareas profesionales con eficacia.

La formación de traductores en los centros de enseñanza superior tiene que basarse principalmente en un base de comunicación. Este método se denomina "educación entre pares". Un estudiante puede probarse como intérprete-profesor, que lo prepara para la actividad profesional futura a través de la inmersión en el entorno laboral. La metodología se ha aplicada con éxito. Por ejemplo, el primer instituto norteamericano abrió sus puertas en California en 2013, donde los estudiantesaprendían y evaluaban su trabajo de forma independiente. Más de 1.000 estudiantes estudian programación cada año en esta institución educativa.Se ayudan unos a otros con deberes y luego evalúan el trabajo de sus compañeros. Ellos trabajan en proyectos y utilizan información en Internet o biblioteca. También buscan la ayuda de sus amigos de la universidad.El entrenamiento tiene lugar en una gran aulacon ordenadores.Los fundadores de la universidad argumentan que este método ayuda a evitar los problemas principales de la educación tradicional – cuando los estudiantes están aprendiendo pasivamente.

Según el autor, este método está infravalorado y debería utilizarse en la formación de futuros traductores.La educación entre pares desarrolla las habilidades necesarias,que es difícil de prescindir en el mundo profesional de hoy.Por ejemplo, la inventiva, la capacidad de cooperar y de defender las propias ideas.El método desarrolla de un futuro traductor como individuo para quien las habilidades de comunicación son profesionales y personalmente significativas.

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TRABAJO INDEPENDIENTE EN LA FORMACIÓN DEL ESTUDIANTE

Hoy en día en la esfera de la enseñanza superior el trabajo independiente del estudiante no se considera como apoyo al proceso educacional sino presenta uno de los elementos claves en su formación profesional. Actualmente se destacan numerosas investigaciones nacionales e internacionales que han abordado dicho problema y el progreso de las habilidades de estudio con este carácter.

Nos gustaría señalar que resultara incorrecto identificar el trabajo independiente con el estudio independiente. Según la opinión de los científicos este último implica la actividad que realiza cualquier estudiante como parte de su propia autogestión del conocimiento y en ella no valora la orientación del profesor.

A causa de muitiplicidad del término “trabajo independiente del estudiante” (se presenta como un método, resultado, medio, sistema, forma de aprendizaje, etc.) resulta imposible determinar su objetivo primordial, aunque compartimos el enfoque de P. Pidkasistiy que precisa el trabajo independiente como inclusión del estudiante en la actividad y desarrollo de la independencia. Gracias al perfeccionamieno del trabajo idependiente por parte del profesor, el estudiante debe dejar de ser “consumidor pasivo” de conocimientos y convertirse en el “recipiente” activo quien sepa determinar un problema y encontrar los métodos para resolverlo logrando el resultado óptimo. El docente necesita encontrar medios idóneos para motivar la actividad creadora del estudiante y sus hábitos de autopreparación. Debido a esto, el trabajo independiente no se presenta sólo como una forma importante del proceso académico sino su fundamento principal.

Parece lógico que el trabajo independiente abarca tres direcciones interconectadas: la dirección académica, la investigativa y la laboral. El estudiante debe tener habilidad de buscar, comprender y trabajar con la información; establecer las relaciones interdisciplinarias y plantear la solución de problemas lo que posibilita desarrollar la habilidad de perfeccionar su maestría en el porvenir. Parece evidente que la preparacion a la actividad eficaz profesional es el factor más importante de la motivación.

En conclusión nos gustaría notar que el proceso del trabajo independiente hiciera oportuno prestar debida atención a las individualidades de los estudiantes. Para ello se requiere una planificación cuidadosa, la orientación correspondiente y el control efectivo del mismo.

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PÉDAGOGIE DIFFÉRENCIÉE. ATOUTS ET FAIBLESSES

La littérature pédagogique abonde en réflexions et recommandations en tout genre sur les bénéfices à attendre d'une approche différenciée des apprentissages. L'exression de différenciation a été proposée par Louis Legrand. Elle a été construite à partir de l'expression "psychologie différentielle". Mais avant même que l'idée de pédagogie différenciée soit formalisée et exprimée dans des ouvrages spécialisés, beaucoup d'expériences avaient déjà vu le jour.

D'après Louis Legrand, le terme de pédagogie différenciée veut désigner "un effort de diversification méthodologique susceptible de répondre à la diversité des apprenants".

La différenciation peut porter sur: l'ampleur de la tâche à entreprendre; le délai accordé pour l'élaboration d'une bonne réponse; la nature de la démarche pédagogique. On pourrait y ajouter: la gestion des matériaux langagiers; la culture éducative de l'étudiant.

La pédagogie différenciée, dans son principe, consiste à ne pas traiter le groupe comme un être collectif constitué d'individus aux compétences et capacités uniformement réparties. Il s'agit de la concevoir comme un ensemble d'individus aux profils et compétences différenciés, qui appellent, chacun considéré isolément, un traitement pédagogique adapté, au moins à certains moments de l'apprentissage.

Pour qu'une pédagogie différenciée puisse être raisonnablement mise en ouevre, un certain nombre de conditions doivent être satisfaites: le programme sur lequel vont s'appuyer les actions de formation devra être rédigé de telle sorte que l'on y distingue ce qui relève de compétences partagées, communes à l'ensemble des étudiants présents dans la classes; des outils de formation adaptés; une organisation de la progression qui prévoit les moments partagés dans les apprentissages; une organisation du groupe qui permette à certains moments la mise en oeuvre d'activités collectives (groupe classe) et à d'autres des activités individuelles.

Tous les apprenants ne sont pas égaux devant l'apprentissage des langues et par rapport à une langue donnée tous les apprenants ne disposent pas d'aptitudes

uniformement partagées sur l'ensemble des compétences liées à la maîtrise d'une langue étrangère.

Les atouts et les faiblesses qu'on peut recenser concernant la différenciation pédagogique touchent aussi bien l'attitude des enseignants, celle des étudiants que la gestion de ce type de groupe.

La pédagogie différenciée est très profitable aux étudiants quand deux niveaux sont gérés ensemble (A1/A2; A2/B1; B1/B2). Aujourd'hui diversifier devient une nécessité qui s'inscrit dans l'ordre des possibles.

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ALGUNOS CONSEJOS PARA APRENDER ESPAÑOL

Todos que comienzan a aprender el español se preguntan cómo hacerlo de manera rápida y eficaz. Nos gustaría examinar algunos consejos importantes de los profesionales que ayuden a aprender el español y obtener un dominio sólido.

- **Mantener el interés**

Es muy importante mantener un interés durante el aprendizaje del idioma español gracias al interés a la vida social de los nativos, su cultura, cocina, política, las personas famosas, los últimos eventos. Elijan algo que les interese personalmente para estar motivado (leer literatura en original, ver la TV española). ¡Hagan el proceso del aprendizaje más divertido!

- **Memorizar las palabras en el contexto**

Las palabras se recuerdan mejor en contexto. Por ejemplo, se puede memorizar un sustantivo con un adjetivo o un verbo (*chica simpática, tomar té*). Además se puede encontrar unas oraciones simples con cada palabra nueva.

- **Practicar el idioma regularmente**

Para resolver el resultado es obligatorio diariamente dedicar un tiempo determinado al estudio del idioma español. Las clases regulares pueden ser muy interesantes y no deben considerarse como una necesidad. Es recomendable estudiar un material determinado (*un tema gramatical, vocabulario sobre el tema concreto*), pero de manera contínua. Por lo tanto, es obvio recordar que la regularidad de las clases es la clave del éxito.

- **Pasar de lo fácil a lo difícil**

Es necesario aumentar el volumen de la información paso a paso, gradualmente y pasar de lo fácil a lo más difícil.

Se puede presentar tres etapas de la formación:

- conocimiento – cuando se aprende algo nuevo, es difícil de entenderlo y recordar de inmediato;

- asimilación – cuando se repite algo conocido, casi todo está claro, pero todavía no está memorizado;

- memorización – cuando se sabe y se recuerda perfectamente, no es difícil de usar.

- **Utilizar un diccionario, aprender palabras nuevas**

Un diccionario para estudiantes de español es una herramienta necesaria en el proceso del aprendizaje. Es posible utilizar los servicios en línea, así como se puede comprar la versión habitual de papel.

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ZOOM COMO UNA DE LAS PLATAFORMAS PRINCIPALES PARA EDUCACIÓN

La pandemia provocó el gran interés y la demanda de los recursos informáticos de educación virtual, en la mayoría de las universidades del mundo imparten las clases por el Internet. Hasta mediados del año 2020, muchas personas no tenían ni idea de la existencia del servicio llamado

«Zoom». Y luego, inesperadamente, el mundo se vio brote de pandemia y la cuarentena, y todos solo decían: "¡Zoom, Zoom, Zoom!"

Como se sabe, «Zoom» es una de las plataforma de videoconferencias, que comenzó a ser utilizado para organizar la vida remota tanto por personas privadas como por grandes corporaciones. Pero estamos interesados en cómo la transición de las escuelas y universidades a la educación en línea influyó a la popularidad rápida de «Zoom». La simplicidad y rapidez de Zoom para organizar reuniones es uno de sus puntos fuertes. Además teniendo licencia el número de participantes de una videoconferencia en Zoom se limita por 300 personas lo que posibilita oranizar las leccciones universiatrias para grupos numerosos. Actualmente en muchas empresas las reuniones de trabajo son virtuales, las familias se comunican con videollamadas y los amigos organizan fiestas en apps. Existe una opinión que el mundo no se volvió a utilizar las herramientas "tradicionales", bien conocidas, aunque hay muchos servicios populares con una funcionalidad similar (Facebook Messenger, Whatsapp o Telegram). No es sorprendente que las acciones de Zoom subieron un 150% desde principios del año 2020.

