

**Ministry of Education and Science of Ukraine  
Sumy A.S. Makarenko State Pedagogical University**

**S.F. Aleksenko**

# **SOCIAL ASPECTS OF TRANSLATION**

## *Study Guide*

to social aspects of translation for students studying for a master's degree  
in Specialty B 11 Philology at the faculties of foreign languages  
of Higher Educational Institutions

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Sumy A.S. Makarenko State Pedagogical University  
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The study guide is aimed at helping students acquire socio-cultural translation competence by developing their skills in identifying and conveying socially marked elements in texts and the social variability of language related to people's social life. The study guide promotes a deeper understanding among students of translation as a socially determined process designed to reflect socially significant realities within the context of the two cultures of the translation language pair "English-Ukrainian." It contains exercises and tasks geared towards reinforcing the active material comprehension, as well as additional tasks for independent work that encourage students to refine the material they have studied.

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## PREFACE

The present training manual is geared towards the formation of students' sociocultural translation competence with regard to social issues arising within a translation pair "English-Ukrainian". This goal is to be reached through expanding students' understanding of translation process as sociocultural transfer and developing their skills of discerning and tackling sociolinguistic issues in terms of their content and problem areas arising in the process of translation. It is also achieved through implementing translation product quality enhancement techniques while adhering to a personalized communicative practical approach to mastering delivery skills from English to Ukrainian and vice versa.

The training manual at hand taps into translation as the reflection of the social world in the process of cross-cultural communication. This perspective on translation emphasizes two key aspects: the representation of sociocultural realia in the target text (hereafter TT) and the reflection of the source culture's social hierarchy through sociolinguistic variables in the target language. Preserving the social realia of the source language often encounters challenges due to discrepancies in the societal structures being conveyed, such as differences in class composition, the variety of regional dialects, the range of professional and group-specific lexis, and the influence of gender on social interaction. Consequently, this raises questions regarding the pragmatics of translation, which have been addressed in diverse ways within the field of translation studies.

The structure of the textbook is conducive to an utmost facilitation of translation skills development: the proposed learning material is presented in six units. The first five lay some theoretical foundations of a definite social aspect of translation activity as an end product. The final one presents a set of exercises aimed at practising the skills of cross-cultural delivery of the outlined social issues. The glossary at the end of the manual contains the lists of English set expressions that may be translated into Ukrainian with words and expressions of foreign origin, Ukrainian-English counterparts of some set expressions, compound adjectives, idioms and adages.

## INTRODUCTION

Translation, as an interpretive process, focuses on conveying to addressees what has been spoken, written, or thought in a different language. However, the translator's role and the translation process itself are increasingly influenced by the globalized world we live in. As a result, translation studies (TS) must develop new theoretical frameworks to expand its scope and engage in meaningful discussions within the field.

The view of translation as a socially regulated activity spawns alterations in approaches to the reasons underpinning a translation process. Contemporary translation studies (TS) place significant emphasis on the impact of interlocutors' social status, roles, and societal standing on language use, as well as on the challenge of conveying these influences within a different cultural context. Social variables such as class, ethnicity, gender, age, place of origin, and professional affiliation contribute to linguistic variation. Consequently, the sociology of translation acknowledges that the target language must accurately reflect the intricate nuances negotiated by individuals occupying diverse roles within social and cultural frameworks. This field shifts the focus from texts to translators and their roles, while also examining the influence of social networks and their solid effects on language use.

Maintaining the communicative effect of the source text (hereafter ST) comes across as a factor of an utmost importance when we are keen on ensuring the adequate translation. Having that in mind, a prominent American translation scientist E. Nida contends that conveying the ST message in the TT as naturally as possible is attained in the result. The scholar calls this translation procedure “dynamic equivalence” opposing it to “formal equivalence” whose result is the TT resembling the ST in both form and content. Peter Newmark, an English professor of translation, labels Nida’s “dynamic equivalence” as “communicative translation” which concentrates on effect. The author stresses that communicative translation looks towards the needs of the addressees, thus trying to satisfy them as much as possible unlike “semantic translation” that looks back at the ST and tries to retain its characteristics. In this respect, communicative translation tends to under-translate and be smoother, more instant and easier to grasp. In relation to the process of expression via the target language means those linguistic varieties that stand apart from the norm (that is diverse social lects and dialects), communicative translation seems to be consistently linked to producing functional analogues. The scope of social facets reflected in a language which are to be dealt with by a translator may include socially marked units such as abbreviations, various sociologemes, ergonyms, equivalent-lacking lexis, socially marked phraseology (adages and sayings) and the like. Researchers that have treated the subject area in question claim that in many cases the translator has to rely on a variety of compensation techniques while interpreting and translating foreign cultures, thus performing cultural transfer rather than translating as a strictly linguistic procedure.

# UNIT ONE

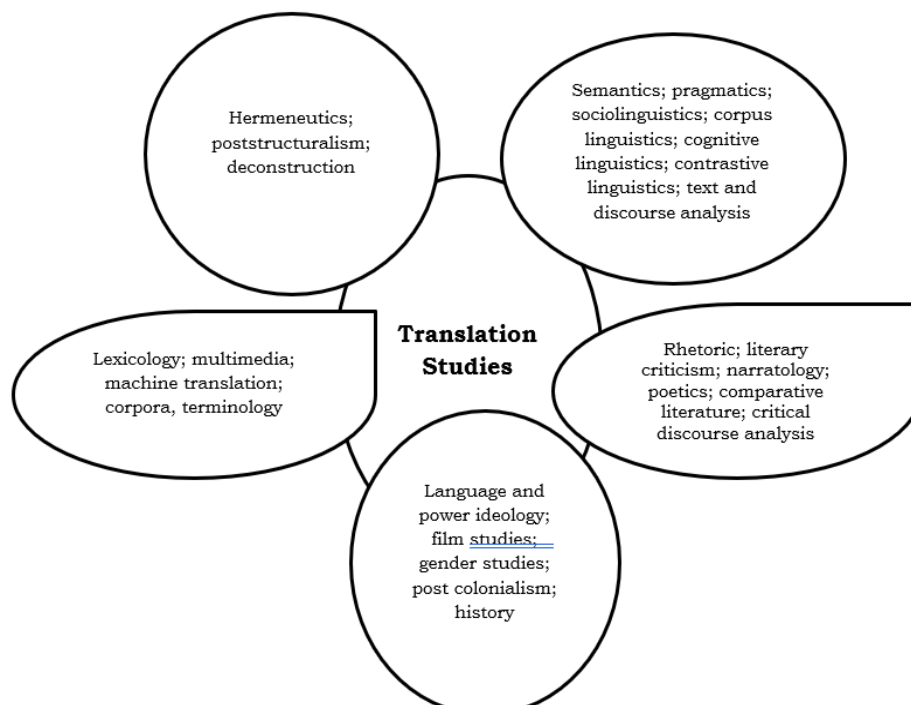
## TRANSLATION STUDIES

### IN THE SOCIOLINGUISTIC ASPECT

The essence of translation as an activity that is traced back to the earliest times and involves two different cultural and linguistic domains is basically to bridge the linguistic and cultural gap between them. It only formed itself into an academic discipline in the latter half of the previous century and received the name of “translation studies”. The systematic study of translation from a sociological perspective didn’t come up until the 1990s.

#### 1.1. Modern Translation Studies and Sociology of Translation

As of today, translation studies correlate with multiple social sciences what gives us sufficient grounds to regard it an interdiscipline. The interdisciplinary ties are presented in the figure below.



Modern translation studies place more significance on that influence which is exerted by the interlocutors’ social status, social roles and the standing in society on the language and, which is more, on delivering that influence in another culture. Translation studies scholars have recently recognized a definitive “social” turn in the field, leading to the emergence of *Sociology of translation* which recognizes that translation in the target language must adequately reflect (through finely selected language items) those multiple meanings that are negotiated by social beings functioning in multiple roles within an environment of social and cultural dimensions. Sociology of translation shifts the focus from texts to the translators and their roles, on the one hand, and the social networks and their implications and lasting effects on the language, on the other.

Sociolinguistics as a science has grown since the late 1960s and is concerned with the study of the language in relation to society. However, the study of dialects and relations between word meaning and culture has a deep-rooted tradition. There is no doubt that sociolinguistics can throw much light on the nature of both language and society.

Professor M. P. Kochergan gives the following definition of Sociolinguistics: “It is the science that dwells on the problems connected with the social nature of a language, its social functions, the mechanism of impact of social factors on the language and the role of a language in the life of society”. It focuses on all the manifestations of relations between language and society, namely on the way culture, history, ethnos, church, social classes of society, school, politics, mass media, government, social norms and expectations are impacted on linguistic phenomena. Language is a powerful means of social identity. It sends vital social messages about who we are, where we come from and who we associate with. The role of language in society is significant – language symbolically represents fundamental dimensions of social behavior and human interaction.

Sociolinguistics is can be said to be basically concerned with the effect of particular kinds of social situations on the language structure (e.g. language contact studies focusing on the origin and the linguistic composition of pidgin and creole languages); the uses of language as an activity in its own right (vocabulary or sentence structure induced by culture-specific values, norms of politeness, status); the specific patterns and social rules for conducting conversation and discourse (opening and closing remarks, the rules of conversational turn-taking etc); language management according to cultural backgrounds and goals of interaction (the study of mixed-gender vs single-gender conversations, language acquisition through child-caring, language change and neologisms).

The fundamental terms of Sociolinguistics comprise the concepts of *society, culture and language*. Culture is so infamously difficult to define that it's hard to be too precise in its definition. Culture includes, on the one hand, arts, customs, and habits that characterize a particular society or nation and, on the other, the beliefs, values, behavior and material objects that constitute a people's way of life.

Society as a part of any culture can be defined as people in general living together in organized communities, with laws and traditions controlling the way they behave towards one another. They may not all have the same original culture, but they are a part of a given culture – for example the United States. People come to the society of the United States from all over the world. They come with an original culture, but as citizens of the United States they adopt “American” culture, however, loose a culture it is.

What is language? Language is a system for communication. It is sometimes also called a “code” because it has a set of rules that all the interlocutors must follow and understand to communicate well. Language is also a way, a “tool” of communicating.

Language and culture are closely related to each other. Just like cultures, languages are diverse. Understanding foreign words or expressions is not an easy task: these words may bear some cultural shades of meaning and obviously mirror cultural characteristics, therefore, it is very difficult to translate them correctly. By exploring the relation between culture and translation, we should know the translation approaches of semantic equivalence and pragmatic equivalence when translating these words. We also know that between different languages and different cultures, there exists in translation semantic correspondence and semantic zero. Thus, a semantic zero caused by culture is to be filled up when translating.

Theoretically, a good translation should give its reader the same message and impetus as what a native reader gets from the original. To determine a good translation is to compare the response of the receptor to the translated message with that of the original receptors to the same message in its original setting.

Translation does not just mean the change of symbols into another language, but it is a process of information substitution. The task of a translator is to translate the information he receives into symbols which he will send out. In translation there is no meaning equivalence, but just the signifier equivalence. Because of the differences between the source language and the target language, there exists the translation equivalence limitedness. This limitedness is revealed not only in the meaning of words, grammatical features, but also in cultural differences more profoundly.

Eugene Nida, a famous American translation theorist, postulated translation in the following way: translation consists in reproducing in the target language the closest natural counterpart of the source language, at first in terms of meaning and secondly in terms of style.

However, to reproduce “the closest natural equivalent” in the target language is more or less influenced by the cultural differences. Because of the differences in the historic past, geography, local customs and religious beliefs, etc., there are some translation hurdles preventing people from understanding each other properly. So, translation not only implies translator’s or interpreter’s linguistic competence, but also calls for the conversance with the respective cultures.

Actually, the aims of translation are how to strike cultural equivalence between the source language and the target language and how to make up

semantic zero caused by culture. Cultural equivalence predominantly equals semantic equivalence and pragmatic equivalence.

Sociolinguists put in the focus of their attention linguistic phenomena diversity as brought about by the diversity and stratification of a certain society. It is, then, comes across as more than vital to regard the question of language norm and linguistic variation.

A language norm or a standard language (also standard dialect or standardized dialect) is a language variety used by a group of people in their public discourse. Alternatively, varieties become standard by undergoing a process of standardization, during which it is organized for description in grammars and dictionaries and encoded in such reference works. Typically, varieties that become standardized are the local dialects utilized in the centers of commerce and government, where a need arises for a variety that will serve more than local needs.

The only requirement for a variety to be standard is that it be used in public discourse. The creation of a prescriptive standard language derives from a desire for national (cultural, political, and social) cohesion with this considered as requiring an agreed-upon, standardized language variety. Standard languages commonly feature: a recognized dictionary (standardized spelling and vocabulary); a recognized grammar; a standard pronunciation (educated speech); a linguistic institution defining usage norms, e.g. Académie française, the Royal Spanish Academy; Constitutional (legal) status (frequently as an official language); effective public use (court, legislature, schools); a literary canon (the accepted principle).

It's obvious that a language cannot be totally homogeneous across all the different regions and social classes and some other important social factors that are inherent in any speech community, some variety of its forms on all the language levels is bound to reveal itself and it does. *Linguistic variation* exists at one given time that is it is manifested synchronically (unlike linguistic change). It must be kept in mind that there are several types of language variation.

A language varies: from one region to another (hence regional dialects), from one social group or class to another (social dialects and accents arise), from one act of communication to another, from one situation to another (different registers arise). The first two types of language variation are referred to *stratification variation* and the last one – to *situation variation*.

William Labov was the pioneer sociolinguist who, along with other sociolinguists, has attempted to describe how language varies in any community. He introduced the term 'linguistic variable' to actually sample the variation by applying statistics as far as linguistic data are concerned.

The conclusions arrived at were tackled in relation to the very intrinsic nature of language, the process of language acquisition and diachronic change and the indicative potential social variation.

A *linguistic variable* is a linguistic item which has identifiable variants. For example, words like “skiing” and “sparkling” are sometimes pronounced as “skiin” and “sparklin”. Another example of a linguistic variable can be seen in words like “harm” and “bar”. These words are sometimes given “r-less” pronunciations; in this case we have the linguistic variable (r) with two variants: rhotic and “r-less” (pronounced ‘zero’).

Linguistic variables correlating with the type of language variation (stratification variation or situation variation) fall into *sociolinguistic indicators* and *sociolinguistic markers* respectively. Sociolinguistic indicator as a stratification variable points to a social standing of a speaker. While evincing certain variability of qualitative and quantitative data among the representatives of different social, demographic and professional groups, they remain persistent in different communicative situations. Indicators are not perceived by the speakers as socially significant. Sociolinguistic indicators are socially determined variables, they reveal social stratification of the speech community and are usually opposed to sociolinguistic markers.

Sociolinguistic marker – a sociolinguistic variable conditioned by every particular communicative situation and its components. It signals the style and register of an act of communication. Speakers admit sociolinguistic markers as socially salient and can manipulate with the variants according to the setting (formal vs informal). In fact, markers may be potent carriers of social information, the distribution of markers being clearly related to social groupings and to styles of speaking, e.g. pronouncing “bar” and “smart” in New York City in their “r-less” variants identifies you as using a type of pronunciation linked to lower-class speech in that city. New Yorkers are conscious of this fact and may vary their use of “r” according to circumstances.

In linguistics, a *register* is a variety of a language used for a particular purpose or in a particular social setting. For example, when speaking in a formal setting, an English speaker may be more likely to adhere more closely to prescribed grammar, pronounce words ending in -ing with a velar nasal instead of an alveolar nasal (e.g. “walking”, not “walkin”), choose more formal words (e.g. father vs. dad, child vs. kid, etc.), and refrain from using contractions such as ain't, than when speaking in an informal setting). In simpler words, “register” may be associated with the degree of formality of a certain situation.

## 1.2. Basic Sociolinguistic Problems in Translation Theory

Social aspects of translation, although tackled to some extent in various research on translation theory, have been drawn in quite randomly and highlighted quite haphazardly, without relying on the terminological framework of Sociolinguistics.

Among the grand sociolinguistic problems related to translation studies are:

- Translation as the reflection of the social world
- Translation as a socially determined communication process
- Social norms of translation

The first problem is characterized by such aspects as: the delivery in the target text the source language sociocultural realia and the representation of the social stratification of the source culture through sociolinguistic variables.

Sociolinguistics in translation studies represents the object of research within a larger section of translation – Pragmatics of translation. The adequacy of translation depends directly on the extent to which the communicative impact of the translation product amounts to that of the source text; if that impact coincides with the author's communicative missive, so much the better. As a corollary of the above, two types of translation were proposed by Peter Newmark, an English professor of translation at the university of Surrey: *communicative* and *semantic*. The former seeks to produce an effect on its audience as similar as possible to that experienced by the original text's readers, the latter strives to convey the precise contextual meaning of the original text, as far as the semantic and syntactic structures of the target language permit. For example, the sentence *Wet paint!* could be translated as *Обережно, пофарбовано!* (communicative translation) or *Свіжа фарба!* (semantic translation).

The essence of translation pragmatics lies basically in the fact that the communicative impact of the source and target text upon the audience is to be alike. What is not expected to be neglected, though, is keeping up an appropriate genre, register (or functional style), norms of language and speech behavior. It is each of them that contributes to the functional force of the text, paramount from the point of view of pragmatics, so none of them can be altered in translation. Non-observance of the style or register results in a weird effect upon the receiver. For instance, a dry matter-of-fact manner of communication between family members in an informal setting is unlikely to sound plausible and credible.

Speaking about genre requirements for any text, they may be very rigid quite often and must be adhered to in translation otherwise the target text may be compromised. For example, translating technical instructions, it's essential to follow the specific structure, formulas, and standard phrases.

Altering language units can change the way the text is understood. Take scientific texts, for instance: they are typically characterized by impersonal grammatical constructions like passive voice and indefinite structures. If a text contains an excessive number of personal pronouns, emotional language, interjections, or other expressive elements, it would no longer be considered part of the scientific style.

More often than not a translator faces the dilemma of deciding on what should take the priority – a text form or its function. In this case, the function should be favoured which first and foremost is to be kept intact in translation, not the form. For example, the phatic loading of the formal English greeting formula typically has the form of the interrogation: *How do you do?* In Ukrainian translation version, the form is replaced by the expressive exclamation *Доброго дня!* to preserve the functional pragmatics of the utterance. As a corollary of the above, a translator has to be proficient not only in the target language but also in the specific style and genre requirements, especially understanding the idiosyncratic style and genre characteristics pertinent in both languages.

The second problem is linked to the process of translation being deemed as a socially determined communicative act. With the introduction of the term “social semiotics” into linguistics, any language is treated as a set of resources whereby a speaker operates in a particular social context. In this way, every situation is understood through a conceptual framework that includes the terms “field,” “tenor,” and “mode.” “Field” refers to the full spectrum of social actions occurring between participants in a given context (the addressor, the addressee, the place, the time, the purpose of communication). “Tenor” is conditioned by the nature of the social and situational roles and their relationships (the social dynamic between participants, such as power, degree of formality, affection, etc.). “Mode” indicates how the speech is used, taking into account the medium and the rhetorical stance (expository, instructive, persuasive, etc.).

To exemplify the aforementioned, let us look into the way a specific mode of communication / a sociolect – professional IT jargon, and the tenor of formality have been gotten across from English into Ukrainian in the following extracts: *“The man used Bluetooth technology to create a personal area network (PAN) between his mobile phone and his computer”* – *“Людина використовувала технологію блютуз – технологію бездротового зв’язку на коротких відстанях для смартфонів та інших пристроїв – для створення персональної мережі між власним мобільним телефоном та комп’ютером”*. The Ukrainian version is marked by the extended structural pattern, what with the added explanatory word sequence *“технологія бездротового зв’язку на коротких відстанях для смартфонів*

та інших пристроїв” to the transliterated “блютуз” that may confound non-conversant readers, although such an addition may seem surplus for the qualified target readership. Specialized IT terminology, as a linguistic subsystem closely tied to a well-defined field of human endeavor, primarily appears in explanatory or directive styles of communication. These are prominently reflected in passive sentence structures in English, which are expressed through impersonal constructions in Ukrainian.

The third problem is associated with the mental processing of translation as a social practice and related to such fields of study as establishments of translators’ training, professional institutions and their impact on translation practices, working environment, issues of ethics in translation, political tinting of translation. Social norms of translation present the cumulation of the overarching rules crucial for the implementation of certain translation strategies. These rules reveal those restraints that are imposed on a translator by a culture.

Whatever explanatory power Linguistics, Text-Linguistics, Contrastive Textology or Pragmatics may have with respect to translational aspects, being a translator cannot be circumspected by the mere production of sentences / utterances which would be considered “translations” within any of these disciplines. Translation activities are to be perceived as having cultural relevance. Hence, the translator’s craft counts as first and foremost being able to play a social role, i.e., to perform a function allotted by a community to the activity, its agents and/or their products in a way which is deemed as apt in its own terms of reference. The acquisition of a set of norms for establishing the suitability of that kind of conduct, and for manoeuvring between all the factors which may restrict it, is therefore an imperative for becoming a translator within a cultural environment.

Translation can be outlined from its socio-cultural perspective as an activity lending itself to limitations of several kinds and wavering degree. They expand far beyond the source text, the systemic discrepancies between the languages and textual procedures embedded in the process, and also the possibilities and limits of the cognitive apparatus of the translator as a necessary intermediary. In fact, the very intelligence and comprehension are swayed, in all probability even reshaped by socio-cultural factors. In any case, translators who work under varying circumstances (such as translating different kinds of texts and/or for distinct readers / listeners/ viewers) frequently resort to diverse techniques and, in the end, produce noticeably different outcomes.

In terms of their strength, socio-cultural constraints have been spotted along a scale harboured between two extremes: overall, relatively absolute *rules* on the one hand, and sheer *idiosyncrasies* on the other.

Between these two poles lies an extensive middle-ground occupied by intersubjective factors commonly nominated as *norms*. Some norms are stronger and more mandatory, others are slacker, and hence almost idiosyncratic. The borderlines between the various kinds of restrictions are thus blurred.

Norms have long been deemed by sociologists and social psychologists as the delivery of shared values or missives prevalent within a community about what is considered acceptable and unacceptable rules of conduct suitable for and applicable to specific situations, outlining what is permitted, prohibited or connived in a given behavioural context. Individuals acquire norms during their socialization and always imply sanctions – either real or potential, both positive and negative. Within the society, norms also serve as standards by which real behaviors are assessed.

Translation is a kind of activity which inevitably involves at least two languages and two cultural traditions, i.e., at least two sets of norm-systems on each level. Thus, the “value” behind it may be viewed as comprising two basic parts:

(1) being a text in a certain language, and hence holding a position, or fitting in a slot, in the appropriate culture, or in a certain layer thereof;

(2) forming a representation in that language/culture of another, pre-existing text in some other language, belonging to some other culture and holding a definite place within it.

These two types of prerequisites stem from two sources which are always different and therefore often contradictory despite the fact that the distance between them may range considerably. Translation behaviour within a culture is accompanied with certain commonalities, one result of which is that even when there is no accounting for deviations in any distinct way, the persons within the culture can often feel when a translator has not adhered to sanctioned routes.

The fundamental decision between the demands of the two distinct sources forms an initial norm. Therefore, a translator may adhere either to the original text, along with the norms it has embodied (loyalty to source norms determines a translation's *adequacy* as compared to the source text), or to the norms valid in the target culture, or in that section thereof which would land the end product (alignment with the norms originating in the target culture determines its *acceptability*).

If the first stance is pursued, the translation will tend to reproduce the norms of the source text, via which the norms of the source language and culture will be reflected. This tendency, which has often been labelled as the pursuit of adequate translation, may well spawn certain divergences with target norms and practices, especially those beyond the mere linguistic ones. If, on the other hand, the second stance is carried out, norm systems of

the target culture are triggered and activated. Shifts from the source text would be an almost inevitable price.

Shifts from the source text are inevitable even if a translator is focused on preserving adequacy to the target text. The truth is, shifts have long been conceded by translators as a true universal of the craft. Yet, since there are always more than one way to digress from source-text patterns, the actual fulfillment of shifts that cannot be avoided because it is systemic, is in its essence norm-governed.

Thus, the initial norm will induce such translation decisions that encompass an extemporary accommodation between the two extremes.

## UNIT TWO

### SOCIAL DIFFERENTIATION SPEECH. TRANSLATION OF SOCIOLECTS

Language, in fact, is a body of knowledge or rules, which human beings use for the purpose of communication or social activity. Since we, human beings, cannot live without society or to be more specific, without communication with each other, language as a vehicle of our communication only shows its importance in society. As it was mentioned earlier, language varies considerably from region to region or from lower social class to upper social class.

To put it in another way, language is heterogeneous and full of variability. One of the major factors influencing linguistic differences within a speech community is the social and economic background of the speakers. Such linguistic differences or varieties are generally called dialects.

Dialect is a user-induced variety of a language which is distinguished from other varieties of the same language by its pronunciation, vocabulary, grammar constructions, syntax. Dialects reflect regional (geographical), ethnic (national and racial), and social (class, age, gender, socioeconomic status, and education) backgrounds of speakers.

The variety of a language spoken by those who have wealth, power, and education is generally regarded as the prestige variety by the entire community. When the prestige variety becomes codified in written form, with dictionaries and grammar books which prescribe „correct” usage, and when it becomes the variety used by government, courts of law, the mass media, and the school, it is referred to as the standard variety or the standard language.

As soon as the language of the prestige group gets codified and receives an official recognition in textbooks, dictionaries, and reference books, those language forms which differ from it are looked upon as incorrect. Since the varieties of English which are called nonstandard are those spoken by people at the lower end of the social scale, it is clear that a social rather than a linguistic distinction is at the heart of the judgment.

Sociolinguistic variation is the study of the way language varies and changes in communities of speakers and concentrates in particular on the interaction of:

- ***Social factors*** (such as a speaker's social status, gender, ethnicity, age, degree of integration into their community, etc)
- ***Linguistic structures*** (such as sounds, grammatical forms, intonation features, words, etc).

This interaction is manifested in the existence of the so-called **sociolects (or social dialects)** – language varieties based upon membership

in a long-standing socially isolated group. That is, people may be more similar in language to people from the same social group in a different area than to people from a different social group in the same area.

Examples of sociolects according to the social status, the latter basically stemming from the level of education, profession and income:

In Britain:

- **Cockney** – London, England (class based social dialect)

The term *cockney* refers to working-class inhabitants of London, particularly east London, and the slang used by these people. It is also often used in reference to the "cockney accent", the accent common among London's working-class.

Cockney speakers have a distinctive pronunciation features (accent) and dialect, and frequently use Cockney rhyming slang. Cockney rhyming slang has its own syntax that is incomparable to anything in common Standard British, furthermore, several other features mark Cokney as a separate social dialect.

- **RP English** – the received pronunciation, a social dialect of the upper classes in the UK spoken roughly by 5% of its population.

- **Estuary English** – general south-eastern speech which has generated over the past 25-30 years, Phonetician John C. Wells proposed a definition of Estuary English as "Standard English spoken with the accent of the south-east of England". EE's features can be located on a sociolinguistic and geographical continuum between RP and Cockney, and are spreading not because Estuary English is a coherent and identifiable influence, but because the features represent neither the standard nor the extreme non-standard poles of the continuum.

In the USA:

- **R-less New York:** New York City, U.S.A (class-based social dialect)
- **The New York English dialect** is commonly employed by many working-class European Americans brought up in New York City and its surrounding areas, including the lower Hudson Valley, the region of western Long Island, and most of northeastern New Jersey. It's widely regarded as one of the most distinctive accents in American English.

This dialect is primarily concentrated in the compact yet densely populated New York City Dialect Region, which includes the city's five boroughs, the western part of Long Island, and the metropolies of Newark and Jersey City in the state of New Jersey.

The classic New York dialect is centered on middle- and working-class European Americans, and this ethnic cluster now accounts for less than half of the city's population.

Examples of social dialects according to ethnicity might include:

- **African American Vernacular English** – all of U.S.A. (or Ebonics, or its older and derogatory name, “jive”): uses a number of different phrases, word order changes and sound differences, some “rap” has these characteristics changes.

- **Jewish Speakers of English in New York:** for example, one might say the word “dog” with a vowel sound more similar to the pronunciation of a vowel in “book”, so something like *doog*.

- **Italian Speakers of English in New York:** for example, one might say words like “bad” and “bag” with a vowel sound resembling “beard” so something like *bead* and *beag*.

Examples of social dialects according to age and profession might include:

- Argot
- Jargon
- Slang

An argot is a secret language used by various groups, e.g. schoolmates, outlaws, colleagues, among many others to shut outsiders out of understanding their conversations. The term “argot” is also used to refer to the informal specialized vocabulary from a particular field of study, occupation, or hobby, in which sense it overlaps with jargon. It is also called “*cant*” and “*cryptollect*”. There are argots of the racetrack, of prisoners, card players, pool players etc.

Referring to the use of specific words and phrases by writers within a particular profession, trade, or situation, jargon function as a literary notion. These specialized terms are utilized to convey veiled meanings that are understood and accepted within that specific field.

Jargon is used by people belonging to a certain profession; therefore, it is possible to speak about the jargon of programmers, linguists, or educators etc. Jargonisms (jargon words) can be used by people intentionally in order to show that they are knowledgeable in a certain area. The key feature that sets jargon apart from other sections of a language is its unique vocabulary, which encompasses words that are specific to the field and often uses more specialized and precise meanings of words that outsiders might interpret more broadly. Jargon represents the technical terms or distinct expressions used by a particular group or industry, carrying specific meanings within that context.

The primary motivation behind the creation of technical jargon is to ensure precise and efficient communication, especially when discussions need to move quickly from broad concepts to specific, detailed points without unnecessary elaboration. An unintended consequence of this is that

it raises the level of comprehensibility, which is often accepted as a trade-off. However, it can sometimes be used deliberately as a way to exclude outsiders, reinforcing the boundaries between those within the group and those outside it.

Slang (=slanguage) is a carelessly used colloquial language with explicitly social and regional variants. Newly coined words and foreign (in fashion) words are some of the characteristic features of slang. While jargon is acceptable (and sometimes even required) in documents and other formal style texts, slang is considered to be informal and is not acceptable in formal document writing. On the one hand, slang can be used by an individual to hide the meaning of what s/he is saying from other people who do not belong to his/her circle of friends. On the other hand, slang can be used by an individual to show that s/he belongs to a certain group of people (who also use this language). Defining slang is even more complicated by the question of context. In one situation a word or collocation is effective as slang, while in another situation this given word or collocation arouses a much different effect.