Hoy en día Zoom tiene buenas reputaciones como una herramienta informática y sorprendió el mercado casi rápidamente por un interés y atracción al cliente. Es la plataforma ideal para enseñar en línea a los estudiantes durante una pandemia. Zoom permite compartir la pantalla de video, crear salas de sesiones donde los estudiantes puedan practicar los materiales en grupos separados, hacer preguntas y conversar en un chat que está disponible para todos y puede estar dirigido a un participante específico. Además hay montón de iconos y etiquetas para tanto para reaccionar com para marcar lo necesario. También hay la posibilidad de "escribir en la pizarra", lo que ayuda a entender ciertas disciplinas difíciles.

Los diplomas y certificados virtuales se han vuelto más populares en los últimos años. Zoom es una de las mejores formas para estudiar y comunicarse durante una pandemia.

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CARACTÉRISTIQUES DE L'ENSEIGNEMENT DE LA LANGUE ÉTRANGÈRE AUX ADULTES

À notre époque de mondialisation de la société, d'expansion des relations internationales et de coopération avec d'autres pays dans le domaine de la politique, de l'économie et de la culture, un grand nombre d'adultes ressentent le besoin d'apprendre une langue étrangère afin de devenir un participant aux activités internationales et à la communication. Malgré cela, de nombreux adultes ont du mal à apprendre une langue étrangère.

De plus, un très haut niveau de maîtrise de la langue maternelle peut inhiber l'étude d'une langue étrangère, car le besoin d'un apprenant adulte d'exprimer ses propres pensées, une expérience de vie riche contredit les possibilités dans une langue étrangère, ce qui provoque de nombreuses erreurs.

La motivation joue un rôle important dans l'éducation des adultes qui incite une personne à agir, mobilise son énergie interne et dirige ses actions.

De nombreux psychologues mettent en évidence certaines caractéristiques importantes de l'éducation des adultes:

− *Les apprenants adultes doivent être motivés à formation. Leur apprentissage ne sera efficace que s'ils ont un fort désir de maîtriser de nouvelles compétences et capacités.*

− *Lors de l'enseignement aux adultes, il est nécessaire d'utiliser des problèmes réalistes de la vie pratique et de rechercher une solution spécifique.*

− *Un apprenant adulte étudiera uniquement ce qu'il considère comme important et nécessaire pour son application dans la pratique.*

Les adultes sont plus motivés pour l'apprentissage que les enfants et les adolescents, de sorte que l'enseignant doit le maintenir et le gérer afin d'atteindre le résultat escompté. De plus, au lieu d'évaluer les connaissances des élèves par l'enseignant, le moyen le plus efficace est d'évaluer les résultats d'abord par l'élève lui-même, puis d'en discuter avec l'enseignant.

Ainsi, on parle d'une approche «basée sur les compétences» qui implique la formation et le développement de différentes compétences, la création d'opinions, de relations et le désir de se développer.

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PROBLEMAS DE LA ENSEÑANZA DE LA GRAMÁTICA

Se sabe que la enseñanza de cualquier lengua extranjera, y en particular su gramática, es un proceso bastante complejo. Enseñar la gramática de un idioma extranjero significa formar ciertas habilidades gramaticales: enseñars a hablar, transmitir o recibir la información necesaria y usar correctamente las reglas gramaticales.

La tarea principal en la enseñanza de la gramática es enseñar a los estudiantes a usarla prácticamente para fines comunicativos, es decir, para dominar las habilidades gramaticales. Todavía hay muchos problemas sin resolver en la metodología de la enseñanza de la gramática, algunos de ellos se resuelven gracias a diferentes métodos y maneras. Debido a la orientación práctica de la formación, el factor de la necesidad de hablar se convirtió en el factor principal en la selección de un material gramatical particular para un cierto nivel de formación. Este enfoque a veces requiere la introducción de un fenómeno gramatical que, por una serie de razones, no se puede explicar en una etapa determinada de la formación, o los conocimientos de los estudiantes son tan limitados que no pueden asimilar un nuevo concepto, o el fenómeno gramatical es demasiado complejo y requiere mucho tiempo para comprender y memorizar. Pero también hay que tener en cuenta que un fenómeno gramatical particular se asimila en una etapa más avanzada, cuando hay condiciones apropiadas: suficientes conocimientos para comprender el material teórico.

También es necesario recordar que cada estructura lingüística consta de un cierto número de componentes. Un estudiante, al construir oraciones, no usa palabras aisladas, sino frases que son parte de esta estructura. Por lo tanto, el estudiante debe saber un número suficiente de palabras, es decir, tener un vocabulario suficiente. Pero es difícil predecir que el estudiante sabe el número requerido de estas palabras, y también sabe cómo usarlas correctamente.

Así, podemos concluir que el aprendizaje de las reglas gramaticales es un trabajo duro y constante. Y para superar las dificultades, es necesario encontrar las formas más efectivas de enseñar a los estudiantes la gramática que posibiliten automatizar la actividad comunicativa.

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THE ROLE OF SOFT SKILLS FOR FUTURE TRANSLATORS AND INTERPRETERS

Characteristic features of current situation are the presence of deep and rapid socio-economic, political, innovative and educational transformations in the life of Ukraine, thedirectionof the country to integration into the global world community, increasing the openness of the educational process, focus on the needs of the society and future employers. A challenging point nowadays is the importance of an individual which can actualize the need for highly qualified competitive translators.

These can be appliedby new thinking, intuition, ability to improvise, ability to establish and maintain contact with the interlocutor, to express their attitude to what is happening, to make decisions and manage their contacts, to reach goals and take on different roles, to maintain internal autonomy,to reach mutual understanding in different conditions of information exchange, etc.

All mentioned above allows us to understand why the international education community emphasizes vocational (in particular, philological) education to the formation of softskills and hardskills in their integrity.

Recent studies of the labor market indicate that the interest in soft skills is increasing. Most employers consider them as important as professional knowledge and skills. It is believed that the professional skills can become outdated,butthe soft skills are always relevant.

Literature review let us state thatthe scope of research on soft and hard skills is quite wide. For example, the focus of the classification of soft skills in the research of O. Abashkina[1], V. Akhramovich [2], K. Koval [5], A. Zinchenko and M. Saprykina [8] and others [7]. Several studies including papers by K. Ananiadou and M. Claro [3], H. Korniush [6] discuss the most required skills for the specialists in the 21-st century in many countries. The description of framework and design educational process are revieled in the studies by Yu. Drozdova and O. Dubinina[4].

So, today we observe the high popularity of using soft and hard skills in educational process, increase in ther application not only for development among managers but also among the students of different specialities. At the same time, we have to mark an obvious gap between theoretical claims and practical implementation of soft skilss via hard skills into a formal educational context.

The objective of this articleis to get acquinted with the soft skills system required by a future translator in his or her professional activity and to highlight the opportunities for gaining and developing these skills for Master's degree students majoring in Translation Studies.

First of all, we have to underline that there is an ongoing dialogue between employers and higher education institutions in different countries around the world to identify the so-called "skills of the future" that may becomethe key ones to the specialist. In 2015 this organization published the results of a five-year study "Skills for Community Development. The Power of Emotional and Social Skills", which analyzed how education affects the personal success of learners and the development of society as a whole.

Another promising finding was that eleven directives that foresee the introduction of new teaching and learning methods for the development of soft skills for EU university students by 2020were adopted in 2018.From these findings it is clear that these competencies relate to the soft skills.

We consider it essential to continue our analysis with defining soft skills as an important development element for future translators. The comparison revealed that there are different approaches to the interpretation of soft skills and their classification, which is caused by the contextual approaches of researchers.

The analysis found the evidence that in many contexts *soft skills* are treated or used as synonyms with such notions as employability skills, people skills, non-professional skills, key skills, skills for social progress (skills for social development), skills of the 21-st century, life skills.

Scholars take different approaches to defining the essence of *soft skills*“flexible skills”: the personal qualities of an individual, which allow to interact with other people more effectively and harmoniously; communication and management talents; skills that help you quickly find common ground with others, establish and maintain relationships, successfully present own ideas, be an effective communicator and leader and others.

Based on the analysis of researchers' approaches to the classification of soft skills, we can distinguish the following *three groups*:

1. social and communication skills (communication skills, interpersonal skills, group work, leadership, social intelligence, responsibility, ethics of communication);
2. cognitive skills (critical thinking, problem-solving skills, innovative thinking, intellectual workload management, self-study skills, information skills, time management);
3. personal qualities and components of emotional intelligence (emotional intelligence, honesty, optimism, flexibility, creativity, motivation and empathy). It should be noted that, within each category and between categories, individual skills and qualities interact. It is clear that different types of soft skills are a priority for different activities.Now let us consider to understand how important those soft skills are to translators and interpreters.

In practice, any translation agency usually gets a team of project managers, editors and a Vendor manager to meet the deadlines. Often in such cases several translators are involved, because it is very important that a person works on a "fresh" head. At this stage, the responsibility lies with the project manager, who organizes the feedback between all the specialists and distributes the tasks at stages. He needs to monitor the submission of the material on a daily basis and send the translation to the editor. As a rule, any project is always under the control of one of the translation project managers. Translators and professionals working on the subject of the order are selected to perform the translation. Before the customer receives the ready translation, he must go through two stages of the quality control.