An expression may be considered slang if it meets at least two of the following criteria:

- It temporarily diminishes the seriousness or dignity of formal speech and /or writing, making it less formal immediately.
- Using it suggests that the speaker is acquainted with what is being referenced, or with a group of people who are conversant with it and commonly utilize the term.
- It is deemed a taboo word in regular conversation with individuals of higher social status or greater authority.
- It substitutes a familiar traditional synonym, often to prevent the uneasiness caused by the original term, or when expanded upon, it serves as a euphemism.

Unlike jargon, slang is not based on any particular professional background. In other words, the same slang word can be used by a doctor and a musician, by a truck driver and a fisherman. Unlike argot, slang is not necessarily used by underclass people only. Examples of slang include “*chick*” (girl), “*a health geek*” (a health-conscious individual), “*a piece of cake*” (as easy as ABC). Sometimes argot words, jargonisms, and slang words make their way to standard language and can be easily understood by most people. For example, “*awesome*” (great), “*smoke*” (cigarette), “*spooky*” (scary), “*grub*” (food). Slang can be a separate word as shown in the examples before or a phrase, for example, “*junk food*” (unhealthy food). A slang word or a slang phrase can have one or more meanings, for instance, the phrase “*to give a hand*” has two meanings: 1) to help and 2) to applaud.

Slang is often employed by teenagers (youth slang), especially in order to show that they share interests with their peers. It bears the characteristics of humour, expressiveness, roughness, rudeness, spontaneity. Slang is a dynamic language. Its vocabulary, or lexicon, is susceptible to change and entails assigning new meanings to existing words, often leading to interpretations that differ greatly from their original definitions. For instance, “cool”, “slaying”, “hot” can be used to imply "very good or impressive." A frequent occurrence in this process is when a slang term adopts a meaning that is the complete opposite of its standard definition. This phenomenon has led to the positive connotation of the word "bad," as exemplified in the Michael Jackson song of the same name.

### **Slang associated with other groups**

Mahjong slang	Computer hacker slang
Medical slang	Engrish
Military slang	Germania
Polari	Goth slang
Professional wrestling slang	Grunge speak
Skateboarding Slang	Hyphy
CB slang	Internet slang
Christianese	Leet (online-gaming slang)
Heavy metal slang	Software industry slang

Summed up, slang is characterized by its differentiation from the standard, its informality, the arbitrary and rapid formation of novel words and abbreviations, its inventive nature and its popularity. It requires metaphors and figurative and expressive tools. It is universal, often mocking as well as ironic.

Any of the terms discussed above (argot, jargon and slang) are sometimes referred to as a “secret language” due to the fact that not all people can understand such language even though they are native speakers of the standard language in which this secret language functions.

An individual’s speech jam-packed with argot, jargon or slang can be described as “lingo” or a “sociolect”. The former term underlines that it is a special type of language which (just as standard language) is used to communicate, but is not understood by all. The latter term underlines the fact that sometimes argot, jargon or slang can be more common in certain social milieu.

In brief, what is the difference between argot, jargon and slang? *Argot* is used by underclass people and fits in an informal style. *Jargon* (which is synonymous to *professionalism*) is a mark of a certain profession

and can be either formal or informal. *Slang* is used by young people and people sharing different professional interests or social backgrounds; it belongs to an informal style.

Translating dialects creates more of a challenge for a translator than it may be rashly assumed. Dialects generally facilitate presentation of characterizations of people speaking or writing in the source culture but is not easy for a translator to reproduce all the features of the dialect in the target language. The search for correct dialect reproduction is known to be one of the most obstinate hindrances to both adequate and acceptable translation.

Its controversial nature has often ensued in a widespread belief that dialect in fact defies any translation, and resulted in many cases where it was standardized, corrected and even erased. How can we deal with these challenges when it comes to translating dialect? Can there be equivalence between dialects in different languages, and what is lost in the process of converting dialect into standard language? All these questions leave a lot of room for investigation.

The use of dialect in source language texts and ways of delivering it in the target language texts become evident in certain hallmarks of linguistic categories which diverge from the standard, such hallmarks may be described as dialect markers which are typically to be identified on the basis of a relevant description of the dialect or accent in question.

In order to garner a deeper insight into their treatment in the process of translation, the markers are divided into four groups, depending on what levels of language were represented as deviating from the standard:

- a) phonetics/phonology – comprising all the instances of the use of the spelling conventions of both languages to render dialectal pronunciation;
- b) morphology – referring to any cases of nonstandard selection from paradigms available to dialect speakers, including the use of honorifics;
- c) lexis – including dialectal vocabulary and terms of address;
- d) syntax – covering any nonstandard relations above the lexical unit level, including the functional sentence perspective.

Since dialects are closely related to culture and language systems, the problems that translators face with dialects in one language can be recognizably different from the problems that they face in the other. Studying dialect translation issues can lead to effective solutions. Let us consider the techniques of tackling such sociolects as slang and Cockney as these two have entered the English usage quite amply.

## **2.1. Translation Techniques of delivering professional jargon**

Professional jargon refers to the bulk of specialized terminology employed by experts within a particular field or area. While it is highly effective for conveying complex ideas with precision and clarity, it can also present challenges when translating. How can you translate this specialized language more effectively to prevent confusion, ambivalence of meaning, or misinterpretation?

The first step to acquire translation skills of delivering professional jargon effectively is to know the target audience. Different readers typically have varying degrees of familiarity, zest, and expectations regarding the professional terms and concepts they will encounter. For example, when translating a user manual for software, a translator could resort to use simpler, more straightforward language compared to translating some research work for a peer-reviewed journal. It's also important to take into account the cultural and linguistic traits of your target readers / listeners and adjust your translation accordingly. As an example, certain technical terms may possess various shades of connotations in different languages, or some concepts may not have a direct equivalent in the target language. There will be the need to explain, paraphrase, or use examples to make your translation more comprehensible and relevant.

The second step to translate professional jargon is to research and master the topic at hand. A translator needs to have a profound understanding of the professional terms and concepts being delivered, and their context and purpose. Reliable sources such as dictionaries, glossaries, databases or professional websites are expected to be used to glean the definitions and explanations of the professional jargon encountered. Consultations with experts, colleagues, or clients are to be held to clarify any doubts or related questions.

Consistent terminology is to be used throughout translation: synonymous words or expressions referring to the same term or concept must be avoided by all means as this may cause confusion or inconsistency. To maintain a coherent and uniform terminology in translations such translation-aiding tools as glossaries, style guides or translation memories will come in handy. Abbreviations, acronyms, or symbols are to be accompanied with the required commentary for the first time they are used, in line with the conventions of the target language and audience.

Literal, or word-for-word translation should be shunned as much as possible since it may result in unnatural, inaccurate, or misleading delivery. This type of translation doesn't allow for the differences in grammatical, syntactic, semantic peculiarities as well pragmatics between the source and

target languages. Typically, such translation techniques are employed as **adaptation, transposition, modulation, or equivalence**, to achieve a more natural and effective translation.

## 2.2. Translation Techniques of Delivering Slang

The knowledge of slang itself doesn't equip a translator with effective strategies of its delivery into a target language as there arises an issue of appropriate lexemes in the latter. One might conclude that some counterparts are bound to exist but the very types of slang, their frequency and aims of their use do vary considerably in various cultures. The task of translating slang is a highly challenging one, what with the translator having not only to be familiar with the slang itself but also determine whether the target language has a comparable concept to the slang term in the original text.

In search of adequate ways of slang translation professionals arrived at such two translation techniques as **explicatory translation** and **generalization**. For instance, *if they are caught using pot.... / якщо їх застукають за курінням*. Lack of an appropriate slang equivalent for word “pot” in the Ukrainian language at the time of translation induced a translator to use a lexeme of a more general meaning.

Slang is commonly found in spoken language, which is why it predominantly appears in media like movies and TV shows and serials. As a result, the field of translation most focused on handling slang is subtitling. Subtitles represent a type of translation that belongs to the category of ‘screen translation’. Screen translation is a discipline in which the translation is “the translation of transient polysemiotic texts presented on screen to mass audiences”.

Being a specialized area of translation used in television, DVD industry, and cinema, subtitling represents the practice of one or more lines of text being displayed alongside the original dialogue. It turns out particularly practical and useful for those following news broadcasts, movies, or TV series online.

A translator should have a clear understanding of the meaning behind a slang word or expression. If the translator is familiar with an identical expression in their native language, it can be put forward as the suggested translation. As another option, the translator may choose to provide an explanation of the term, offering a translation that conveys the concepts of the source text in the target language, even if it means losing the slang element in the process.

There is a tendency for film translations of slang to “tone down and neutralise” source text slang expressions in the target text, weakening

the tone of the original source text. In fact, slang is regularly expunged or weakened in the translations of film. The question is whether **toning down** and **neutralising** slang causes a loss of speaker's attitude in the transfer from the dialogue in the source text to the written subtitles in the target text. Yet another challenge is posed here: if the calculated impact of the use of slang word or expression in the source text is annihilated in the target text. The answer turns out to be positive, since if a slang word / expression gets counterbalanced or weakened in the target text, a change in register inevitably takes place.

This means that the communicative context and tonality of interaction between the individuals in the source text are crucial when deciding how to translate slang. If the speaker's attitude in the target text differs from that in the original, the addressees may miss key aspects of the conversation that are essential for understanding the characters and the story. In such cases, the subtitles would distort the original text.

However, sometimes it may be vital and unavoidable to weaken or remove the slang term. Translating slang is challenging because it requires knowing the equivalent expression in the target language. Even when an equivalent exists, it can still affect the audience's understanding of the target text.

It is widely regarded among translators that the best method for tackling slang or colloquial terms in a text is to try to find a phrase with a similar meaning in the target text so as to keep the context and meaning the same as the source text. However, it's not always that easy. A translator should either eliminate the slang term or make sure he / she finds an **equivalent** with the same positive/negative connotations in the target text language.

Other methods that can be applied to the translation of slang terms are as follows:

- **Softening**

This focuses on the perception of the target reader of the piece of text. The language of the text is translated in such a way that it still makes sense to the reader without causing offence. The translator needs to be careful not to soften or omit the slang terms too much though as this could change the style and tone of the piece of text.

- **Literal translation**

This entails the text being translated literally from one language to another. While this approach might work for certain phrases, many colloquialisms will be entirely obliterated in translation if conveyed via this method.

- **Stylistic compensation**

Contrary to literal translation, this method presupposes identifying a word or phrase with an identical meaning in the target language and replacing the original with it in the text. This is the preferred method for translating slang terms or swearwords in text.

Translation of slang is arguably the most complex and problematic task for translators because of the linguistic and cultural differences between target language and source language and it is difficult to remain faithful to the original when translating. Slang cannot be translated literally or using the foreignization strategy because it has to do with culture and should be translated to convey the intended meaning and produce the intended effect.

Therefore, it is worthwhile to note that with different translation purposes, translators should choose different translation strategies. Because both domestication and foreignization entail inevitable losses in the process of translation. Thus, translation strategies should be adopted with regard to the condition under which a translation occurs.

The term *Cockney* has had several distinct geographical, social, and linguistic associations. Originally a pejorative used to refer to all city-dwellers, it was in the long run restricted to Londoners and particularly to the "Bow-bell Cockneys": those born within earshot of Bow Bells, the bells of St Mary-le-Bow in east London's Cheapside district. Recently, the term has been utilised in different ways, either to describe people from London's East End or to label working-class Londoners as a whole. Linguistically, Cockney English denotes the accent or dialect traditionally employed by working-class Londoners. Over time, many features of Cockney English have merged into broader South East English variety, resulting in a variant called Estuary English.

Typical features of Cockney include:

- As is the case with many accents of the UK, Cockney is **non-rhotic**. A final affix *-er* is pronounced as [ə] or a lowered variant [ɐ] in broad Cockney. Speaking about all or nearly all non-rhotic accents, the sounds in paired lexical sets such as dramA and drummER, *craft* and *part*, *bought* and *mourn* / *fork*, are merged. Thus, the final syllable of words such as *worker* can be pronounced [ɐ] as well in broad Cockney.

- **Broad** /ɑ:/ is used in words such as *giraffe*, *command*. This stems from London of the 16th-17th centuries and is also part of Received Pronunciation (RP).

- **T-glottalisation**: use of the glottal stop as an allophone of /t/ in various positions, including a placement after a stressed syllable. Glottal stops also occur, although not quite frequently, for /k/ and /p/, and occasionally

for consonants in a mid position in a word. For example, "Hyde Park" gets spelt as *Hy' Par'*.

- **Th-fronting:**

- /θ/ can become [f] in any environment. [fɪn] "thin", [mæfs] "maths".
- /ð/ can become [v] in any environment except word-initially when it can be [ð, ð̥, d, l, ʔ, Ø]. [dæɪ] "they", ['bʌvə] "bother".

- **Yod-coalescence** in words such as *tune* [tʃʰu:n] or *reduce* [ɪ'dʒu:s] (compare traditional RP ['tju:n, ɪ'dju:s]).

- **H-dropping.** Sivertsen considers that [h] is to some extent a stylistic marker of emphasis in Cockney.

- **Diphthong alterations:**

- /i:/ → [əi~ɪi]: [bəiʔ] "beet"
- /eɪ/ → [æɪ~aɪ]: [bæiʔ] "bait"
- /aɪ/ → [ɑɪ] or even [ɒɪ] in "vigorous, dialectal" Cockney.

- **Vocalisation of dark L,** hence ['mɪowɔ:] for Millwall. The actual realization of a vocalized /l/ is influenced by surrounding vowels and it may be realized as [u], [ʊ], [o] or [ɜ]

- **Grammatical features:**

- Use of *me* instead of *my*, for example, "At's me book you got 'ere". Cannot be used when "my" is emphasised; e.g., "At's *my* book you got 'ere" (and not "his").
- Use of *ain't* instead of "isn't" and "am not"
- Use of double negatives, for example "I ditn't see nuffink."
- Absence of -ly suffix in adverbs
- The use of past participles instead of past simple form of verbs ("I *seen*" instead of "I *saw*", "he *done*" instead of "he *did*")

In recent years, many of the features listed above have in part integrated into a more wide-spread South-Eastern speech, creating the accent known as Estuary English. An Estuary speaker will incorporate some, but not all, of the Cockney sounds.

An inherent feature of Cockney is Cockney Rhyming Slang which occurred back in the 16<sup>th</sup> century owing to sailors and military men whose ships moored in London docks. The driving force for the creation of this phenomenon was the necessity to make the speech that reflected illegal activities a secret.

Cockney Rhyming Slang is characterized by a high level of expressiveness, pun, a refined play of stress and rhyme:

- *Loaf* = loaf of bread = head = голова;
- *apples and pears* = stairs = сходи;
- *plates* = plates of meat = feet = ноги, ступні;

- *uncle Ted* = (bed)= ліжка; *China* = China plate = mate =друг, подружка; *you and me* = tea = чай;
- *Adam and Eve* = believe = вірити. (“*Would you Adam and Eve it?* – Ти б повірив у таке?”)

Shortened forms of the rhyming expressions are quite often used in speech, which grammatically fit well into sentences, with the final elements of the expressions being cut off – the ones that rhyme with the encoded signified thus disabling the comprehension for those not familiar with the full versions:

- “*a butcher’s hook*” (look) – крюк м’ясника (погляд) – is shortened to “*a butcher’s*” and sounds in a sentence like this: *Take a butcher’s at that!*;
- “*China plate*” (mate) – порцелянова тарілка (товариш) – is shortened to “*China*” and sounds as: *Hello me old China!!*

Back in the 1980s Cockney Rhyming slang underwent a boost of popularity initiated by teenagers and youth willing to distance themselves from the so-called mainstream and highlight their uniqueness by way of coining new idioms and rhyme. There appeared a new tendency of Cockney to rhyme words with the names of celebrities in the fields of music and sport:

- Jimi Hendrix (музикант) = appendix (апендикс),
- Trevor Sinclair (футболіст) = nightmare (нічний кошмар),
- Becks and Posh (футболіст і співачка) = nosh (їжа на швидкоруч),
- Britney Spears (співачка) = beers (пиво).

So what are the possible translation techniques to deliver this highly sociocultural phenomenon into Ukrainian? It’s obvious that this sociolect bears with it a lot more extralinguistic or cultural information than the linguistic information proper. As a result, it poses a translation problem in itself, what with the necessity to preserve the sociolinguistic features of the users of Cockney and its linguocultural colouring.

We remember that the basic concern of a translator is the principle of equivalence but there can be no full equivalence between the source language and target language. That’s why a good translator is a mediator not so much between languages as between cultures. Thus, the aim of translating Cockney is to deliver its genre, discursive features, stylistic effect and the pragmatics. But the approach of using counterparts will not suit the purpose. While translating a sociolect, it’s useless to search for the same dialect forms in the target language in order to reflect the forms of a sociolect in another culture.

The solution\_might be the awareness that a particular sociolect is spoken by a particular social class or group of people (low class variety,

working class etc). The translation technique here that comes in handy is the **compensation technique**. Complex compensation refers to a purposeful alteration of a word or structure with another because the direct equivalent in the target language fails to have the same effect on the audience as the original word or phrase in the source language.

The sum of Cockney grammar and phonetic elements might be delivered into Ukrainian with the help of dialect forms and ways of expression used by uneducated, low-class people, colloquialisms: «*куди преш, візьми очі в руки, повилазить, не второнаю*», stylistically marked units, vulgarisms («бrehня» замість «неправда», «сушити зуби» замість «посміхатися»), lexical units of phatic communication peculiar for the Ukrainian vernacular language (emphatic particles «і», «й», «ну й», «же», «же ж» ), emotive parentheses «осьо-сьо», «ото», «геть», «собі», lengthening of sounds (наприклад, “а” в *ключа-а*, “е” в *се-ер, ме-ем*)

Another technique to adequately deliver the sociocultural tint of Cockney is enhancing expressiveness in the Ukrainian translation, as a result of which we come up with the text communicatively equivalent with the source text,

- e.g. “*me car is broken*” -- «МОЯ МАШИНА КИКНУЛА»,
- “*he were drinkin’ like hell*” – «ВІН БЕЗПРОБУДНО КВАСИВ».

As it can be seen from the target text variants, their expressiveness is much more accentuated than that in the source language, they refer to jargonisms.

Translation techniques of complex compensation prove that the equivalence of translation of Cockney can only be granted on the level of the whole sentences and texts rather than words.

## **UNIT THREE**

### **TRANSLATION AS A REFLECTION OF SOCIAL WORLD**

Translation comes across as a converting process. Ideationally, a good translation is to provide its reader with the same idea as that one a native reader gets from the original. To determine a good translation is to generate a certain response of the receptor to the translated message, which then must be juxtaposed with the manner in which the original receptors in all probability reacted to the message when it was presented in its original context.

Translation does not just mean the change of signs into another language, rather it is a process of information pairing and substitution. The task of a translator is to convey the information they receive into symbols which they will then transmit. Because of the differences between the original language and the target language, there exists the translation equivalence limitedness. This limitedness is not only manifested in the meaning of words, grammatical features, but also manifested in cultural differences more seriously.

The purpose and crux of translation are to facilitate understanding among various countries and nations. Translation as a reproduction in the target language of the most natural equivalent of the source language, as concerns both semantics and register, is to a definite degree impacted by the cultural differences. Trained translators must be able to apply a conscious reflection of their choices of translation in order to make the TT fulfil its purpose in the TC.

A Danish Linguist Anne Schjoldager indicates that a translator must be in possession of extensive cultural and academic competences in order to be able to carry out a translation:

- The first competence, referred to as linguistic competence, has it that a translator must have a high level of proficiency in both the source and target languages (ibid: 20). In other words, if a translator does not have strong command of both the source text language and the target text language, they will not be able to come up with an effective or accurate translation.

- The second competence is cultural competence. It is obligatory that a translator be familiar with the historical, political, and economic context of the source culture, just like with any other pertinent background data about both the addressor and the addressee.

- The third competence is textual competence. A translator must be aware of the restrictions imposed by the genre, register, and other textual norms relevant to the specific task. For example, in certain cultures, such as those of Romance languages like French, Spanish, and Italian, texts often have a tendency to evince a different level of formality compared to those

in Scandinavian countries. As a result, the translator may need to adjust the wording to align with these conventions.

- The fourth competence is subject-related competence. A translator ought to be acquainted with the specific topic or theme being translated. This is crucial because a translator cannot accurately convey something they do not fully comprehend. For instance, translating a judicial text without being familiar with the subject matter and relevant terminology will manifest itself and this lack of expertise will be evident in the target text.

- The fifth competence is research competence. The knowledge as to how and where to search for information about the topic and the skill of critical assessment of findings are an indispensable toolkit for any translator. For example, when dealing with a text of the legal discourse, a translator must be able to spot reliable sources for legal terminology and ensure the accuracy of the information they gather.

- The sixth and final competence is transfer competence. A translator is expected to be adept at effectively using the source text and creating a satisfactory target text (ibid: 20). The content of the source text cannot be simply ignored while producing a new target text without maintaining the original meaning.

So, translation not only involves translator's or interpreter's linguistic competence, but also calls for the acquaintance with the respective cultures. In this sense, translation means more than merely translating the words, sentences or articles from the source language into the target language. It also means to transfer between cultures.

### **3.1. Socially Marked Vocabulary: Abbreviations**

Used both in formal and informal settings, abbreviation, or shortening of a word turns out to be one of the most prominent traits of the English language.

Here is a division of abbreviations based on the language layer of their usage:

- **Graphical abbreviations** are typically used in writing and, consequently, uttered and translated in their full version. These abbreviations can be widely come across in faxes: e.g., *ASAP* = as soon as possible, *EOM* = end of message, *IMHO* = in my humble opinion, etc. However, many of these abbreviations enter the common bulk of lexis and, pronounced in a shortened way, they turn into new words of the language: *CEO* = *chief executive officer*, *AGAP* = *As Gorgeous as Possible*.
- **Phonetic abbreviations**, or a non-conventional way of writing some usual words based on their pronunciation. This type of abbreviations

is common for advertising: *4u = for you, thru = through*. This type of abbreviation is never impacted on the translation process.

- **Lexical abbreviations** include: **initialisms** that are uttered as individual letters (*USA, BBC, MP*); **acronyms** which are articulated as discrete words (*NATO, UNESCO, AIDS*); **clippings** which are parts of words functioning for the whole (*gym, lab, sitcom; m-commerce = mobile-commerce; e-bucks = electronic money*); **blends** are words composed of the shortened forms of two other words (*camcorder = camera + recorder, moped = motor + pedal, glimmer = gleam + shimmer; anetsitized = anesthetized + net + sit = insensitive from spending long consecutive hours on the Internet*).

Initialisms and acronyms are approached in the translation process via:

- **transcription** (*CNN – Сі Ен Ен, OPEC – ОПЕК, IREX - АЙРЕКС*),
- **transliteration** (*NATO - HATO, USIS – ЮСІС, UNESCO – ЮНЕСКО*), or calquing with further abbreviateion (*FBI – ФБР, WHO – ВОЗ, CIA – ЦРУ*).

With a view to clarifying the meaning of the word to the receptor, an abbreviation may **be deciphered and/or explained**: *USIS – Інформаційна служба США, TESOL – міжнародна асоціація викладачів англійської мови як іноземної*.

To translate words of this type, it is necessary to consult a special dictionary of abbreviations, both monolingual and bilingual. A translator should make use of the so-called standard form of a translation, if available. However, it's important to remember that sometimes this standard form may require adjustments, such as altering letters in an initialism: *ZAR (abbreviated from Dutch – Zuid-Afrikaansche Republiek) – ПАР (Південно-африканська Республіка)*.

Clippings often have a steady equivalent in the dictionary (*photo – фотографія, exam – екзамен, hi-fi – звукова апаратура високої точності*).

Blends are either delivered into the target language via transcription / transliteration (*brunch – бранч*), explained (*infotainment – інформаційно-розважальний контент; coffee-zilla < coffee + Godzilla – дуже міцна кава*), or substituted by an analog (*flu – застуда*).

When translating abbreviations, it's important to consider the style of the text. While abbreviations in English are generally neutral and can be employed in both formal and informal contexts, in Ukrainian, abbreviations are clearly divided by style. For instance, clippings are commonly found in very formal language: *совнархоз, універсам*; these often need explanatory translation, which may sometimes presuppose transcription. In casual conversation, abbreviations with affixes are commonly resorted to: *телік, відік, велик*. More often than not, there are equivalent words in English: *telly, bike*.

Before spotting a target language equivalent, it is important to identify the exact meaning of the word. Special care is needed while treating words that differ in various varieties of English, for instance the informal adjective “*peckish*” which in British English means “slightly hungry”: *a peckish and mischievous toddler*, while in American English it has a different meaning of “irritable and angry”: *He was peckish as he had failed in the final exam*.

### 3.2. Socially Marked Phraseology: Adages and Sayings, Idioms

Translation being viewed as a socially regulated activity spawns changes in approaches to the reasons conditioning a translation process. Modern translation studies put in the limelight the influence exerted by the interlocutors’ social status, social roles and their standing in society on the language and, which is more, on delivering that influence in another culture. Admittedly, social class, ethnicity, gender, age, place of origin and professional affiliation lead to language alterations in the variety we speak. Thus, sociology of translation recognizes that translation in the target language must adequately reflect through finely selected language items those multiple meanings that are negotiated by participants functioning in multiple roles within an environment of social and cultural dimensions.

Translation studies as the reflection of the social world in the process of cross-cultural communication focuses on the adequate delivery of socially marked vocabulary from the source to the target language. Let us consider at length the rules of delivery of phraseology, abbreviations, adages and sayings within a translation pair of English and Ukrainian.

Adages and saying are the mirrors of the culture they represent. Due to this fact there may be a lot of lacunae in the representational systems of the view of the world every culture holds.

According to the translation possibilities adages and saying may be divided into:

- **international**: “Всі шляхи ведуть до Риму”, “Мета виправдовує засоби” and **ethnospecific**: “Не завжди коту масляна” та “Не вмер Данило, так болячка задавила”.

- **figurative**: “Біда не сама ходить, а з собою ще й нещастя приводить. На похилих деревах кози як удома. Голодній качці все зерно на гадці. Похвалити не вмію, а посварити не смію. Ворона прямо літає та ніколи дома не ночує” and **non-figurative**: “Не краса красить, а розум. Страх більший від переполоху. Уміла готувати, та не вміла подавати”.

The main problems of translating proverbs are as follows:

1. The absence of the direct analogues in the target language, e.g. the English language lacks semantically identical proverbs to: “У городі бузина, а в Києві дядько” та “Хрін від редьки не солодший”;

2. Mismatch between Ukrainian and English adages in their emotional colouring and figurativeness or the fact of belonging of adages to different classes – the figurative adages in one language and non-figurative in another. For instance, a Ukrainian adage “*Дешева рибка, погана юшка*” is figurative, whereas its English counterpart -- Cheapest is the dearest is non-figurative. Compare the Ukrainian “*Суха ложка рот дере*” with the English “*An empty hand is no lure for a hawk*” having different degree of figurativeness.

3. Ethnic specificity of adages induces on the one hand the preservation of emotional colouring, and on the other – the necessity of a certain localization. Compare the Ukrainian: *Який Сава, така й слава.* -- *As is the workman, so is the work (Like carpenter, like chips; A workman is known by his work)*. Ethnic specificity of the Ukrainian adage “*Гречана каша сама себе хвалить*” stems from naming quite a widespread food in Ukraine which is not consumed at all in the UK and thus this adage should be delivered by a more nationally neutral “*Each bird loves to hear himself sing*”.

4. Contextual polysemy of adages and the ensuing vagueness of the adage’s pragmatics. For instance, “*Мовчанка - золото*” may function as a commentary of someone’s mode of behavior or an order or request to keep smth. a secret.

Translation techniques of delivering adages include:

• Calque translation from English into Ukrainian may be applied only if the expression calqued is readily perceived by the Ukrainian receptors as natural, for example:

- ✓ put the cart before the horse-«поставити віз попереду коня»;
- ✓ people who live in glass houses should not throw stones -люди, що живуть в скляних будинках, не повинні кидати каміння одне в одного;
- ✓ keep a dog and bark oneself - тримати собаку, а гавкати самому;

• Using direct equivalents that possess all the meanings of lexemes making up an adage in the SL. The counterparts fully coincide in their semantics, for example:

- ✓ to pull chestnuts out of the fire for smb. - ‘таскати каштани з вогню для когось’;
- ✓ to play with fire - ‘грати з вогнем’;
- ✓ to read between lines - ‘читати між рядків.
- ✓ strike the iron while it is hot - ‘куй залізо, поки не згасло.

• Using phraseological analogues with identical figurativeness but another imagery, for example:

- ✓ To turn back the clock - ‘повернути назад колесо історії’.
- ✓ A bird in the hand is worth two in the bush- ‘краще синицю в руки, ніж журавля в небі’.

- ✓ move heaven and earth to get smth. - ‘свернути гори на шляху к чому-либо;
- ✓ cry on smb's shoulder - плакатися комусь;
- ✓ work one's fingers to the bone - ‘працювати, не складаючи рук’;
- ✓ catch somebody red-handed - ‘спіймати на гарячому.
- Nationally-coloured units must be translated via the phraseological units lacking any national connotations, for example:
  - ✓ he will not set the Thames on fire - він пороху не видумає;
  - ✓ to fight like Kilkenny cats - боротися не на життя, а на смерть’;
  - ✓ Queen Anne is dead! - відкрив Америку!
  - ✓ to be from Missouri - бути скептиком
- Explicatory translation that is, rewording the meaning into another structure so that the receptor will have a better understanding of the phrase which has neither analogue nor equivalent in the TL (Sometimes this transformation is named as **explicitation**, defined as the technique of making explicit in the target text information that is implicit in the source text).
  - ✓ a skeleton in the cupboard - сімейна таємниця;
  - ✓ grin like a Cheshire cat - посміхати на весь рот;
  - ✓ Peeping Tom - людина, що проявляє нездорову зацікавленість до інших, підглядаючи за ними;
  - ✓ the real McCoy - дуже цінна річ.