So, in reality, working on a project is not just about translating. In fact, there are many more processes than it may seem at first sight. Translation itself is also a complex process, which in turn consists of some mandatory steps. It is very important for any translation agency to follow them in order to always meet all quality standards, and be confident in the result.

Thus, in practice we see that several people are involved in the translation process, and the final product is the fiels of responsibility not only of one translator, but also of the editor, proofreader and project manager.After checking the text of the translation by the editor and proofreader, the finished translation is handed over to the customer; the production chain is successfully completed and a new project is launched.

So, the translator must be a bright, intelligent and creative personality who is able to identify complex problems in professional activity, including research and innovations, and to offer some approaches to solve them, which involves deep analysis and creation of new knowledge and practice. However, nowadays current professional qualifications require a deeper, more practical and flexible knowledge within competencies.

An experience analysis singled out two approaches to the soft skills formation today. The first one is to teach directly by introducing separate courses within the variant component of the curriculum. The second approach is based on the potential of all disciplines in conjunction with non-formal education and extracurricular activities. It is necessary to note that both approaches are common and widely spread at Ukrainian universities.

We are aware that special disciplines are “responsible” for the development of “hard skills”. They are “critical” in the short term and can be developed faster, with less effort and a guaranteed result (provided students have the motivation, the ability to study, etc.), as well as practically they do not encline to reverse development, otherwise, the softskills more frequently can be developed spontaneously. They are “critical” in the long run, and their development is slower. They require more efforts, the achievement of the required level is not guaranteed (“limit” of competences, deep integration in the personality structure).

We are aware that the leading condition for ensuring the integrity in the development of soft skills is knowledge and understanding of Master’s degree students’ tasks and the context of their implementation. As practice shows, teaching different skills without relying on the values and priorities of professional activity does not lead to the expected changes.

A solution to the problem under consideration is proposed in our approach implemented at the English Philology and Translation Department of Alfred nobel University, Dnipro, Ukraine. The formation of soft skills for Master’s degree students in Translation Studies was facilitated by the training course “Basics of Translation Activity”, “Practice of Translation and

Interpreting”, “Communicative Strategies of English-speaking”, the content of which was organically combined with the traditional disciplines of the so-called professional-training cycle.

Focusing on the activities of Master’s degree students majoring in Translation Studies on softskills development, we came to the conclusion that it was necessary to change the formats and technologies of interaction between trainers and Master’s degree students. The traditional classes are no longer of interest to a new generation of graduate students. On the basis of the survey of Master’s degree students of Alfred Nobel University, Dnipro it was found out that they are fascinated by case studies (the situation analysis) (74.2%), micro group projects (63.2%), simulation game (simulation) (60.6%), gamification (57.8%), e-learning(43.1%), facilitation technologies (59.4%).

The trainers of the English Philology and Translation Department of Alfred Nobel University, Dnipro (25 persons) were asked to choose among the different teaching methods which they applied:

– “launching” of internal mechanisms of self-development, self-realization and self-improvement of personality in varieties of activity;

– changing stereotypes and realizing the need for personal change;

– reflection of one's own achievements in personal growth.

As a result, one can observe the the students have gained their own experience, which is the most powerful impetus for creative mastery of future professional activity.

Having concluded it is necessary to mention that due to Master’s degree students’ and trainers’ surveys and compared and contrasted data obtained, the results of the study demonstrate the following: the labor market today requires a person of comprehensive development, which would ensure the competitiveness of a specialist at the beginning of his professional activity.

But in addition to professional knowledge and skills, a future translator must have a system of flexible or social skills called “soft skills”. Developing soft skills is not a bargain, but an objective requirement of the labor market. The higher school should respond to these requests.

The results provide the basis to distinguish the following groups of soft skills important for future translators: 1) communication skills; 2) cognitive skills; 3) management skills; 4) strategic skills; 5) self-organization skills and 6) emotional competences. So, we can see that at present soft skills are essential to have good job opportunities and university curriculum should be focused on developing and mastering them.

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SOCIOCULTURAL ASPECTS IN STUDYING FOREIGN LANGUAGES (ENGLISH, SPANISH, ITALIAN, FRENCH, GERMAN, POLISH)

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MITOS SOBRE LA LENGUA ESPAÑOLA

El español es uno de los idiomas más populares del mundo. Lo hablan unos 500 millones de personas en todo el mundo. Además, como lengua extranjera, el español es una de las más populares. Pero el interés generalizado por el idioma en todo el mundo provoca la difusión de una gran cantidad de mitos. Nos gustaría anular los más populares.

Se cree que el castellano es uno de los dialectos del idioma español. De hecho, el castellano es el segundo nombre de la lengua española. El Reino de Castilla es una región de España, el lugar donde se originó la lengua española. Con el tiempo, el idioma de Castilla se convirtió en el idioma de toda España y ahora se llama español, especialmente a los hablantes nativos les gusta llamar a su idioma de esa manera. Los científicos, sin embargo, consideran que este nombre es incorrecto, ya que en la España moderna existen otras regiones y un gran número de dialectos que no pueden incluirse en la definición de "castellano", pero que se ajustan a la definición de "español".

Piensan que los idiomas mexicano y cubano están relacionados con el español. Pero esos idiomas no existen en absoluto. Todas ellas son variedades locales de español.

El signo de dólar ($) lo inventaron en los Estados Unidos de América. Existen muchas leyendas sobre el origen de este símbolo, pero de una forma u otra, todas tienen raíces españolas. Había una designación corta para "peso", una moneda española, o un símbolo del poder del rey Fernando de Aragón, pero en algún momento este símbolo se transfirió a la moneda española, que en ese momento estaba en circulación en las colonias españolas en América. Fue la primera moneda mundial. Con el tiempo, el icono comenzó a representar el dólar.

Hay opinión que la letra "ñ" apareció desde los primeros días del idioma español. De hecho, en español, la suavidad de la letra "n" se denotaba originalmente con la letra doble (nn), y solo en el siglo XV apareció el símbolo "ñ".

Los signos de puntuación invertidos (¡, ¿) son símbolos de la expresión española. Los signos de puntuación invertidos que se colocan en español al principio y al final de una oración exclamativa u interrogativa probablemente se deben a las peculiaridades de la estructura gramatical. La gramática del español es tal que, al leer, es difícil distinguir entre una oración afirmativa y una interrogativa o exclamativa. Para ello, se colocan signos de interrogación y exclamación al principio de la oración y al final.

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LA ENTREVISTA COMO UN ELEMENTO DE PREPARACION DE INTĖRPRETES PARA LA COMUNICACIÓN INTERCULTURAL EN EL AMBIENTE DE ESPAÑOL Y POLACO

Una entrevista es un elemento importante si trabaja en muchas áreas, porque este método ayuda a tener el imagen de una persona, los motivos de sus acciones, para conocer con los detalles de la industria y el país del encuestado. En otros palabras, este tipo de comunicación es una especie del medio de recabar información. La comunicación informal puede facilitar establecer contacto tanto al intérprete como a los representantes, discutir los componentes de un evento o reunión futuro oficial.

M.B. Krylova, Candidata de Ciencias Económicas, quien estudia la competencia comunicativa en su trabajo, llama la atención al importancia de la etapa de prenegociación en la comunicación intercultural. La tarea principal de este período es para saber quién, dónde, cuánto tiempo, con qué recursos y con quién colaborará. También, un conversación implica una discusión mutuade los intereses, la formulación de propuestas y la determinación de posiciones.

Cada cultura tiene sus propias reglas, así como las normas aceptables de conducta y comunicaciones, si se las cumplen la información expresada interpretará correctamente, bajará la barrea intercultural y los conflictos entre los sujetos de comunicación. En la presentación de información, un intérprete intercultural podrá tener en cuenta los detalles anteriores y lograr un entendimiento entre los representantes de los países diferentes.

Como un ejemplo consideremos la comunicación entre los representantes de España y Polonia. Estos países tienen la etiqueta y las características del comunicación empresarial completamente diferentes. Los polacos tienden a ser lentos a la hora de tomar decisiones serias, por lo que puede haber pausas en la conversación. Los comentarios adicionales solo los desviarán. Y los españoles, a su vez, se comunican de forma más expresiva y jovial, también les gusta agregar los chistes y las historias inesperadas de sus vidas. No respetar estas características culturales puede provocar malentendidos.Por eso, el intérprete intercultural podrá compartir ambas partes con estas características de etiqueta.

De lo anterior se desprende, que la entrevista es un elemento necesario para el éxito en una comunicación intercultural. Preparación de intérpretes para estos tipos de interacciones durante la formación de las competencias traductores es una tarea actual para los profesores de las universidades.

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PIDGIN COMO UNA VARIANTE DEL ESPAÑOL

La lengua española, al igual que el inglés, se habla mucho fuera de las regiones donde históricamente se origina. Por razones históricas, surgieron muchos dialectos y "sociolectos", así como derivados del idioma español.