### Translating Idioms

Generally, idioms can be transferred using various methods. Some of these include:

- Substitution with the analogous variant: *It's caviar to the general.* – *Не для нашого коня паша.* In oral translation, however, the translator must preserve the image. A shift in figurative meaning could confuse the translator. When using an analogous variant, it's important to maintain the same style and keep the original content of the idiom.

When replacing a figurative expression with its equivalent, a translator might either generalize or clarify certain elements of the idiom.: *They could not conceive of any greater joy in life; to work their own land, to keep what they produced by the sweat of their brow, for themselves and their children.* – *Вони не могли уявити собі більшої радості в житті, ніж працювати на своїй землі і робити запаси того, що вони виробили у поті чола для себе та своїх дітей.* The words *brow* – *чоло* are the example of generalization. On the other hand, specification can be seen in the following example: *Richard drove back to East Hampton, Maria's tirade still ringing in his head.* - *Річард їхав назад до Іст-Хемптону, а тирада Марії все ще дзвеніла у нього у вухах.*

- Substitution with the simile. *After getting married she is living in clover.* – *Ставши заміжною, вона живе як сир у маслі.* The simile also contains an image, so it is as expressive as the metaphor.

- Antonymous translation takes place when the translator uses a negative construction to translate an affirmative sentence: *The situation was serious, but he kept his head.* – *Справи були серйозними, але він не втрачав стійкості духу.*

- Calquing (or literal translation). This approach can be of help even when an equivalent idiom exists. A word-for-word translation is applied when translating extended metaphors, phraseological synonyms, and puns. Literal translation frequently results in a play between the figurative and literal meanings of an idiom, bringing the idiom to life. For example, the English expression *to get right up one's nose* figuratively means “to irritate” and corresponds to the Ukrainian *дратувати, розлючувати*. However, in the following extract from M. Buerk's memories the idiom is used in its both meanings, literal and figurative, which made the translator calque it. *My two camera crew colleagues discussed gun calibres and overtime rates with an insouciance which did begin (along with a considerable amount of dirt) to get right up my nose.* – *Два моїх колеги по знімальній команді обговорювали при цьому різні калібри зброї та розцінки позанормованої роботи з такою безтурботністю, що вона таки почала разом із значною кількістю бруду забивати мені носа.*

Another reason for favoring literal translation is that the new metaphor in the target language will capture the reader's attention. Calque translation is not an incorrect method; it doesn't violate the target language's rules of semantic agreement and word combination, nor does it clash with the style of the text.

- Descriptive or explanatory translation. If an original metaphor seems somewhat unclear or insignificant, it can be substituted with a descriptive phrase. *Вони обмили цю покупку.* – *They drank to this purchase. Це камініці в мій город? – Was that aimed at me?*

One challenge a translator faces is choosing a suitable equivalent. It had better be as expressive as the original, match in style and connotation, and convey the intended meaning accurately. For instance, an idiom *to pull one's leg* has such equivalents: *обдурювати, морочити голову, водити за носа*. In the dialog “*You are pulling my leg.*” “*I'm not pulling your leg; nothing would induce me to touch your beastly leg*” (P. D. Wodehouse), this expression can be translated by *морочити голову* because it best suits the situation: «*Ти морочиш мені голову*» «*Я не морочу тобі голову; ніщо не змусить мене навіть доторкнутися до твоєї дурної голови*».

When choosing an equivalent, a translator should observe the requirements of proper style. For example, the proverb *Can the leopard change its spots?* corresponds to some Ukrainian equivalents – *Чи може людина змінити свою долю?* (neutral explanatory equivalent), *Горбатого й могила не виправить* (informal expression), *Хто народився вовком, тому лисицею не бути* (low colloquial). A favour given to one adequate equivalent over the others will depend on the text style.

Another challenge is translator's "false friends". It may not always be efficient to calque idioms, as they might have a different, even opposite, meaning in comparison with the original one. For example, *to pour oil on troubled waters* does not mean in the Ukrainian *підливати масла у вогонь* being equivalent to the phrase "to add fuel to the flame". Instead, the expression means *утихомирювати, заспокоювати* (to calm down). Similarly, *to see eye to eye with somebody* – *мати однакові погляди*, *to run somebody to the ground* – *дістати когось з-під землі*, *to wash one's neck* – *пнячити*.

Local coloring is another translator's snare. It's absurd to assign the ethnic characteristics of one country to a different foreign culture. For example, the semantics of an English idiom *to carry coals to Newcastle* is on a par with the Ukrainian *носити дрова до лісу*. However, the following translation seems inadequate: *Джо поніс дрова до лісу, коли почав повчати лікаря, як лікувати застуду. (Joe was carrying coals to Newcastle when he told the doctor how to cure a cold.)*. A receptor would be right to ask: why should Joe being a noble boy deliver firewood to the forest? A neutral expression should be used in this translation: *воду в море додавати* or something of the kind.

## UNIT FOUR

### TRANSLATION OF EQUIVALENT-LACKING AND CULTURE-BOUND WORDS

Although the issue of realia has been researched intensively and thoroughly enough, it still remains topical because the life of peoples and societies is constantly developing and changing thus creating new realia, notions which need to be studied. To engage in this area, it's essential to first fathom what "realia" refers to, both within the context of translation studies and outside of it. Let us take a closer look at a monography published by Bulgarian researchers S. Vlahov and S. Florin in 1980 in which the researchers concentrate on the linguistic patch which is normally called «untranslatable», realia included.

The word «realia» is traced its origins in Latin and means «the real things» as opposed to words, that are considered arbitrary abstract symbols. As a result, the term is the plural form of "realis" (real), which, however, is commonly absent in most Latin dictionaries, as they typically include only Classical Latin, not Medieval Latin usages. In this context, the word refers to objects of material culture.

When delving into translation studies, one is sure to stumble upon a significant shift in terminology: "realia" no longer refers to objects, but to signs, words, and more specifically, words that represent objects of material culture, particularly those related to a local culture. Therefore, it's important to differentiate between realia-objects (primarily outside translation studies) and realia-words (mainly within translation studies).

There are words in any language that don't distinguish themselves in the original from the verbal co-text. Nonetheless, they are not easily transmissible into another language via the traditional repertoire some of these are transferred to the translation text without any changes (they are transcribed), while others may only in part retain their morphological or phonetic composition in translation. In some cases, they must be replaced with lexical units of entirely different meaning or even created anew.

These words include terms for everyday life, culture, history, art, and so on, specific to a particular people, country, or place, and do not exist in other countries or places. It is these terms that are described as "realia" in translation studies.

Despite linguistic differences, we must be cautious not to blur the distinction between the field of realia and the field of terminology. There is a fundamental difference the two. Terms serve the basis for scientific lexis and their scope is reduced to scientific discourse. In other spheres, above all in artistic literature, they are used with a definite stylistic aim. Realia are

not met mainly in artistic literature as they represent elements of the local and historical color. They can be found in some descriptive sciences too, but they are now used, above all, as denominations of described objects or even as pure terms.

#### **4.1. Equivalent-lacking and Culture-Bound Words: Classification and Types**

Equivalent-lacking words signify notions lacking in the target language and culture. They are sometimes called untranslatable words or 'unfindable' words. Sometimes equivalent-lacking words are associated with realia (derived from Latin *realis*, pl. *realia*) or culture-bound words or culturally tinted words. However, the term "culture-bound word" has a more specific meaning than "equivalent-lacking" word. A culture-bound word defines an object unique to a particular ethnic culture.

(*писанка, вишиванка, сало; baby shower, mistletoe kiss; sushi*).

**Equivalent-lacking words** comprise not only culture-bound words, but also neologisms, that is recently composed forms, dialect words, slang words and phrases, tabooisms, foreign terms (these belong to neither of the languages in the translation pair), proper names, archaisms and so on.

Reasons for equivalent-lacking words to be used are multifarious:

- extralinguistic, due to the absence of a similar object or notion in the target culture;
- lexical, due to the absence of a corresponding name consisting of one word for an object in the target language: *malfunction – несправна робота; аварійний режим*.
- stylistic, due to discrepancies in connotations, like in *chap – товариш* (colloquial vs. neutral), *to be one's meal ticket – людина, яка є джерелом постійного матеріального утримання іншої людини; бабуся, бабусечка, бабулька – Granny versus old woman*.

In translation studies **realia (or culture-bound words)** are words and expressions denoting peculiar to certain culture artefacts. The word *realia* comes from medieval Latin, in which it originally equalled to "the real things", i.e. material things, as opposed to abstract notions. Since realia carry a very local colouring, they are often brimming with translation dilemmas. Realia should be differentiated from terminology: the latter is mainly used in scientific discourse to denote concepts related to the scientific field and typically appears in specific types of texts for a particular stylistic function. The former is engrained in popular culture, and are more and more found in very different kinds of texts. Fiction is particular known for the ample use of realia, what with the exotic hue they impart.

*The names of realia* being specifically local don't easily translate to other languages because the locality doesn't exist there. An example would be the *fjords* in the Scandinavian languages. Fjords don't exist anywhere but Iceland, Greenland, and Norway, so translating the word into other languages requires a strategy – similar to the strategies used to translate idioms, expressions that don't carry from one language to another.

### **Types of culture-bound words**

Culture-bound words are terms loaded with cultural significance that are borrowed from another language due to linguistic interactions. A comparison of languages and cultures allows to come up with the following classification of culture-bound words:

- unique culture-bound words: *зуцул, cabaret*;
- analogues: *wallflower* – *дівчина, яку ніхто не запрошує танцювати парні танці на вечірці, дідовщина* – *hazing*;
- similar expressions with different pragmatics: *cuckoo's call* (a call for a cuckoo by an American lady to cuckoo the time in which she will get married) – *кування зозулі* (in the Ukrainian culture it heralds the number of years left for a person to live).
- language lacunae of similar notions: *clover-leaf* = *листок конюшини* (*транспортна розв'язка на двох рівнях із чотирма напрямками*).

**According to the basic meanings**, culture-bound words may be grouped into such semantic fields:

- toponyms, or geographical terms (*New Jersey, Niagara Falls, Strait of Dover, Orkneys*);
- anthroponyms, or people's names (*Sophocles, Gustave Flaubert, George Washington*);
- zoonyms, or animal names (*platypus, grizzly, cougar*);
- social terms (*Антикорупційне Бюро, Knesset*);
- military terms (*капітан, гетьман, Field Marshal*);
- education terms (*A-levels, sixth form, child/day care; НУШ*);
- terms denoting traditions and customs (*Boxing Day, Вербна Неділя*);
- ergonyms, or names of social institutions (*Walmart, IKEA, санітарно-епідеміологічна служба*);
- historical terms (*abolitionist, War of Independence, облвиконком, Гетьманщина*);
- words denoting ordinary routine (food, clothes, cookware, etc.) (*croissante, leine, trailer, намисто, вишиванка*);
- titles and headlines (*Кайдашева сім'я, Tess of d'Urbervilles*).

Culture-bound words are defined by their specific time and place. Their classification is based on ***the local context*** they function in, and includes:

- exoticisms: *McDonnell Douglas, bonsai, origami*
- barbarisms, that is words partially absorbed into a borrowing language: *бульвар, містер, леді, хайку*.

With regard to their **temporal context**, culture-bound words are divided into the following categories:

- neologisms: *selfie, podcast*
- historisms, or obsolete terms denoting realia that have become bygones: *galleon, WASP; крінак, панщина*. Historisms have no equivalents in a modern language.
- archaisms, or out-of-use lexemes having synonyms in the modern language: *Sire = father, steed = horse; belike = probably, десниця = права рука*.

## 4.2. General Tips on Delivering Culture-Bound Words

There are various strategies for translating realia, from phonetic transcription to conveying the overall meaning. A scholar from Israel G. Toury provides a framework for tackling these solutions. He suggests that each approach falls on a spectrum between two extremes: adequacy (which stays close to the original) and acceptability (which adapts the word fully to the target culture).

Here are the different options available for transferring realia from one language to another:

- **Transliteration** involves replicating the word character by character when the original word is written in a different alphabet: *Watson – Ватсон*;
- **Transcribing** according to the target language's pronunciation rules. For instance, the English word *algorhythm* becomes *алгоритм* in Ukrainian;
- Creating a new but quite similar expression or a **calque**, such as the English *Adam's apple* sparked by the French *pomme d'Adam*; the English *beer garden* inspired by the German *Biergarten*;
- **Creating a new word, analogous to the original one**, yet the one with a more local tint to it, e.g. *mullah* from the Arabic *mawla*;
- **Using another but relevant source language word**, presenting it as the original word. For instance, the Italian word *ditto* is often used in English as *the same*, which in Italian means "say";
- **Explicatory translation**, that is providing explicit description of a foreign word, such as «*єврейський храм*» for *synagogue*;
- **Substituting a more generic or international word for the source language word**, such as *white wine* for *Chardonnay*;

- **Adding an attribute** to help the reader understand the origin of the element / object of realia, as in *the Brazilian favela*;
- **Translating the overall meaning.** For example, the English sentence *Does the National Health Service cover this drug?* could be conveyed in Ukrainian as *Чи ці ліки доступні за ціною?*

Culture-bound words are generally rendered in the borrowing language through **transcription**, **transliteration** and **calque** translation: *авеню*, *varenyky*, *Statue of Liberty* = *Статуя Свободи*.

Calques are more convenient than transcription and transliteration. However, they can sometimes be misinterpreted by the receiver. For example, an English calque word combination from the Chinese *Red Guard*, indicating ‘an active member of a pro-Maoist youth organization in China’, is far apter than its transcription counterpart *Hongwei Bing*. Yet, a Ukrainian receptor having the background knowledge of the Soviet historical era can easily mix up this calque with another one, related to the Russian revolution in the late teens – early twenties of the 20<sup>th</sup> century: *червоно-гвардієць*, whereas this word is known in Ukrainian as a transcription borrowing: *хунвейбін*. Thus, resorting to calque translation without realizing thoroughly the meaning of a culture-bound word or, worse, without understanding it, may result in faultiness of translations products and misleading receptors all together.

An **explicatory translation** reveals a culture-bound word meaning in full: *13 зарплата* = *annual bonus payment*; *mistletoe kiss* = *поцілунок закоханих під омельгою, який, за повір'ям, здатен пришвидчити шлюб та народження дітей*. Explication of culture-bound words can be put forward in both in-text and after-text commentaries, and / or in footnotes. The deficiency of in-text notes lies in their ability to distract a receptor from the subject matter of the main text. After-text commentaries have their own downside: a rare reader will care to thumb forth and back in the book to scan them. So, footnotes appear to be the most viable solution, as they spare the reader both time and effort.

**Lexical substitutions** can be resorted to to exert appropriate impact upon the receptor. For instance, the key personage's name of Harper Lee's novel “To Kill a Mockingbird” is *Scout*. This name could incite peculiar associations with a Ukrainian reader. To avoid perplexion, the translator substituted *Всевидько* as the girl's name, conveying her main propensity to have an eye for detail.

In political texts **analogue substitutions** of official positions are applicable: *Under-Secretary* – *зам. міністра*, *Secretary of State* – *Міністр іноземних справ*.

There are instances where culture-specific words may be subjected to the method of reduction in translation. For example, Mark Twain's novel "*A Connecticut Yankee in King Arthur's Court*" is commonly referred to in the Ukrainian version as "*Янки при дворі короля Артура*". The collocation "Connecticut Yankee," which originally denoted "cocky Americans who used to make fake nutmegs and sold them as real ones," wouldn't resonate with modern Ukrainian audience.

The paramount factor in translating culture-bound words is how the receptor perceives and reacts to them. A translator must be aware of the potential challenges the receptor might face and, considering their background knowledge, select the most suitable translation method. Before translating, it's essential to verify whether a loanword exists in the target language, if its meaning aligns with that of the source language word, and what its phonetic and graphic forms are (attention should be paid to the different spellings of a source language word and the loan word, like *lunch* – *ленч*).

### **4.3. Translating People's and Geographical Names, Published Editions**

Anthroponyms are usually rendered through transcription or transliteration: Edward Bond – Едвард Бонд, Percy Shelley – Персі Шеллі. These days transcription is more frequently used. In the last century, though, it was possible to see and hear Шакеспіаре – Shakespeare, Невтон – Newton. In rendering names of living people, personal preferences should be taken into account, for example, the Tchaikovsky Contest first prize winner Harvey Van Cliburn insisted on being called Ван Кліберн in the newspapers – the way he had got accustomed to being called in the USSR on his first visit there, instead of being called Ван Клайберн later, what he found particularly displeasing.

Names of foreign origin, spelt in the Latin alphabet, are usually written in English in their original form: Guy de Maupassant, Sophocles, Nietzsche, Dvořak, Jorge Luis Borges. In Ukrainian they are rendered mostly by their sound form, in transcription: Гі де Мопассан, Софокл, Ніцше, Дворжак, Хорхе Луїс Борхес. Some Renaissance and eighteenth-century figures adopted classical names which were later naturalized: Copernicus – Сопернік – Коперник, Linnaeus – Лінне – Лінней.

Oriental names differ from English ones in the order of names' sequencing: in oriental tradition the family name is given first and the person's first name goes second, whereas in English names it is normally a person's first name which is used first and only then the last (family) name is placed. Thus, the name of Zhu Yousong (Чжу Юсун) signals that Zhu is the family

name and Yousong is the first name. Consequently, the courtesy title abbreviation 'Mr/Ms' should be added to the family name not to be mixed up with the first name. Most Chinese anthroponyms use the official Chinese spelling system known as Pinyin – standardized system of converting Mandarin Chinese characters into Latin writing symbols. The traditional spellings, however, are used for well-known passed away people such as Xi Jinping, Sun Yat-sen. Some Chinese have got their names presented in the Western manner, putting their given at birth names or the initials for them in the first place: P.Y. Chen, Jack Wang. Overall, it is recommended to stick to a preferred individual spelling.

As for Ukrainian names, the first name having a close phonetic equivalent in the English language, this equivalent is used in translating the name: *Oleksandr Usyk*. For the last names, the English spelling that most closely approximates the pronunciation in Ukrainian is used. Some proper names are adapted to the translated language by adding or female endings or titles: *Lizette – Лізетта; пані Яворська – Mrs. Yavorska*.

The rendering of Ukrainian onyms is subjected to the rules of transliteration of the Ukrainian alphabet via Latin letters, which are summarized in Appendix A.

The names of kings are of special interest, as they are traditional in form: *King Charles – король Карл, King James – король Яків, King George – король Георг, King William – король Вільгельм, King Louis – король Людовик, King Henrie/Henry – король Генріх*.

Transparent names (промовисті імена) present a unique challenge. A renowned translation theorist P. Newmark proposes first translating the meaning behind the source language proper name into the target language and then adapting the translated word back into a new proper name in the source language, but only on condition that the character's name is not yet current amongst an educated target language readership. The same tactics can be employed in English to Ukrainian translation. The names of E. Waugh's and A. Huxley's characters are translated into Ukrainian: *Miles Malpractice – Злопрактик, Mr. Chatterbox – пан Базікало, Mr. Slum – пан Непотріб*.

Yet, personal name connotations are often flattened in translation (consider Mr. Murdstone in Dickens' *David Copperfield* – *містер Мердстоун*). Tony Last in E. Waugh's *Decline and Fall* is indeed the last decent, genuine and upright person, which is reflected in his surname. When translated as *Тоні Ласт*, this connotation is obliterated. In such cases, some translators opt to compensate for the loss in commentaries, but many critics argue that commentaries can disrupt the reader's experience of the text.

Another translation challenge is related with the way Ukrainian second names are to be conveyed. Unless required otherwise, it is typically recommended to abbreviate patronymics and add the abbreviation to the first letter (*Ivanna P. Sovenko*), as they are difficult for foreigners to pronounce and sometimes confused for family names, such as *PavloOvych*, *YakymOvych* etc.

Toponyms are normally transcribed or transliterated: *Oxford* – *Оксфорд*, *Харків* – *Kharkiv*. Now the tendency towards transcription prevails over the tendency towards transliteration – some decades ago one should render *Stratford-on-Avon* as *Статфорд-на-Авоні*, now it is *Стратфорд-он-Ейвон*.

Reverting to non-naturalized place-names calls for a lot of translation shrewdness: *Beijing* is not *Бейцзин* in Ukrainian, but *Бейджін* або *Пекін*, *Leghorn* is *Ліворно*, *Nice* stands for *Ніцца* in Ukrainian, while *Munich* is delivered in Ukrainian as *Мюнхен*. A translator is supposed to look up all terms in the most recent atlas and consult bilingual general and specialized dictionaries. A term found must be carefully double-checked in monolingual dictionaries.

Transparent local geographical names can be translated by calques: *Rocky Mountains* – *Скелясті гори*, *Saint Helena Island* – *острів Святої Олени*, *бухта Золотий Ріг* – *Golden Horn Bay*. Half-calques can be used to translate toponyms with classifiers, such as *river*, *city*, *lake*, *bridge*: *Waterloo Bridge* – *міст Ватерлоо*, *Salt Lake City* – *місто Солт-Лейк-Сіті*.

If a toponym is an obscure proper name, it is normally delivered (transcribed) being accompanied with some generic information (*Synevyr*, *a picturesque lake in Zakarpattia Region in the Western part of Ukraine*). Names of states are usually clarified: *Seattle, Washington* – (*місто*) *Сіетл*, *штат Вашингтон*. Some toponyms are replaced in translation: *Strait of Dover* – *Па-де-Кале*, *the English Channel* – *Ла-Манш*.

Periodicals are normally transcribed: *Financial News* – *Файненшл Н'юз*, *Economist* – *Ікономіст*. The definite article testifying to the name of a newspaper is not transferred: *The Times* – «*Таймз*». Also, the names of periodicals are usually extended: *газета «Таймз»*, *журнал «Ікономіст»*. Note the difference in the position of the generic name: *Asian Business magazine* – *журнал «Ейжн Бізнес»*. Transplanting foreign names is one of the latest trends: *журнал «Asian Business»*.

Titles of literary works are translated: *The Moon and Sixpence* – *Місяць і мідяки*, *The Man of Property* – *Власник*. When used in the English text, all notional words in titles are capitalized and either italicized or underlined. More rarely are they written with quotation marks.

For pragmatic reasons, a translator can substitute the title. For instance, «Дванадцять стільців» by Ilf and Petrov was delivered into English under the title *Diamonds to Sit On*, so as to more precisely suggest the underlying idea of the novel and make the book more appealing to obtain and read. It is also necessary to adhere to literary traditions of a certain country. The world-famous collection of tales «Тисяча й одна ніч» is transferred into English as *The Arabian Nights*.

Scientific works in lists of references are not translated. When a scientific work is translated from English, the title of the reference in the original language stays unchanged. However, when a research paper is translated from Ukrainian, references to Ukrainian authors are typically transliterated.

Titles of documents in the target language must deliver the general meaning of the whole official document, so diverse translation transformations are acceptable, for instance the translation method of generalization. Compare the translation pair: the English “*No Hanging Bill*” and the Ukrainian «*Закон про скасування смертної кари*», where the British law abolishing execution through hanging is laid out in the target language version as the law invalidating the death penalty as such.

#### **4.4. Translating Ergonyms and Neologisms**

An **ergonym** is a proper name or title of an organization, that reflects its function (for example, business associations, educational institutions, learned societies, industrial companies, agencies, banks, shops, cultural institutions, sports complexes and stadia). An ergonym can be called a name reflecting some unit of social organization in a city and / or another type of civic accommodation or infrastructure.

The term "ergonym" is understood in various ways. It is viewed as a proper noun by some linguists, which indicates a group of people (like an organization, company, or educational establishment) formed for a particular purpose. In German linguistics, the term not only describes coalition or unions of individuals but also presupposes product names and services (such as food, clothing, and vehicles), artistic works, publications, broadcasts, children's games and toys, and names of businesses like cafés, shops, and hair salons. Finnish researchers, in their turn, rarely use "ergonym" and prefer terms like "company name," "name in public discourse," or "commercial name" instead. Yet, certain academics perceive the concept in question far broader than the sheer symbol of a trading name or trademark. The names of public institutions (e.g. schools, theatres, churches, and bureaucratic entities) are typically incorporated in this case.

Ergonyms can be names of both commercial and non-commercial establishments in different fields of human activity (administrative

establishments, manufacturing and trade companies, medical and educational institutions, cultural and entertaining establishments, etc).

Below are some examples of ergonyms sorted out by the type of a social unit:

<b>Type</b>	<b>Examples</b>
<b>hotel</b>	Hotel Carlton, Auberge de Soleil, Mandarin Oriental
<b>corporation</b>	General Motors, Giant Bicycles, Samsung Electronics
<b>flag carrier</b>	British Airways, Brussels Airlines, EgyptAir
<b>organization</b>	the Common Market, United Nations, International Committee of the Red Cross
<b>agency</b>	the Federal Bureau of Investigation, Global Travel International, Best Day Tour
<b>shop</b>	CentralWorld, Missguided, Pretty Little Thing
<b>school</b>	Burgess Hill Girls, CATS Canterbury, Woodcote House School
<b>hospital</b>	Great Ormond Street Hospital, Ronald Reagan UCLA Medical Center, Johns Hopkins Hospital
<b>cinema</b>	The Screen On The Green, Greenwich Picturehouse, CinemaPark
<b>café</b>	Le Dome Cafe, Grand Cafe, Café Central
<b>beauty salon</b>	Thompson & Co, Salon Next, Fashion Look Studio
<b>library</b>	New York Public Library, State Library of Victoria, Trinity College Library
<b>theatre</b>	Grauman's Chinese Theater, Boston Opera House, Palau de la Música Catalana
<b>stadium</b>	Wembley Stadium, Santiago Bernabeu Stadium, Old Trafford Stadium
<b>fitness centres</b>	Metroflex Gym, Original Temple Gym, Firehouse Fitness
<b>banks</b>	C. Hoare & Co., Barclays Bank, Weglin & Co.

### **Dealing with ergonyms in translation**

Traditional textbooks on translation studies usually outline some general trends in the translation of proper names, with no attention given to the specific problems that arise directly in the translation process.

The major challenges in translating ergonyms (the names of business establishments) from Ukrainian into English may be classified into three groups which roughly correspond to the stages of the translation strategy. Translation strategy is a general course of the translator's activity induced by the general stance to translation in a particular communicative situation, conditioned by the specific components of this situation and the translation goal, guiding in its turn, the mode of the translator's professional behavior.

Firstly, when a translator comes across the term "ergonym," they should first check if the company has a registered name in English, as listed in the Certificate of State Registration of a Legal Entity. As any registered

name is legally recognized, the translator must use this very version, even if the translation is not entirely accurate. In case a company has not got its name registered in English, the next step is to select the most appropriate translation technique for the situation, such as a **calque** or **practical transcription**. The choice between these methods will be conditioned by the level of motivation behind the company's name. If a name is a direct one without any figurativeness to it, a translator is expected to forge a calque in English. Thus, "Ризький бурштиновий завод" is translated as Ryga Amber Plant, since this company is a (i) plant which polishes (ii) amber and is located in (iii) Ryga. In case a company has a symbolic or figurative brand name, a translator is to transcribe it: ЗАТ «Радар» - ZAT Radar, група компаній «Елада» - Elada Group of Companies.

Abbreviated or shortened ergonyms are transcribed or transliterated. For example, ДП «Житомирський ЛГЗ» will be subsidiary Zhytomyr LGZ Factory in English. There might be an explanation of the abbreviation in the text though – «Житомирський лікеро-горілчаний завод» and in this case the name is literally translated as Zhytomyr Liquor and Vodka Distillery Factory.

A second portion of controversy is concerned with **translation of components in the structure of ergonym**, such as toponyms, anthroponyms, abbreviations, common terms (appellatives) to name a few. Appellatives (lexemes describing a type of an organization: plant, factory, trust, corporation, group, company, etc.) should invariably be translated through calquing rather than transliterated.

A certain hitch in translating a nomenclature element arises from realia's potential to function both as an appellative or its part. For example, a Ukrainian term «комбінат» is outlined as "a large industrial enterprise encompassing different enterprises that are linked with each other by a common technological chain or through a certain administration grid". English dictionaries come up with a whole gamut of equivalents for its transfer from Ukrainian: *centre, combine, joint venture, integrated works, industrial complex, union, plant, many-unit enterprise*. None of the suggested versions fully reflects the semantic loading of the Ukrainian term. However, the emerging data testify to the utmost appropriateness of such variants for this type of enterprise as "*enterprise, complex, plant*" depending on the context.

Ergonym often include a toponym stemming from the name of the location the business is situated in: «Броварський пивоварний завод», «Махаринецький цукровий завод». To translate such toponyms, the original name of the locality must be retrieved, and the noun from which

the corresponding adjective was formed is to be transcribed into English: Brovary Brewery Plant, Makharynetsk Sugar Plant.

If ergonym includes a commemoration anthroponym, that is the person's name which is honored by the organization), it should be transcribed and put prior to the noun it specifies: «Винницязернопродукт імені Мічурина» - "Michuryyn Vynnytsyazernoproduct Company". If ergonym includes both anthroponym and toponym, its structural pattern can vary, cf. «Сумський держпедуніверситет імені А.С. Макаренка» - "A.S. Makarenko State Teacher Training University of Sumy" or "Sumy A.S. Makarenko State Teacher Training University" ("named after" cannot be used in this case).

The translation of ergonyms that contain abbreviated appellatives in their structure is particularly noteworthy. There is a current tendency towards the appellative component of such ergonyms, which signals about the form of business venture, being predominantly transliterated: ТОВ, БАТ, ЗАТ - TOV, VAT, ZAT. But this way of translation is a comparatively new practice. In the 1990s, at the outset of these forms of business in Ukraine, their abbreviations appeared as a result of the English versions: Товариство з обмеженою відповідальністю (ТОВ) was conveyed as "LLC" (standing for "Limited Liability Company"), відкрите акціонерне товариство (БАТ) corresponded to "OJSC" (standing for the English "Open Joint Stock Company").

Additional abbreviations are also likely to be found in a company name, and the approach to translating them should be tailored to each case. The translator is responsible for decoding the abbreviation in an attempt to understand its meaning; abstaining from unnecessary repetition; accurately conveying the essential information. The most apt translation technique will be chosen based on the type of text, be it transliteration, deciphering through calquing, omission, or interpreting the abbreviation and using it as a postmodifier in the ergonym.