Como se sabe, en España hay una docena de dialectos, divididos en dos grupos: los del norte y los dialectos del sur. Además de ellos, tanto los dialectos africanos (Guinea Ecuatorial y Saharaui) como los latinoamericanos (como el amazónico, cubano, chileno, panameño, peruano etc.) se generalizaron en el mundo. Los lenguajes derivados han surgido en entornos multiculturales. También les llaman "pidgin", es decir, idiomas mixtos o los de contacto. Los pidgines presentan una combinación de dos componentes lingüísticos y reflejan su orígen:*Spanglish(mezcla español-inglesa en la frontera hispanoamericana);Portuñol (mezcla hispano-portuguesa en la frontera brasileña-uruguaya); Yopara (mezcla hispano-india en Paraguay); Llanito(mezcla español-inglesa en Gibraltar).*

El pidgin no es la lengua materna de ningún grupo étnico o social; suele ser la lengua que emplea un inmigrante en su nuevo lugar de residencia, o una lengua empleada en una zona de contacto intenso de poblaciones lingüísticamente diferenciadas. Tambiénlos pidgines se utilizaban en las colonias, mezclando elementos de la lengua de la nación dominante con los de los nativos y los esclavos introducidos en ella.

Bajo la afluencia de inmigrantes a Argentina, comenzaron a formarse dialectos basados en los idiomas de la población que había llegado. Por ejemplo, se puede destacar*el cocoliche*, el pidgin italiano-español, que utilizaron los inmigrantes italianos en Argentina durante el período de 1880-1950. Durante este período, la inmigración de Italia a Argentina fue significativa. Los italianos se mezclaron con la población criolla local para formar el idioma español-italiano. Sin embargo, ya la segunda generación de los italianos cambió al español. Al mismo tiempo, se formó el lunfardo, una jerga del idioma español, formada bajo la influencia del italiano, que estaba muy extendido en el entorno trabajador-inmigrante.

A mediados del siglo XX, especialmente después de la Segunda Guerra Mundial, se aumentó el flujo de inmigrantes alemanes. Durante toda la guerra, Argentina apoyó al Tercer Reich y a fines del marzo de 1945 le declaró la guerra. Los inmigrantes alemanes se acomodaron en el país y crearon *Belgranodeutsch*, un idioma formado a partir de una mezcla de alemán y español. Todavía está en circulación, pero no muy extendido.

En segundo lugar, se introducieron conceptos relacionados con las costumbres y creencias de las tribus indígenas. Por ejemplo: *chocolate, maíz, patata, tabaco*. Los españoles de Castilla, Extremadura y Andalucía se apoyaron en los medios disponibles de la lengua española para nombrar realidades desconocidas distintas de los indiquenismos, utilizando asociaciones y analogías para denotar nuevos objetos.

También sucede que las palabras españolas adquieren un significado nuevo y algo distorsionado en los países latinoamericanos. Así, por ejemplo, la palabra *taimado*, que en España significa "*astuto, dudoso*", en la versión chilena transformó su significado, adquiriendo una connotación diferente: "*testarudo*".

Para imaginar las diferencias entre el castellano y los dialectos latinoamericanos, se puede usar una analogía del mundo de la danza: el español del Viejo Mundo es flamenco sensual, los idiomas derivados y los dialectos americanos son salsa, bachata, cha-cha-cha.

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CARACTERÍSTICAS DEL LENGIAJE FORMAL

En cualquier idioma los hablantes adoptan su manera de hablar a la situación comunicativa y al estatus del interlocutor. Es imposible comunicarse igualmente con un amigo y un compañero de negocio, ¿verdad? Nos gustaría analizarunas particularidades del registro formal.

- *Trato.* Comunicándose en una situación formal los hispanohablantes suelen dirigirse al interlocutor utilizando *"Don/Doña" o "Señor/Señora/Señorita"* como una forma de cortesía. Aunque en el contexto informal esas formas pueden ser utilizadas con poca ironía.

- *Las oraciones más largas y complejas.* Lo principal que quieren alcanzar los interlocutores en una situación formal es su objetivo, por lo cual deben construir una frase de manera coherente y clara para evitar confusión o mala interpretación. Debido a ello, las frases se hacen más largas, más complejas y contienen más términos.
- *La pronunciación correcta y clara*. Aunque los hispanohablantes tienen tendencia de hablar bastante rápido, en una situación formal deben pronunciar y vocalizar todo para que les entiendan.
- *Las normas gramaticales*. No se suele evitar las normas gramaticales por dos razones: para causar buena impresión y para hacer el mensaje claro.
- *Abreviaciones, muletillas, comodines y palabrotas* caracterizanmala educación, por eso tradicionalmente en el lenguaje culto no se utilizan.
- *La riqueza del vocabulario* es una particularidad más. Los hablantes prefieren evitar repeticiones, expresiones abstractas y metáforas.

Podríamos comparar dos ejemplos para presentar las diferencias entre el lenguaje formal e informal.

“Estimado Sr. Director José Pedro García,

Por medio de la siguiente carta de reclamo, quisiera hacer constar mi insatisfacción con respecto al trato obtenido en su sucursal, por parte del operario Don Francisco García que amablemente nos atendió en un principio, hasta que la conversación tomó derroteros más calientes que finalizaron con una agresión a mi señora esposa.

No hemos realizado ninguna denuncia en la policía y preferimos que este lamentable suceso se arregle por la vía amistosa.

Sin embargo le transmito mi más profundo malestar por lo sucedido y le aplazo una reunión con usted y con el señor Francisco presente para que arreglemos todo de una forma civilizada.

Atentamente,

Michael Brown”

La misma idea podría haber sido expresada de otra manera en la conversación con un amigo de Michael Brown:

“Oye, Pepe, ¡nunca voy a visitar esta empresa! ¡Hombre, jamás! Ese hijo de puta, ese cabrón, empezó a gritar a mi mujer como si no fuera su cliente sino una perra en el patio. ¡Ni te puedes imaginar qué palabras utilizó! No entiendo por qué tuve que pagar por este servicio de mierda, nunca me voy a volver ahí y te recomiendo que me sigas.”

Todas estas características resultan evidentes para los nativos, pero los extranjeros deben tener cuidado y recordar qué expresiones o frases están prohibidas y permitidas en varios contextos.

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ASPECTOS SOCIOCULTURALES DEL APRENDIZAJE DE LENGUAS EXTRANJERAS

Se sabe que dominar una lengua extranjeraes casi imposible sincomprender otras culturas.A su vez, el estudio de una lengua presupone la penetración en la cultura, historia, vida política y social de los nativos, en el sistema de su cosmovisión y símbolos.

Una tarea importante de la enseñanza de una lengua extranjera incluye el desarrollo de las siguientes cualidades personales necesarias para la implementación exitosa de la comunicación en situaciones comunicativas interculturales, a saber:

- apertura mental (libertad de prejuicios hacia las personas, representantes de una cultura diferente);
- disponibilidad para el uso práctico de una lengua extranjera como medio de comunicación con hablantes nativos;
- capacidad de escuchar y oír al interlocutor;
- tolerancia, empatía.

Para lograr éxitos en el aprendizaje de cualquier lengua extranjera actualmente existen muchas posibilidades, especialmente los en línea. Por ejemplo, gracias a la Red Internet se puede mirar películas y leer obras literarias en original, mirar spots de nativos en YouTube, comunicarse en foros y mucho más.

Para que los estudiantes comprendan adecuadamente los fundamentos socioculturales, parecen necesarios ciertos requisitos para el profesor:

- dominio de vocabulario que permita enseñar a los estudiantes a comunicarse dentro de los temas y situaciones previstos por los estándares de una lengua extranjera;
- conocimiento de la cultura del idioma enseñado;
- capacidad de construir y percibir de manera competente una lengua extranjera al oído.

En conclusión se conviene enfatizar una vez más el hecho de que el dominio de una lengua extranjera sin conocer la cultura del país de la lengua de destino, con la mentalidad de personas que hablan esta lengua, no puede ser completo.

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ORIGEN Y ESTRUCTURA DE NOMBRES PROPIOS ESPAÑOLES

Todos sabemos que la filología es una ciencia muy interesante de las lenguas pero al mismo tiempo escompleja. Su historia, que se remonta a la antigüedad, nos muestra que tanto la estructura de una lengua como las estructuras de las frases y otras unidades de una lengua son una "ley" estable de cada país. Esta afirmación también se refiere a la historia de la creación de los nombres españoles.

¿Cómo nacieron nombres españoles? ¿Por qué los españoles tienen varios nombres? Muchos nombres en España provinieron de las creencias religiosas y del cristianismo, otros aparecieron en los tiempos remotos y se cambiaron, prestando lasleyes de la lengua de los que habían llegado a este territorio (fenicios, griegos, romanos, visigodos, judíos, árabes y otros).

Generalmenteun nombre de cada español incluye el nombre propio y dos apellidos. Además del nombre recibido de sus padres, los españoles pueden llevar los nombres obtenidos en el bautismo del sacerdote bautizante y los padrinos (nombre de pila), por ejemplo*Juán Antonio, José María, Ana Josefina*. Los españoles no utilizantodos sus nombres, en la mayoría de casos aprovechan uno de ellos.El ejemplo brillante de nombres españoles complejos es el del Rey de España. Su nombre completo de bautismo, *Felipe Juan Pablo Alfonso de Todos los Santos*, consiste en los nombres del primer Rey Borbón de España (*Felipe V*), sus abuelos (Infante *Juan* de España y el Rey *Pablo* de Grecia), su bisabuelo el Rey *Alfonso* XIII de España, y de *Todos los Santos* ("de todos los Santos") como es costumbre entre los Borbones.

La principal fuente de nombres españoles es el calendario católico. Hay pocos nombres inusuales, porque la Ley de registro española es bastante dura: no hace mucho tiempo, las autoridades españolas se negaron a obtener la ciudadanía para una mujer colombiana llamada Darling Vélez porque consideraron su nombre demasiado inusual y era imposible determinar el género de su portador.Actualmente esta tradición ha cambiado y ahora los padres pueden nombrar a sus hijos según sus gustos y preferencias.