The third stage of translating ergonyms reflects target language norms and usage. Ukrainian names should be verified to comply with the accepted usage and spelling in English.

- Except minor words, all words used in a company name written in English should be capitalized: «Львівський завод прецизійних виробів» - Lviv Precision Components Plant.

- Quotation marks around ergonyms are used in Ukrainian but not in English: БАТ «Монастирищенський котельний завод» - VAT Monastyryshchy Boiler Plant. An article should not be used with a name of the company in a text, except when the name has a classifier: Evalar but the Evalar Pharmaceutic Venture.

- Appropriate word order arrangement must be observed in the respective language in translation: a nomenclature term typically takes the final position in an English phrase, so it is strongly advisable to employ domestication strategy in order to stick to an idiomatic English syntactical pattern. For example, «Завод виробництва двигунів» - Motor Plant; годинникова фабрика «Чайка» - Chaika Watch Plant.

When the name of an institution is identified, it is usually transferred with a word about its function and status: *дитячий спортклуб "Юність"* - *Yunist, Children's and Youth's Sports Club*, *магазин "Океан"* - *the Ocean seafood store*, *Балтіятрансфлот* - *BaltiaTransFlot shipping company*.

Ergonyms comprising highly informative names are calque-translated: *Південноукраїнський центр підтримки бізнесу* - *The South Ukrainian Business Support Center*. Official administrative bodies are normally translated: *Державний комітет України з рибальства* - *The Ukrainian State Committee on Fisheries*, *Слобідський комітет з архітектури та будівництва* - *The Sloboda Committee for Architecture and Construction*.

The evidence presented above manifests that ergonyms translation is a sophisticated and complex problem which a translator faces in the process of delivering them from Ukrainian into English. The issue encompasses a broad spectrum of concerns, involving not only established linguistic rules in the target language, but also socio-economic, judicial, and cultural knowledge. It highlights an inseparable connection between verbalization as such and peculiarities of human cognition.

### **Translation of Neologisms**

Reality in political, economic, technical, and social spheres is transforming itself and advancing, bringing about new phenomena and objects, which in turn results in the creation of new words in the language. Such new words are referred to as neologisms – the part of the vocabulary bulk that emerges alongside the evolution of culture and technology, social relations changes, and shifts in the life and living conditions of people.

Such lexems undergo the process of standardization: initially they are incorporated into special sections of dictionaries, in other words they become codified. Having been subjected to all the stages of standardization (acceptance by society) and lexicalization (consolidation in the language), they are integrated in the active language lexis and refill the stock of common usage.

Classification of neologisms according to the principle of their creation:

**1) Phonological** neologisms are formed following the principle of sound imitation (onomatopoeia), or slang expressiveness: the noun *zizz*

(British slang) denotes *short sleep* and is derived from the imitation of sounds made by a sleeping person); the noun *sis-boombah* envisages the sounds of spectacular fireworks, constant dynamics of the game; the adjective *yucky* (meaning *disgusting*) traces back to the interjection *yuck*, expressing utter disgust. Such neologisms can be called «strong»; they have the highest degree of novelty explained by their unusualness and freshness.

**2) Borrowings** (they are distinguished by atypical morphological articulation not characteristic of English and lack of motivation). The lexical structure of English continues to expand due to borrowings from various languages, French constituting the main language of their supply although quite enough words are borrowed from various Afro-Asiatic languages, especially from Japanese, Arabic and some others: e.g., such words as *filet mignon* (*tender steak cut of beef*) and *a la carte* (*choosing food as separate items from a menu*) came from French, *algebra* (*reunion of broken parts*), *safari* (journey) – from Arabic, *glasnost* (*verbal transparency in society*) from Russian.

**3) Morphological** neologisms are formed following the patterns existing in the language system and from the morphemes available therein. These are such conventional word formation processes as affixation, conversion, composition, and less conventional, e.g. contraction, lexicalization, etc. Morphological neologisms are divided into:

**4) Affixal neologisms** are formed within the framework of the English word-formation, e.g.: -able: *googlable*, *microwaveable*; -ize: *exponentialize*, *enemize*; -ism: *schismaticism*, *ageism*, *lookism*, *masculinism*; -ic: *pesticidic*, *villagistic*, *yawnogenic*; -ship: *whatevership*; -ous: *naturous*, *rainbowlicous*, *cyber-*: *cybercafe*, *cybercrime*, *cyberfraud*; *de-*: *to deconflict*, *to defriend*; *dis-*: *to disclude* (to exclude), *dispatriatism* (lack of patriotism); *mis-*: *mismessage* (to send a message to an unintended recipient); *auto-*: *autoerror*; *un-*: *unfollow*; *anti-*: *anti-hero* (a central character in a story, film, or drama who lacks conventional heroic attributes and thus is opposed to the hero); *re-*: *recycle* (the process of producing things from the already utilized goods), etc.

**5) Compound neologisms** are formed through composition which requires adding the whole forms of words (not just their stems). The most common models include  $N + N \rightarrow N$ ,  $Adj + N \rightarrow N$ ,  $Past\ Participle + Adv. \rightarrow A$ , for instance: *homeschooler* (a child who gets compulsory primary and secondary education at home from private teachers); *mapographic* (a quality of memory to retain maps perfectly); *woke* (well-informed, up-to-date); *crowdfunding* (an online practice of soliciting large sums of money in order to start a new business); *hypebeast* (a young person obsessed with the latest expensive

designer outfits); *buttoned-down* (conservative, stiff); *sadwear* (clothes that make us feel better when we're sad, specifically born out of the existential ennui of lockdown); *dumbwalking* (walking without any point, paying no attention to the world around because of consulting a smartphone); *live-blogging* (an activity of creating and relaying video content live), etc.

**6) Converted neologisms** are made by converting nouns into verbs and vice versa: *to tweet* (to post short messages on the Tweeter platform, currently x.com); *to google* (to look for something in Google); *a slay* (someone who has done exceptionally well or pleasantly surprised others); *to starbuck* (to drink coffee made by the Starbucks coffee company); *a photo dump* (a collection of photos and videos gathered together in one post on Instagram or sometimes Tiktok), etc.

**7) Contracted neologisms** (mainly abbreviations and acronyms): *FOMO* (fear of missing out: a feeling of fear lest something important or interesting should be ignored); *srsly* (*seriously*); *WFH* (work from home: referring to a person doing their job in their home rather than commuting to an office), etc.

Translating new terms is challenging because no dictionary can fully keep up with the rapid rise of neologisms driven by the fast-paced advancement of science and technology across various fields. While understanding the context or the components of a neologism can be of much help, having extralinguistic knowledge is also essential. Another challenge is that societies don't develop at the same pace, meaning the target language might lack equivalents for the source term, requiring the word to be described or rendered phonetically or graphically.

The main translation techniques of dealing with neologisms are the following:

- **Transcription** is based upon the reproduction of the sound make-up of the word by means of the target language letters, e.g.: «*Joseph hopes Isabella will accept his proposal but he has conditioned his mind in case she rejects it. He is a **pessioptimist**.* – Джозеф сподівається, що Ізабелла відповість «так» на його пропозицію, але і до відмови він також готовий. Він **неессуоптиміст**».

- **Transliteration** is based on the transfer of letters that make up a word in the source language using letters of the translation language, e.g.: «*After being judged as introverts, extroverts and ambiverts, the internet generation has recognized themselves as **cyberverts**.* – Інтернет-покоління, яке вважалося інтровертами, екстравертами та амбівертами, визнало себе **кібервертами**».

- **Calquing**, a technique of translating the source language word by replacing its components with their lexical equivalents from a target language, e.g.: «*Media platform MiNDFOOD has funded 130 **ecotherapy** projects and helped more than 12,000 people.* – Медиаплатформа «*MiNDFOOD*» профінансувала 130 проєктів в галузі **екотерапії** і допомогла більш ніж 12 000 людей».

- **Descriptive translation** used when none of the word vocabulary matches the context or no other techniques can be used, e.g.: «*Combining NFC with the fingerprint-reading Touch ID, it turns your phone into a secure **tap-to-pay** wallet.* – Комбінація модуля безконтактного зв'язку та сканера відбитків пальців перетворила Ваш телефон на безпечний гаманець з **функцією сплати за покупки в один дотик**».

## UNIT FIVE

### ISSUES OF POLITICAL CORRECTNESS. GENDER DIFFERENTIATION AND POLITENESS NORMS IN TRANSLATION

It is a wide-spread phenomenon in English known as “political correctness” (commonly abbreviated to PC) that aims to ensure that ethnic, racial, sexual, social, age, or other minority groups are represented and referred to in the ‘correct’ way. The phenomenon in question has become an integral part of English in official and semiofficial situations. The underlying philosophy of the trend is that of inclusion of all the layers of the sociocultural fabric of society into an equal representation in a language. It is implemented in purposeful avoidance of any derogatory connotations which may be associated with certain words denoting people belonging to minority groups. The concept has been discussed, disputed, criticized, and satirized by commentators from across the political spectrum. The term has often been used derisively to ridicule the notion that altering language usage can change the public’s perceptions and beliefs as well as influence outcomes.

Taking into account political correctness considerations while carrying out sociocultural transfer from Ukrainian into English calls upon the translator’s both linguistic and cultural competences to make a sensible choice of words, expressions, grammatical constructions of sentences which are typically deemed as polite and acceptable in the English cultural context.

#### **Politically correct variants denoting sick and disabled people**

There used to be a lot of words denoting such people (for instance, *invalid, handicapped, defective, crippled, deformed, abnormal etc*) which are now better to be replaced with their more euphemic counterparts, especially in official documents. Care, though, is to be exercised while resorting to such euphemisms as *people with special needs, differently abled, physically challenged* since they can sometimes be perceived as offensive due to their connotations of haughtiness. It is advisable, then, that direct and neutral lexemes and expressions like *people with disabilities* be employed. A translator should avoid denoting a person by solely naming the character of the disorder or invalidness. Thus, “*deaf man*” is to be conveyed by means of “*man with a hearing impairment*”, “*cancer patient*” – “*patient with cancer*”. In official documents descriptions of sick and disabled people should have no connotations of them as victims. For instance, the translation of a Ukrainian “*особа, прикута до інвалідного візка*” into English as “*a person confined to a wheelchair*” may be treated as derogatory, hence a preferable option would be “*a person who uses a wheelchair*”, which sounds far more neutral. The same guidelines hold for denotations of people with AIDS, an appropriate expression for whom in singular form should be “*a person with AIDS*”.

### **Politically correct variants denoting senior people**

While delivering a Ukrainian expression “*стари люди*” into the English context, instead of “*elderly people*” or “*the aged*” having pejorative hints to them expressions like “*older adults*” or “*older people*” are to be used as well as such counterparts as “*senior citizens*” та “*seniors*” to refer to people over 65.

### **Politically correct variants denoting ethnic (national) or racial groups**

Special care is to be observed while transferring into English the words related to various ethnic (national) or racial groups so as not to hurt their feelings. Those names are recommended which are favoured by the national or racial group in question. For example, expressions “*чорний американець*” або “*американський негр*” should be conveyed as “*African American*” (or “*Black American*” or “*Afro-American*”) but not as “*Negro*” or “*colored American*”. American Indians of the Navajo tribe – as “*Dine*” (to ensure a better understanding some explanation may be provided such as “*also known as the Navajo*”). Referring to aborigines of the American continent preference is usually made in favour of “*American Indians*” and “*Native Americans*”, while in the Canadian variant of English notions “*natives*”, “*Natives*” and “*native peoples*” due to extralinguistic reasons. To denote Americans of Asian origin an expression “*Asian Americans*” is regarded as appropriate, not “*Asiatic Americans*”, which is viewed as humiliating.

To denote Spanish-speaking Americans coming from Mexico or countries in the Caribbean and South America an expression “*Hispanic Americans*” is typically resorted to хоча although in general more specific terms are given preference to like “*Mexican American*”, “*Haitian American*” etc. Some groups of Spanish-speaking Americans prefer a lexeme “*Latino*” to denote people of Latin origin. A synonym for an American of Mexican origin (Mexican American) is a word “*Chicano*”. Yet, it is to be utilized with care since at times it may be regarded as condescending.

## **5.1. Language and Gender. Translation Techniques of Delivering gender-related notions**

The relationship between language and gender has long been of interest within sociolinguistics and related disciplines. Early 20th century studies in linguistic anthropology delved into differences between men’s and women’s speech behavior across a wide array of languages, identifying distinct female and male language forms.

Gender has also been a social variable in quantitative studies of language variation carried out since the 1960s, a frequent finding being that, amongst speakers from similar social class backgrounds, women tend to use more standard or ‘prestige’ language features and men more vernacular language features.

It is often suggested that the differences between men and women are rooted in biology rather than upbringing. According to this view, the sexes communicate in distinct ways—women are generally better at it—due to the way their brains are structured. The female brain is particularly adept at verbal tasks, while the male brain is more suited to solve visual-spatial and mathematical riddles. Women tend to enjoy talking, while men often favor action over words.

A book “The Myth of Mars and Venus” by Deborah Cameron contains the propositions that men and women differ fundamentally in the way they use language to communicate. There are the following claims:

1. Language and communication are more vital to women than to men; women talk more than men.

2. Women’s verbal skills are better than those of men.

3. Men's purposes of using a language are related to getting things done, whereas women's ones are directed to making ties with fellow human beings. Men, when speaking, tend to emphasize objective and factual information unlike women who are far keener on relationships and emotional side of life.

4. Men's use of language is of a competitive nature, reflecting their deeper involvement in acquiring and upholding their status; women's verbal habits are modified by their longing for collaboration, reflecting their preference for equality and harmony.

5. These differences usually lead to "miscommunication" between the sexes, with each sex misinterpreting the other's intentions.

In society, men are looked upon as the norm for the human species: their characteristics, ideas, mentality and actions are regarded as completely representing those of all human beings, male and female. This practice tends to oust women from any representation in a language or altogether excludes them from it. It can also result in their portrayal as deviations from this “male – human” standard. Women's linguistic position is often dependent on or ensues from that of men, which is represented as autonomous. By downgrading women to a dependent, subordinate status, sexist language portrays women and men as different and unequal in their treatment social beings.

English abounds in sexism in the language means. Sexism is discrimination or devaluation based on a person's sex, such discrimination directed mostly against women. The existence of sexist language is due to sexism in society.

Established sexist forms in English constitute the use of '**man**' and '**he / him / his**' as generics (nouns and pronouns describing both sexes); the use of suffixes -man, -ette, -ess, -trix in nouns referring to occupations and job titles. Linguistic sexism in English also encompasses asymmetrical naming practices,

hackneyed images of women and men, trivialising and / or denigrating descriptions of (mainly) women and their status.

In the English language, there are many words, which are clearly male-orientated in that they contain the element “—man” while they can in fact apply to both sexes, For example:

*chairman    congressman    councilman*  
*newsman    foreman    freshman*  
*policeman    salesman    mailman*

Sexism in language is also showed in that the noun of **feminine gender** can only be obtained by adding a certain bound morpheme to the noun. For example:

MALE	FEMALE	MALE	FEMALE
Man	woman	manager	manageress
Prince	princess	god	goddess
author	authoress	mayor	mayoress
count	countess	poet	poetess

Some English words, especially the name of some professions, are basically of common gender, namely, they can be applied to both sexes. However, people usually will habitually associate them only with male. Consequently, we have to add “woman” before those names if we want to refer to female of those professions. For example:

<b>COMMON</b>	<b>GENDER FEMALE</b>
<i>Doctor</i>	<i>woman doctor</i>
<i>Professor</i>	<i>woman professor</i>
<i>Engineer</i>	<i>woman engineer</i>
<i>Lawyer</i>	<i>lady lawyer</i>
<i>Reporter</i>	<i>girl reporter</i>

Thus, there is an increasing number of people in the UK and the USA who become aware of sex discrimination in language and prefer to avoid all together the words and phrases that may be treated as sexist and thus perceived by women as offensive.