En España, los inmigrantes extranjeros legales e ilegales mantienen el uso de sus costumbres culturales, pero al obtener la ciudadanía española, están obligados legalmente a asumir nombres de estilo español (un nombre y dos apellidos). Si el ciudadano naturalizado proviene de una cultura de un solo apellido, su apellido actual se duplica o se adopta el apellido de su madrecuando ella estaba soltera.

Así se puede decir que la estructura de nombres propios españoles se difiere mucho los ucranianos.

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ROLE DE L'UTILISATION DU LEXIQUE FEMININ EN FRANÇAIS POUR SURMONTER L'ASYMETRIE DE GENRE

Au cours des dernières décennies, la question de l'équilibre entre les femmes et les hommes est devenue plus complète et plus répandue dans le monde entier, couvrant le large éventail de sphères de la vie, des aspects personnels intimes aux aspects socio-politiques et économiques. La nécessité de faire face à une asymétrie entre les sexes a été reconnue par un nombre croissant de pays. Non seulement les pays occidentaux, qui ont initialement soulevé le problème de l'inégalité entre les sexes, recherchent les moyens de surmonter l'asymétrie de genre, mais les sociétés françaises peinent à changer d'attitude et de comportement social face à la dichotomie homme / femme.

En français, parallèlement au développement du mouvement féministe et à l'obtention de plus en plus de privilèges sociaux par les femmes, la politique d'égalité des sexes est également mise en œuvre. Par exemple, la langue française a été renforcée avec un grand nombre de nouveaux mots qui désignent des emplois occupés par des femmes. Il acceptera désormais, par exemple, *la professeure* pour une enseignante au lieu du *professeur* masculin. Il faut souligner que plusieurs versions féminines de *l'auteur (auteur)* étaient déjà utilisées, notamment *auteure, autoresse* et *autrice*. Certains emplois français ont déjà des formes féminines comme *l'infirmière* mais la grande majorité des titres de poste sont masculins – *la juge (juge)* ou *la ministre (ministre)*. Tout changement peut simplement être une question de formalisation d'un titre de poste qui existe déjà. Certains auront juste un *«e»* supplémentaire comme suffixe et peut-être un accent, comme *préfète (préfet), député (MP) avocat (avocat)* et *procureure (procureur).* Ensuite, il y a *sapeuse-pompière (pompier)* plutôt que *sapeur-pompier*; les termes *cheffe (femme chef), écrivaine (écrivain) et ingénieure (ingénieur), un médecin* s'appelle *une médecin* ou *une docteure.*

En conclusion, le problème de l'asymétrie entre les sexes reste ouvert à la fois en tant que problème sociétal et linguistique dans la plupart des sociétés du monde. La création de femmes s'est avérée un outil puissant pour faire une différence pour surmonter l'asymétrie de genre. En langue française, les perspectives de surmonter l'asymétrie de genre augmenteront à condition que des directives pertinentes soient élaborées par le gouvernement. Le développement d'un vocabulaire non sexiste, la politique d'évitement des expressions sexistes et une large utilisation du lexique féminin au sein d'un État.

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LA CONQUISTA ÁRABE Y SUINFLUENCIAEN ESPAÑA

El idioma es un fenómeno sociocultural que refleja todo tipo de eventos históricos en un país. El estudio de un idioma implica la inmersión en el aspecto histórico y cultural. España es un país multinacional con una historia fascinante, en la que se entrelazan muchas culturas. Así, en español hasta hoy se manifiestan ecos de los siglos pasados. Al inicio de la invasión islámica, la unidad de fe y la de los pueblos eran solo nominales y las comunidades nacionales y religiosas vivían en un territorio. No había ni lengua ni cultura única, factor muy importante para una gran potencia. En el territorio vivían nacionalidades distintas: visígodos, romano-íberos, vascos, judíos sefardíes, etc.

La aparición del Islam fue consecuencia de que los nómadas de Arabia comenzaron a conquistar territorios para fortalecer y difundir la nueva religión. A partir del 636 el ejército árabe logró capturar el norte de África y muy pronto se acercó a las costas de España.En 711 un ejército árabe-beréber de Tariq ibn Ziyad, el primer general moro que navegó a través de Gibraltar, desembarcó en España y saqueó la costa. La política flexible de los árabes les permitió establecerse con facilidad donde los visígodos no mostraban sabiduría: la tolerancia religiosa y las exenciones fiscales persuadieron a la población que pasó al lado árabe. El avance de los mahometanos hacia el norte sólo fue parado por Carlos Martell en el 732, en la batalla de Poitiers.

La época más brillante para Andalucía fue la del Emirato de Córdoba, fundado en 756 por Abderrahman El Primero. Después de él, fueron reemplazados 8 emires, y luego Abderrahman El Tercero se autoproclamó como califa – "el gobernador de Dios en la tierra". Ellos no se parecían a los personajes de los cuentos orientales: eran científicos y mecenas del arte, apoyaban las ciencias. Córdoba fue considerada la ciudad más ilustrada de Europa. Pero en 1031, debido a las luchas internas, el Califato se desintegró y comenzó una era de división en pequeños principados que se llaman Typhas.

Expulsaron completamente a los árabes en 1492 al pasar ocho siglos que dejaron una rica herencia que hoy es visible en la cultura, la lengua y la arquitectura. Seconstruyeron cientos de castillos, los árabes trajeron conocimientos en química, astronomía, botánica, geografía, filosofía, álgebra, etc; traducciones de obras de la antigua Grecia y Roma.

Podemos decir que durante la Edad Media los árabes desarrollaron la civilización más refinada de Europa. Entre los mayores monumentos históricos y culturales de España, creados bajo la influencia de la cultura árabe se encuentran La Giralda, El Alcázar de Sevilla, La Mezquita del Córdoba, Alhambra.

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DIEVERGLEICHENDEANALYSEDER DEUTSCHENUNDJIDDISHENLEXIKALISCHEN (יידיש) EINHEITEN

Es sind schon viele unterschiedene Untersuchungen und Artikel über das Thema der deutschen Sprache in der Wissenschaftsgemeinschaft geschrieben worden. Aber es ist noch zu schwierig die Information über Jiddisch zu finden. Es istselbstverständlich, weil diese Sprache nur Juden kennen, deshalb schrieben und diskutierten nur die darüber. Fast jeder Mensch in der Welt hörte von Jiddisch, aber es gibt leider nur wenige, dieetwas mehr über«jiddische Sprache» wissen. Diese Sprache erschien vor etwa eintausend Jahren auf dem Territorium von modernen Deutschland. Wenn man auf den Sprachbaum ansieht, versteht man, dass Deutsch und Jiddisch von einem Zweig sind, die «hochdeutsche Gruppe» heißt. Es geht darum, dass diese Sprachen in gleicher Zeit erschienen und entwickelt sind. Sie kamen auf Altgermanischen, und zwar Mittelhochdeutsch zurück. Aber diese Sprachen teilten sich auf, und wegen der getrenntenExistenz dieser Völker (Juden und Deutschen) haben die Sprachen unterschiedliche Veränderungen bekommen.In Jiddisch sind viele altgermanische Formen der Wörter geblieben.Zum Beispielזאַנגען: [sAngen] – der Ähre;טײַך [tajch] - der Fluss;אָנהייב [anhejb] - der Anfang.

Noch ein Beispiel, um die interessante Verbindung zwischen den Sprachen zu zeigen. Das Wort צימעס«Tzimmes». Die Deutschsprecher hören in diesem Wort etwas Bekanntes, aber nicht jeder kann es verstehen, was dieses Wort bedeutet.Wenn man aufmerksamer hören wird, wird man verstehen, dass es «Zum Essen» ist. Es hat mehr als drei Bedeutungen: die erste «der Nachtisch», die zweite «etwas Besonderes oder etwas am wichtigsten», die dritte «die Wahrheit» usw. Es gibt noch sehr viele Wörter, die in Deutsch aus dem Jiddischen kamen: zocken – spielen; das Kaff΄- das Dorf; Tacheles reden (im Grunde genommen oder auf den Punkt zu reden);die Maloche oder das Verb - malochen bedeutet «eine schwierige Arbeit oder schwierig zu arbeiten»; der Ganove – der Dieb; die Chuzpe –die Frechheit. Man kann auch hinzufügen, dass manche Wörterin Jiddischaus dem Altgermanischenkamen: die Veranstaltung – געשעעניש [gescheinisch] der Handel – האנדל[handel], die Versammlung – פֿאַרזאַמלונג[varsamlung].

Während der mittelalterlichen Inquisition mussten Juden von Westeuropa nach Osten fliehen, wegen dieser Immigration veränderte sich ihre Sprache auch. Darin erschienenentsprechend viele ostslawische Worte, Entlehnungen und Veränderungen, aber es ist schon ganz anderes Thema.

Wie unsere Forschung gezeigt hat, enthalten tatsächlich viele jiddische Wörter gleiche Stämme aus dem Altgermanischen.Die anderen lexikalischen Einheiten wurden aus dem Hebräischen (und später aus den Ostslawischen) entlehnt.Aber diese lexikalischen Einheiten wurden durch die allmähliche Sprachentwicklung verändert.

Wissenschaftliche und sprachliche Beratung von Dozentin
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DER EINFLUSS VON KULTURELLEN TRADITIONEN AUF DIE ENTWICKLUNG DER MODERNEN GESELLSCHAFT IN DEUTSCHLAND

Die Relevanz des Forschungsthemas besteht darin, dass eine Person beim Erlernen einer Fremdsprache auch die Traditionen und Bräuche dieses Landes kennenlernt. Deutsche Traditionen stoßen auf großes Interesse, weil dieses Land viel geschaffen hat, aber es hat letztendlich seine Identität und Originalität in seiner Kultur bewahrt. Dank dieser Erfahrung interessiert sich die moderne Generation immer mehr für die Traditionen und Bräuche Deutschlands.

Zuallererst ist kulturelle Tradition ein wesentlicher Bestandteil jedes Staates, die von Generation zu Generation weitergegeben wird. Daher ist es einfach unmöglich, sich eine Nation ohne besondere Traditionen, Bräuche und Symbole vorzustellen.

Der Tag der deutschen Einheit ist ein wichtiges Datum für jeden Deutschen. An diesem Tag feiert jeder Einwohner Deutschlands die Wiedervereinigung des Landes. Hervorzuheben ist, dass die Feier des Tages der deutschen Einheit eine relativ junge Tradition ist. Ein vereintes Deutschland entstand am 3. Oktober 1990.

Zu Ehren der Feiertage werden heute festliche Kundgebungen organisiert. In einigen Gebieten finden Konzerte und Feste statt, und abends wird ein Feuerwerk veranstaltet. Das Brandenburger Tor in Berlin ist ein besonderer Lieblingsort, um diesen Feiertag zu feiern, denn nach dem "Fall" der Berliner Mauer war hier der erste Treffpunkt für die Bewohner Ost- und Westdeutschlands. Darüber hinaus veranstalten verschiedene Verbände und Gemeinden am Tag der Deutschen Einheit Tage der offenen Tür. Für den Tag der Deutschen Einheit sind jedes Jahr besondere Veranstaltungen, Mottos und Souvenirs geplant. Daraus lässt sich ableiten, wie aus einem historischen Ereignis eine ganze Tradition hervorging, die sich von Jahr zu Jahr entwickelt und neue Farben annimmt.

In dieser Arbeit haben wir den Einfluss von Traditionen auf die moderne deutsche Gesellschaft untersucht. Unsere Analyse hat gezeigt, dass sich die Deutschen Ihren Traditionen widmen und sie stolz an Ihre Kinder weitergeben. Es kann gefolgert werden, dass gemeinsame Werte die Nation vereinen und dass sie der Nation hilft, sich zu entwickeln, Ihre Identität zu bewahren und stärker zu werden.

Wissenschaftliche und sprachliche Beratung von Dozentin O.E. Beresten.

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LA DISCUSIÓN COMO ELEMENTO DE PREPARACIÓN DE TRADUCTORES PARA COMUNICACIONESINTERCULTURALES EN EL ENTORNO DE ESPAÑOL E ITALIANO

En el mundo moderno, no se puede prescindir de varios tipos de comunicaciones. Nuestra vida se basa en interacciones con las personas a través del habla. Teniendo en cuenta la profesión de traductor, podemos decir con confianza que la comunicación oral es la base. Habiendo señalado un concepto como "discusión" por separado, me gustaría enfatizar su importancia en el proceso de preparación de traductores.

La palabra *"discusión"* proviene de la palabra latina *"discusio"*, que significa *"consideración, investigación"*. Esta es una discusión de un tema o problema, en el proceso del cual se entrenan a los oponentes. Es importante mencionar que la discusión requiere un razonamiento claro de su opinión.

Una de las principales tareas del traductor es asegurar el entendimiento mutuo entre los participantes en la comunicación y asegurar la correcta interpretación de la información recibida. Solo a través de la comprensión de la cultura, la historia de los países participantes y el conocimiento de las características de la comunicación intercultural, es posible hacer la traducción.

El proceso de comunicación es impredecible, es necesario mantener la competencia y estar dispuesto a entrar en una discusión intercultural, pudiendo completarla en beneficio de todos los involucrados. Para lograr un resultado exitoso, los traductores deben recibir la formación adecuada. Por ejemplo, durante la formación, los profesores pueden crear situaciones artificiales durante las que sea necesario entablar una discusión. Durante estas clases, los estudiantes pueden adquirir las habilidades y la experiencia necesarias.

También vale la pena considerar las características culturales de los españoles e italianos mientras se prepara para una futura profesión. Su temperamento bastante ardiente, emocionalidad y amor por la comunicación a largo plazo sin mucha prisa pueden poner al traductor en una posición incómoda. Los italianos y españoles son muy amables y condescendientes, sin embargo, es importante recordar que interrumpir, o no prestar atención a sus palabras, puede ser muy hiriente y dar lugar a malentendidos.

Hemos llegado a la conclusión de que la parte principal de la profesión de un traductor es la transmisión de información, y es importante poder conducir adecuadamente la discusión. Este es uno de los elementos más importantes en el proceso de preparación de un traductor para la comunicación intercultural, y sin dominar las reglas de la discusión correcta, el traductor no puede ser un especialista en toda regla.

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POURQUOI IL EST IMPORTANT POUR L'UKRAINE DE RATIFIER LA CONVENTION D'ISTANBUL

La Convention d'Istanbul, ou la Convention du Conceil de l'Europe sur la prévention et la lutte contre la violence à l'égard des femmes et la violence domestique, est un traité international signé par 45 pays et ratifié par 34 pays. Cette convention est le prèmier acte législatif obligatoire qui protège les droits des femmes à tout temps, pacifique ou militaire.

La Convention met en œuvre la responsabilité pénale pour la violence contre les femmes, non seulement physique et sexuelle, mais aussi pour la violence économique et psychologique, le mariage forcé, l'avortement ou la stérilisation forcée, le harcèlement criminel et d'autres actions qui peuvent nuire aux femmes. Tous les pays qui ont ratifié la Convention sont obligés de criminaliser ces actes illicites. Le document vise également à protéger les droits des enfants, des hommes et des personnes âgées qui sont victimes de violence.

L'Ukraine a signé la Convention en 2011, mais ne l'a toujours pas intégrée dans le système juridique, bien qu'il y ait eu de nombreux appels de l'Union Européenne, des Nations Unies, du Conseil de l'Europe et, bien sûr, des Ukrainiens.

Il peut y avoir des raisons pour lesquelles le gouvernement ukrainien refuse de ratifier la Convention, par exemple, une mauvaise compréhension des termes utilisés dans son texte, ou l'absence de volonté politique de consacrer du temps à ce document, car il existe de nombreux autres problèmes auxquels notre pays est confronté. Et le problème de la violence domestique ne semble pas être si important pour le gouvernement.

Selon l'ONU, les femmes représentent 86% des victimes de viol et 78% des victimes de violence domestique. Au cours de la pandémie de 2020, les signalements de cas de violence ont augmenté de 40% : au cours de seulement 10 mois de 2020, 174386 signalements de violence domestique ont été signalés, contre environ 114000 en 2019. Bien entendu, ces chiffres sont plus susceptibles d'être attribuables au fait que les femmes n'ont plus peur de s'adresser à la police.

Il y a toujours un grand besoin de ratifier la Convention d'Istanbul, car les lois utilisées dans notre pays pour prévenir la violence domestique ne sont pas suffisantes pour que tous les groupes sociaux mènent une vie sûre.

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DIE PHYSISCH UND GEISTIG STARKEN MENSCHEN LUXEMBURGS

Diese These widmet sich dem Thema Bild eines berühmten Machtmeisters, der in Luxemburg lebt. Hier sind Informationen über den Luxemburger, der durch seine außerirdische Stärke in das Guinness Buch der Rekorde gelangt ist.

Georges Kristen ist ein weltbekannter Machtmensch, der mehr als zwanzig Rekorde im Guinessbuch hält. Er ist ohne körperliche Anstrengung in der Lage, mit den Händen der Grätsche und Hufeisen zu verrotten, Spielkarten zu reißen, Flugzeuge zu halten, Lastwagen, Züge und Schiffe zu ziehen. 1 Man muss hinzufügen, dass die Macht dieses Mannes grenzenlos ist, und er beweist es der ganzen Menschheit erfolgreich. Was nicht unwichtig ist, ist Georges Familie von Nachwuchskräften, die ihre Fähigkeiten in ganz Luxemburg zeigten. Außerdem ist ein Mann ein echter Patriot seines kleinen Staates. Das Volk, das dort lebt, ehrt seine Kultur und Tradition. Das erklärt, warum Kristen ihre Heimat nicht verlässt, sondern den Zwergstaat verherrlicht. Was seinen ersten Rekord angeht, waren es gebogene Nägel in einer Menge von 250 Riesen in 73 Minuten. Ein besonders bemerkenswerter Rekord, der die ganze Welt beunruhigte, ereignete sich, als Georges mit seinen Zähnen die CESSNA nicht starten ließ. 1 Ungeachtet dieser Berühmtheit bleibt der Luxemburger ein Mann mit stets guter Geisteshaltung, aber auch ein Spaßvogel, der immer neue Rekorde zeigt. Ich möchte betonen, dass diese Einfachheit und Freundlichkeit die Mentalität der Menschen in Luxemburg charakterisiert. Meiner persönlichen Überzeugung nach ist Georges Kristen ein ausgezeichnetes Vorbild. Aus diesen Worten geht hervor, dass der Kraftgeber, um seine verschiedenen Heldentaten zur Verfügung zu stellen, seine "Power Show" erstellt hat, eine Show der Kräfte, die auf verschiedenen Genres basiert, die im späten 19. Jahrhundert ihre Blüte erreichten und die er in der Moderne angepasst hat. 2 Auf diese Weise ehrt er seine Vorfahren und nimmt unbezahlbare Erfahrungen von ihnen auf. In seiner über 20-jährigen Karriere präsentierte Georges seine Show ungefähr 2000 Mal, aber seine große Liebe zu seiner Heimat brachte ihn immer wieder nach Hause.

Zum Schluss möchte ich sagen, dass die Wiederbelebung aller vergessenen Genre der Unterhaltung ist eine zeitaufwändige Aufgabe, mit der Luxemburger gut gemacht. Er setzte nicht nur das Geschäft seiner Familie fort, sondern verherrlichte auch den Zwergstaat auf der ganzen Welt. Man kann nicht widersprechen, dass Georges Kristen nicht nur ein lebendiges Beispiel für physische Kraft ist, sondern auch für geistige Macht, die wiederum mit Patriotismus zu ihrer Heimat gefüllt ist.

Wissenschaftliche und sprachliche Beratung von Dozentin O.E. Beresten.

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ACERCA DE LA MASCULINIDAD TÓXICA EN EL MUNDO CONTEMPORÁNEO

El concepto de "masculinidad tóxica" está ganando cada vez más popularidaddebido a la aparición de múltiples estudios de género y un cambio en la retórica ideológica en la mayoría de las democracias del mundo occidental.

La ambigüedad y novedad comparativa de dicho término provocó nuestro interés. Nos gustaríademostrar que este concepto no debiera convertirse en objeto de estigmatización y es necesarioseguir discutiéndolo.

Según las afirmaciones de los científicos la principal razón de popularidad de este término se explica por el deterioro de la salud masculina y femenina (de acuerdo con las últimas investigaciones médicas), así como por un aumento de delincuencia y comportamiento violento delos hombres.

Es obvio que el origen de la "masculinidad tóxica" suele asociarse con el movimiento mitopoético de la década de los años ochenta, fundado por Shepherd Bliss, así como con una serie de investigacionesen áreasdiferentes.En estos trabajos se afirmaque el hogar con un solo cónyugue o las relaciones sin apoyo emocional entre padre e hijo afectan negativamente a la formación de la personalidad del niño. Hace unas decenas de años la mayoría de los estudios de género fue iniciada por representantes del movimiento feminista yla "masculinidad tóxica" se utilizaba para afirmar los valores patriarcales tradicionales.Actualmente el términose usa con mayor frecuencia para criticar la hegemonía patriarcal que provocó la jerarquía de géneros, estigmatización e infracción de todo lo "femenino" que no se considera igual a lo "humano".

Al tomar en consideración todo lo expuesto arriba, se puede decir que la masculinidad tóxica es un conjunto de negativas actitudes socioculturales que regulan gravementeel comportamiento de los hombres a través de estereotipos yla imagen idealizada de un hombre. Ellopuede provocar un comportamiento antisocial, agresivo, y también tiene consecuencias negativas para la salud mental y física de los hombres.

En resumidas cuentas, cabe señalar que hoy en día el concepto de masculinidad tóxica plantea importantes cuestiones sobre la desigualdad de género y los aspectos negativos del sistema patriarcal, pero también es controvertidoporque diversos grupos de presión pueden utilizarlopara sus propios fines específicos.

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PROBLEMAS DE IGUALDAD SOCIAL DE MUJERES EN UCRANIA

Los expertos afirman que ahora la humanidad estámás cerca de la igualdad social que nunca. Pero se necesitan muchos años para lograr el ideal. Los problemas de desigualdad se observan en muchas situacionesdiferentes. La desigualdad social es la condición por la cual las personas tienen un acceso desigual a los recursos de cualquier tipo, a los servicios y a las posiciones que valora la sociedad.Todo tipo de desigualdad social está fuertemente asociada a las clases sociales, al género, a la etnia, la religión etc. En Ucrania se observa una discriminacion contra las mujeres. Desde lostiempos remotos los logros femeninos fuerondesvalorizados y frecuentementelos hombresalcanzaron la victoria. No todos son afortunados como, por ejemplo, la actriz Mila Kuniz o la científica Marina Vyazovskaya.

Enperíodo de la crisis y pandemias, la situación con las mujeres se volvió aún más frágil y vulnerable. Las mujeres corren mayor riesgo de infección porque constituyen una proporción significativa de personas queluchan en primera línea. También las mujeres están más afectadas por las consecuencias socioeconómicas de la pandémia. La suspensión forzosa de actividades provocó un deterioro de la situación financiera de las mujeres, que con mayor frecuencia que los hombres tienen trabajos poco seguros y mal remunerados. Muchas mujeres siguen perdiendo sus fuentes de medios de sustenación.

La violencia domésticatambién presenta un gran problema. Según el estudio de la OSCE sobre el bienestar y la seguridad de las mujeres, dos tercios (67%) de las mujeres en Ucrania de 15 años o más han sufrido violencia psicológica, física o sexual. Se nota que el factor más importante es la violencia física y/o sexual por la parte dela pareja. Otro momento clave se refiere al estado mental de los hombres que tomaron parte en los conflictos bélicos y a menudo sus mujeres pueden ser víctimas de su violencia. En Ucrania, el 41% de las mujeres cree que si un esposo ofende a su esposa, esto tendrá que resolverse dentro de la familia. Además, a menudo las mujeres simplemente no saben qué hacer si están abusadas.

Concluyendo todo lo presentado arriba, se puede decir que en el mundo globalizado la cuestión de igualdad entre géneros es clave. Las mujeres pueden votar, trabajar libremente, vestirse como quieran e incluso postularse para la presidencia. No en todos los países, por supuesto, pero en la mayoría de ellos. Anteriormente era difícil de imaginarlo. Pero los partidarios lograronmucho éxito y debemos seguir adelante.

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DIE WIRTSCHAFT BAYERNS IM 21. JAHRHUNDERT

Das Thema, das wir für die Forschung gewählt haben, ist heute aktuell, da Bayern nicht nur für Deutschland, sondern für ganz Europa eine wichtige Wirtschaftsregion ist. Die bayerischen Fabriken beschäftigen Tausende von Menschen und jeden Tag werden neue Waren und Dienstleistungen eingeführt, die weltweit diskutiert werden.

Bayern ist ein Bundesland im Süden und Südosten Deutschlands mit der Hauptstadt München und gleichzeitig das größte und wirtschaftlich das entwickelteste Land des Staates. Bayern hat das größte wirtschaftliche und wissenschaftliche Potenzial unter den 16 Bundesländern und ist führend im Hinblick auf das Wirtschaftswachstum.

Die wichtigste Rolle in der bayerischen Wirtschaft spielt der Maschinenbau. Ebenfalls wurden Elektrotechnik, Präzisionsmechanik, Optik, Herstellung der medizinischen Geräte und die chemische Industrieentwickelt. Gut entwickelte Gebiete Bayerns sind: die Metropolregion München mit einer entwickelten Autoindustrie, einem Informationssektor, Medien- und Verlagsunternehmen und einer Militärindustrie; die Region Augsburg, Ingolstadt und das "Bayerische Chemiedreieck" zwischen dem Chiemsee und den Flüssen Inn und Salzach. Der Tourismus ist auch gut entwickelt (historische Sehenswürdigkeiten, Museen, Biergärten, Oktoberfest, Messen).

Laut den Wörtern des ehemaligen bayerischen Ministerpräsidenten Horst Seehofer ist Bayern in den letzten Jahrzehnten eine moderne, hoch entwickelte Region geworden. Internationale Unternehmen, robuste mittelständische Privatwirtschaft und vielversprechende wissenschaftliche Forschung stellen es an die Spitze des technologischen und wirtschaftlichen Fortschritts. Bayern bleibt trotz aller Veränderungen seinen Grundsätzen treu. Tradition und Fortschritt - das ist das Motto des freien Landes. Als Mitglied der aktiv entwickelnden Europäischen Gemeinschaft verliert Bayern nicht seine Identität und sein Selbstwertgefühl.

Abschließend können wir sagen, dass Bayern zu Recht als eine der wichtigsten Wirtschaftsregionen in Deutschland und Europa gilt, da sich auf seinem Territorium zahlreiche Unternehmen und Betriebe aus verschiedenen Tätigkeitsbereichen befinden. Der Maschinenbau in Bayern ist besonders entwickelt. Aufgrund ihrer Besonderheiten ist die Region nicht nur auf dem Gebiet der modernen Technologien erfolgreich, sondern bewahrt auch ihre Traditionen und Prinzipien.

Wissenschaftliche und sprachliche Beratung von Dozentin O.E. Beresten.

PSYCHOLOGY

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MECHANIZMY PSYCHOLOGICZNEGO ODDZIALYWANIA PROPAGANDY POLITYCZNEJ

Behawioryści czasem dochodzą do twierdzenia, że wszelka działalność polityczna jest uwarunkowana psychiką człowieka i psychologią podmiotów społecznych. Autorzy zajmujący to stanowisko uważają, że: 1) Struktura psychiki człowieka determinuje strukturę działań podmiotów polityki; 2) Sama struktura działalności politycznej jest odbiciem psychologicznej potrzeby człowieka w orientacji; 3) Działalność polityczna jest tylko orientacyjną stroną (lub częścią) działalności człowieka, jego tak zwaną „intelektualną ekspansją" na otaczające pole informacyjne. W ten sposób polityka staje się rodzajem pochodnej psychiki indywidualnej i zbiorowego życia psychicznego [1].

Wejście w erę informatyki naznaczone było pojawieniem się nowego globalnego problemu - ludzkich problemów wynikających z psychogennych i psychotronicznych skutków propagandy. Takie czynniki powodują dezorientację człowieka, inicjują stany namiętności, depresji, paniki, pociągają za sobą niemożność adekwatnej oceny otaczającej rzeczywistości i tym samym pozbawiają go możliwości racjonalnego działania.

Kryterium adekwatności myślenia, zaproponowane przez Ivana.P. Pawłowa, okazało się niezwykle ważne dla współczesnej psychologii politycznej. Media aktywnie wpływają na kształtowanie i zmianę postaw politycznych jednostki, co rodzi problem ekologii informacji, który nabiera obecnie wyjątkowego znaczenia. Rozwój i doskonalenie mediów elektronicznych i drukowanych doprowadziło do radykalnych zmian w psychologii społecznej, a nawet w samym sposobie myślenia ludzi na przełomie XX- XX1 wieku.

Jeśli chodzi o to, jak powstają zniekształcone wyobrażenia o rzeczywistości, gdy nie ma dla nich faktycznych podstaw, to naszym zdaniem występuje aberracja kierunkowa pod wpływem pewnego rodzaju struktur informacyjnych, które można nazwać fantomami informacyjnymi. Fantomy informacyjne mogą wywierać nie mniejszy, a często większy wpływ na kształtowanie się i zmianę postaw politycznych jednostki niż przepływ absolutnie prawdziwych wiadomości, pod warunkiem, że orientacja informacyjna fantomu odpowiada orientacji mentalnej osoby. Możliwe staje się przewidywanie przebiegu wojen informacyjnych i określanie obecności potencjalnych fantomów informacyjnych tworzonych przez media.

Akademik Ivan. P. Pawłow odkrył biologiczny odpowiednik kategorii wyznaczania celów w psychologii politycznej. To odruch celu, który jest „główną formą energii życiowej każdego z nas”. Odruch celowy ma fundamentalne znaczenie dla zrozumienia wagi wyznaczania celów dla rozwoju społecznego i osobistego, wyrażanych na poziomie państwowym poprzez ideologię.

Zgodnie z fundamentalnym stanowiskiem podobieństwa reakcji psychofizjologicznych na pierwszy i drugi sygnał, odkrytym przez I.P. Pawłowa, prawdziwe bodźce fizyczne, chemiczne, elektryczne i inne można zastąpić uniwersalnym bodźcem werbalnym.

Propaganda jest integralnym elementem każdej implementacji polityki. Wdrażanie wielu programów społecznych ważnych dla społeczeństwa jest utrudnione z powodu braku złożonych i adekwatnych psychologicznie narzędzi do ich realizacji. Rezultatem są konsekwencje, często dokładnie odwrotne od oczekiwanych. A powodem tego nie jest „bezwarunkowo probabilistyczna przyroda” organizmu społecznego, do którego tak lubią się odwoływać, ale lekceważący stosunek do praw psychologicznych, ci, którzy prowadzą propagandę.

Koncepcja Ivana. P. Pawłowa, prawo podobieństwa reakcji psychofizjologicznych na pierwszy i drugi sygnał można produktywnie wykorzystać w badaniach psychologicznych i politycznych.

Teoretyczne znaczenie badania polega na tym, że jego wyniki przyczyniają się do wypracowania systematycznego podejścia do badania psychologicznych mechanizmów wpływu propagandy politycznej, opartego na podstawowym paradygmacie badań naukowo-przyrodniczych, który umożliwił:

1. Ujawnić mechanizm psychologicznego wpływu propagandy politycznej w oparciu o wzorce interakcji pierwszego i drugiego systemu sygnałowego;

2. Pokazywać zależność między indywidualnym stosunkiem ludzkich systemów sygnalnych do adekwatności jego zachowania w środowisku informacyjnym, w tym odporności na propagandę;

3. Wykorzystywać emocjonalne oceny obiektów (jednostek semantycznych) jako kryterium skuteczności oddziaływania propagandy (akceptacja - odrzucenie informacji).

Analiza wpływu propagandy opiera się na procesie mentalnej refleksji człowieka na temat otaczającego świata. Sama możliwość istnienia organizmu zależy od zaspokojenia jego potrzeb, co jest nieodłącznym elementem odruchów bezwarunkowych. Przedmiot tych potrzeb leży w środowisku. Dlatego poznanie środowiska, znajdowanie obiektów o znaczeniu biologicznym jest procesem naturalnym i żywotnym.

Psychologiczny wpływ propagandy politycznej wynika również z indywidualnych cech stosunku systemów sygnalizacyjnych. Zdolność widzenia prawdziwych wrażeń kryjących się za słowami, sensorycznymi obrazami efektywnych obiektów i zjawisk odzwierciedla ścisłe połączenie systemów sygnalizacyjnych.

O skuteczności oddziaływania propagandy decyduje indywidualne znaczenie uogólnionych informacji. Znaczenie obiektu na poziomie fizjologii wyższej aktywności nerwowej definiuje się jako zgodność z potrzebami jednostki z odruchami bezwarunkowymi i warunkowymi według I.P. Pawłowa.

Poprzez drugi system sygnalizacyjny człowiek otrzymuje możliwość poruszania się w środowisku społecznym - środowisku znaczeń. Ustanowienie powiązań między ukrytymi sygnałami a bodźcami werbalnymi tworzy zestaw znaczeń słów - języka. Propagandę można przedstawić w postaci znaków, symboli lub znaczącego i symbolicznego wydarzenia.

Zadaniom propagandowym podporządkowane są wszelkie działania językowe, zarówno poprzez dobór treści, jak i środków wyrazu oraz sposób konstruowania całych wypowiedzi. Podstawowe funkcje języka propagandowego opierają się na trzech filarach: informacji, rytuale i nakłanianiu. Językowy kształt świata propagandy jest wynikiem siedmiu podstawowych cech: ważności, bliskości, powszechności, słuszności, spójności oraz postępu i trwałości. Repertuar środków, jakimi posługują się twórcy przekazów propagandowych, jest bardzo bogaty. Twórcy przekazów propagandowych często sięgają do metafor, hiperbol, porównań i epitetów. Przekaz propagandowy oparty jest w zdecydowanej części na słownictwie nieprecyzyjnym, nazwach abstrakcyjnych, uogólniających, np.: naród, państwo, społeczeństwo, pokój, demokracja, polityka. Teksty propagandowe charakteryzują się wysokim stopniem wieloznaczności, zawierają hasła i slogany, dzięki czemu ich nadawcy mogą interpretować swój przekaz zgodnie z aktualnymi celami politycznymi. Zadaniem języka w tekstach propagandowych nie jest opis rzeczywistości, lecz jej kreacja. Ważną rolę w myśleniu i działaniu propagandowym pełnią uczucia i namiętności, dlatego też nadawcy propagandy odwołując się do naszych emocji lubią używać wielu przymiotników oceniających i wartościujących, wykorzystując również istniejące w społeczeństwie stereotypy i lęki [2]. Twórcy propagandy stosują argumentację wzmocnioną językiem agresji, używają dwubiegunowe wartościowanie, oparte na opozycji «my – oni» [3,4,5].

Jak podkreśla Magdalena Drajkowska, emocjonalny charakter propagandy odwołuje się więc do najdawniejszych instynktów władzy, czyli do uczuć i emocji. Wykorzystany tu zostaje aspekt psychologiczny, którym jest silne oddziaływanie oraz wzmacnianie pozytywnych lub negatywnych emocji. Odwoływanie się do tego rodzaju bodźców pozwala propagandzie na większą swobodę, gdyż emocje nie są obwarowane racjonalnym tłumaczeniem. W tym kontekście warto nawiązać do wymiaru rozumowego, ściśle powiązanego z aspektem emocjonalnym. Chodzi tu o rozumienie przekazywanych informacji. Jest to zasadne tylko wówczas, gdy odbiorca posiada jakąś bazę wiedzy na dany temat, dzięki której mógłby zweryfikować dostarczane mu informacje. W tym momencie wyraźnie widać, że propaganda musi mieć charakter procesualny a nie jednorazowego aktu. W odniesieniu do wymiaru technik i metod, jakimi posługuje się propaganda, konieczne jest także wyróżnienie nośników przez nią wykorzystywanych, przy czym szczególnie mocno wykorzystywanym jest język, a może bardziej nawet tekst propagandowy (pisany, czytany, śpiewany, itp.), którego głównym celem jest polityka, zaś najważniejszym celem – perswazja [6].

Słowa, jak również wszelkie inne dostrzegane sygnały, są przez człowieka oceniane pod kątem ich zgodności z potrzebami i towarzyszą im odpowiednio pozytywne lub negatywne emocje lub pozostają obojętne. Ponieważ cecha werbalna jest nierozerwalnie związana ze wszystkimi innymi fizycznymi cechami przedmiotu postrzeganymi zmysłami, jej reprodukcja przypomina cały kompleks przeżyć związanych z przedmiotem. W ten sposób na przykładzie identyfikacji słów znaczących emocjonalnie otrzymaliśmy potwierdzenie otwartego I.P. Pawłowym o podstawowym prawie podobieństwa reakcji psychofizjologicznych na pierwszy i drugi sygnał.

Ponieważ propaganda polityczna to informacja rozpowszechniana w określonym celu, naturalne jest, że mechanizmy jej psychologicznego oddziaływania determinowane są przez procesy interakcji informacyjnej między jednostką a środowiskiem. Psychofizjologiczną podstawą interakcji informacyjnej jest pierwszy i drugi system sygnałowy, którego funkcjonowanie trafnie opisał I.P. Pawłow.

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