Translators into English as the target language become conscious of the necessity to omit that vocabulary which may cause embarrassment with the representatives of a certain sex.

One of the translation tips: don't use the lexemes which are likely to denigrate or diminish the dignity of a certain sex or if the lexemes identifying a sex are not communicatively loaded in the context tackled.

Here is a list of words not to be used in translation regarding their dubious connotations and the preferable translation variants that are gender-neutral.

1. Lexemes or morphemes *-man* або *-men* or utterances that contain such lexemes meaning a person of any sex:

<b>man</b>	human being, human, person, individual
<b>mankind, man</b> (у збірному значенні)	human beings, humans, humankind, humanity, people, human race, human species, society, men and women
<b>man-made</b>	synthetic, artificial workingman worker, wage earner
<b>man in the street</b>	average person, ordinary person

2. Use gender-neutral lexemes in the names of titles, functions and professions.

Some words such as “*spokesperson*” та “*salesperson*” with an element “person” instead of “man” are used quite often nowadays, whereas others, e.g. “*weatherperson*” instead of “*weatherman*” or “*councilperson*” in place of “*councilman*” are perceived as clumsy. Words like *anchorwoman*, *businessman*, *saleswoman*, *salesman* are fairly acceptable, but neutral gender remains more preferable.

Unwanted lexemes	Preferable variants
anchorman --	anchor
bellman, bellhop --	bellboy
Businessman --	businesperson, business executive, manager, business owner, retailer тощо.
cameraman --	camera operator, cinematographer
chairman --	chairperson, chair
cleaning lady --	cleaner, cleaning woman, housecleaner, office cleaner, housekeeper
clergyman --	member of the clergy, cleric, minister, rabbi,
priest --	pastor
congressman --	representative, member of Congress, legislator
fireman --	firefighter
forefather --	ancestor
housewife --	homemaker
insurance man --	insurance agent
layman --	layperson, nonspecialist, nonprofessional
mailman, postman --	mail carrier, letter carrier
militiaman --	law enforcement officer, police officer
policeman --	police officer, law enforcement officer
salesman --	salesperson, sales representative
spokesman --	spokesperson, representative
sportsman --	sportswoman, athlete
stewardess --	steward, flight attendant
weatherman --	weather reporter, weathercaster, meteorologist
workman --	worker

Avoid using such attributes before nouns as “*lady, female, girl, male*” in the collocations “*lady doctor, female lawyer, girl athlete, male secretary*” if their usage seems to be irrelevant in the translated context. Such phrases sound condescending. In cases when it’s required to denote the female gender, use attributes such as *female or woman*, but not – *lady*, for instance:

Його бабка стала першою юристкою, яка працювала у цьому селі, --  
*His grandmother was the first woman lawyer to practice in this village.*

### Parallel Collocations to Denote Both Sexes

Unwanted lexemes	Preferable variants
чоловік і жінка-- man and wife	husband and wife
чоловіки та жінки -- men and girls	men and women, boys and girls
пани та пані -- men and ladies	men and women, ladies and gentlemen

3. Avoid using the pronoun **he** while signifying the person whose profession may be held by either of the sexes.

*Коли кухар готує екзотичну страву, він зобов’язаний детально описати комбінацію усіх інгредієнтів, -- When a chef cooks an exotic dish, he has a responsibility to describe in detail the combination of all ingredients.*

Ways of replacing the ‘*he / him / his*’ pronouns without distorting the message or compromising style or readability. Here are some major strategies:

- *recast the sentence in the plural*
- *leave out the pronoun*
- *repeat the noun*
- *use 'he or she', 'she or he' or in writing's/he'*
- *recast the sentence and use another pronoun, for example, 'you', or 'we', or 'one'*
- *recast the sentence to avoid pronouns*

In speech it is common practice (however, considered ungrammatical) to use the pronoun 'they' as in: *'If a student wants to get a practice test, they should come to my office between 2 and 4 p.m. today'*.

4. Occupational nouns and job titles which refer exclusively to women should also be avoided. Often these have been derived from male job titles by adding such suffixes as *-ette, -ess* and *-trix* (*executor – executrix, steward -- stewardess*), *-e* (*blonde, brunette*), *-euse* (*chanteuse, masseuse*), *-ette* (*suffragette, usherette*), *-enne* (*comedienne, equestrienne*), *-ess* (*actress, stewardess*) та *-ix* (*aviatrix, executrix*). This practice reinforces the view that women's status is dependent on, or derived from, that of men.

Unwanted lexemes	Preferable variants
authoress	author
aviatrix	aviator
poetess	poet

proprietress	proprietor
sculptress	sculptor
suffragette	suffragist
usherette	usher

## 5.2. Politeness Theory and Translation Techniques Delivering Politeness

**Politeness theory**, first introduced in 1978 by Penelope Brown and Stephen Levinson, explains a spectrum of ways individuals address (alliviate) the threats to their interlocutors' "face" – the social identity and respect that an individual has for him / herself, maintaining that "self-esteem" in public or in private situations, posed by face-threatening acts. Since its formulation, the theory has broadened academic understanding of politeness. Politeness refers to the manner speakers express their intention to reduce the potential harm to another person's face, which is caused by certain acts that may be perceived as threatening or disrespectful. Another definition is "a battery of social skills whose goal is to ensure everyone feels affirmed in a social interaction". Being polite therefore consists of attempting to save face for another.

Politeness strategies aimed at saving the hearers' "face" (or avoiding embarrassing the other person, or making them feel uncomfortable) mainly deal with face threatening acts (FTAs). These are acts that violate the hearers' need to preserve their self-esteem and be treated with respect. In a situation where one needed to borrow and use their boss's pen (on seeing a whole cup of them on his desk) they might have a few options of speech behaviour:

- a. utter "*Hm, I need to use one of those!*"
- b. utter "*Well, is it all right if I use one of your pens?*"
- c. utter "*I'm sorry to trouble you but, I just wanted to ask you if I could use one of those pens?*"
- d. Indirectly utter "*It would be nice if I could use a blue ballpen now.*"

Brown and Levinson identified **four types of politeness strategies** that capture the essence of human "politeness" behavior:

- *Bald on-Record Politeness,*
  - *Positive Politeness,*
  - *Negative Politeness,*
  - *Off-Record-indirect Politeness.*
- ✓ Opting for an "a" answer reflects one's choice of the Bald on-Record strategy which is a direct, clear and concise way of saying things, without any minimization to the imposition on the boss's "face" and dignity;
  - ✓ Opting for a "b" answer suggests one's preference for the Positive Politeness strategy. In this situation one avoids giving offence recognizing the boss's desire to be respected. It highlights friendliness and expresses group reciprocity.

✓ Opting for a “c” answer indicates that one used the Negative Politeness strategy which similar to Positive Politeness in that you recognize that the boss wants to be respected. Yet, this strategy is aimed at listener's negative face and is meant to avoid any imposition on them. One initially presumes that they are in some way imposing on the interlocutor and wishes to avoid feelings of awkwardness or embarrassment. Some other examples to prevent such feelings would be to say, “I don't want to bother you but...” or “I was wondering if ...”.

Opting for a “d” answer means that one used Off-Record Indirect Politeness strategy whose main purpose is to relieve part of the speaker's pressure. One is trying to express something general or extremely vague than their true direct meaning (asking for a pen) and and relies on the hearer's interpretation to have the one's purpose get conveyed, that is one would rather it be offered to them once the boss realizes one needs a pen.

Integrated semantics of politeness is lodged in the fields of cultural studies, context analysis and the schemata of stereotyping. Translation of politeness requires treating this phenomenon through complex interpretation. The translator becomes a mediator who should be aware of different “polite mappings”.

In the Ukrainian directives an imperative form of the predicate is typically used. The usage of the corresponding form of the verb in the English directives is often perceived as impolite by the English native speakers since in the English directives interrogative sentences are frequent, for instance:

- *Петре, допоможи мені відремонтувати велосипед -- “Petro, could you help me mend the bicycle?”*
- *Розкажіть нам щось про себе, про свої досягнення, про свої прагнення? -- Could you tell us something about yourself, your achievements, your aspirations?*
- *Дозвольте не погодитися. -- Will you permit to disagree?*
- *Розкажіть докладніше про ваш досвід роботи у міжнародній компанії. -- Will you expand on your work experience in an international company?*

Interrogative forms in the Ukrainian directives are also employed out of politeness considerations but not as frequently as in English:

- *Чи Ви не візьмете на себе труд прочитати нам уривки, що стосуються мого брата? -- Will you take the trouble of reading to us the passages which concern my brother?*
- *Чи не могли б Ви навести приклад? -- Could you cite an example?*

One should bear in mind that replacing Ukrainian imperative sentences with English interrogative ones cannot always be relevant or pragmatically expedient.

## UNIT 6.

### PRACTICAL ASSIGNMENTS

*Exercise 1. Study the examples of workplace jargonisms and their explanation provided at the website <https://www.gorick.com/blog/workplace-jargon-dictionary> and offer your translation variants of the sentences containing them into Ukrainian.*

*Exercise 2. Study the ten examples of business jargon below. Then translate the sentences with them into Ukrainian. Comment on the translation techniques employed.*

#### **1. Close/end of play**

If someone requests something by ‘*close of play*’ – a sporting term that signals the end of a match – they need it by the end of the working day. They may also use the acronym ‘*COP*’ (and spell out the letters in spoken conversation).

For example: ‘*I’ll get the report to you by close of play, Jared.*’

#### **2. On the same page**

Asking if you are ‘*on the same page*’ about something, means checking if you both share the same understanding of, or position on, the situation in question.

For example: ‘*We need to get on the same page ahead of this meeting or we’ll never get this contract.*’

#### **3. ASAP**

Whether spelled out or pronounced as ‘ay-sap’ in spoken conversation, this acronym stands for ‘*as soon as possible*’ and demands an urgent action or response.

For example: ‘*We have a coffee machine emergency, call me ASAP!*’

#### **4. Low-hanging fruit**

This expression describes easy wins – problems that are simple to solve or achievable targets that are likely to generate maximum success with minimal effort, making way for trickier tasks.

For example: ‘*We know the conference-goers are low-hanging fruit, let’s get as many of them to sign up as possible.*’

#### **5. Ducks in a row**

This term refers to getting things organized or set up well. A manager might tell a team: ‘*we need to get all our ducks in a row*’ before further action can be taken.

For example: ‘*Don’t call the client before we have our ducks in a row, or they’ll think we’re fools.*’

### **6. Outside the box**

'We need to think outside the box' means to avoid obvious solutions – or the confines of tradition – and take a fresh or unheard-of approach to a problem.

For example: *'This is not a problem we've seen before, we're really going to have to think outside the box.'*

### **7. Heads up**

If someone gives you a 'heads up', they are alerting you to how a situation or plan seems to be developing, which you need to be aware of.

For example: *'Just a heads up, Maria returns from maternity leave in 2 weeks.'*

### **8. Circle back**

'Let's circle back to this' is a suggestion to pause discussion of the topic at hand, with a plan to return to it at a later point.

For example: *'We've lots of other things to cover, let's circle back to this once we've made the big decisions.'*

### **9. Back burner**

Putting a task "on the back burner" – as in, moving a pan to a smaller ring at the back of a kitchen hob – means to temporarily put it aside, while you deal with higher priorities.

For example: *"Unfortunately the whole project has been put on the back burner. We won't be going to Japan in July after all."*

### **10. Rain-check**

This once referred to a ticket for a sports match that had been rescheduled due to bad weather. In a business sense, "taking a rain-check" means to postpone a proposed meeting or activity.

For example: *"Thanks for the invitation, I really love model train museums, but can we take a rain-check? I have so much to do this weekend."*

**Exercise 3. Offer your variants of translation of the sentences in italics containing modern slang terms relying on the explanations of their meaning provided below:**

**Goat:** Current usage is actually a compliment, as this is now an acronym that stands for "greatest of all time." — *"I don't care what you say, because Tom Brady is the goat."*

**Woke:** Slang for "awakened," as in being made aware of social injustices. — *"If you're so woke, why didn't you vote?"*

**Basic:** A put-down describing someone or something that's not very interesting or highly evolved. — *"Those boys are so basic. Why do they all want to dress the same?"*

**Bye Felicia:** A fast way to tell someone to go away. This term comes from the 1995 movie “Friday.” — “*No, I will not go out with you. Bye Felicia.*”

**Bae:** A term of endearment, usually for romantic partners, but possibly for close friends as well. — “*Bae, you’re the best.*”

**On point:** Outstanding, perfectly executed. — “*Her accessories are on point. She looks great.*”

**Dead:** Overwhelmed, unable to keep up. — “*I have two finals and a full work day tomorrow. I’m dead.*”

**Sips tea:** Minds one’s own business, as opposed to making a comment or giving an opinion. — “*Should I do something about that? No way. Sips tea.*”

**Salty:** Angry or bitter about something. — “*Why you so salty? I said I would share if I win the lottery.*”

**Fam:** A group of close friends. — “*I’m going to hang with the fam tonight at the tailgate party.*”

**Throw shade:** To insult or say something unkind about someone. — “*I can’t believe he said that. He just threw some serious shade.*”

**Exercise 4. Translate the sentences in italics containing computer jargon, commenting on the translation techniques used in every instance:**

1. 80286, 80386, 80486 (or 286, 386, 486) -- *Three generations of PC processor, now pretty much obsolete, the ancestors of Intel's Pentium. The 286 was the earliest processor that was able to run (just about) a version of Windows.*

2. Antispam -- An antispam program is used to filter out email **spam**

3. **Bluetooth** -- A short range wireless data communication system for smartphones and other computing devices. However, Bluetooth devices from different manufacturers wouldn't always communicate with each other reliably

4. CCD - (*Charge Coupled Device*) The component of a **scanner** or digital camera which actually takes the pictures. The quality of image it is capable of is usually measured in **Megapixels** - the higher the number, the more detailed the image.

5. Megabyte -- Unit of measurement for pieces of information: approximately 1 million bytes or a thousand kilobytes. Often shortened to Meg or just M. See also **Gigabyte, Kilobyte**

**Exercise 5. Which translation techniques would be preferable while delivering the following items of teen slang? Offer your translation variants of examples in italics into Ukrainian, comment on the translation methods used.**

**1. Fam** - A person's group of friends, but can also sometimes be used to reference just one member of that tight inner circle.

Example: *"What's up, fam?"*

**2. Lit** - Used to describe something that is hot and happening. Similar to "cool," but with an added emphasis on the fact that it's fresh and current.

Example: *"Jesse's party last weekend was totally lit, why weren't you there?"*

**3. Turnt** - Describes an excessive state of excitement, hype, or overall craziness. When used to describe a person, it might also mean they're intoxicated, either via alcohol or something else.

Example: *"You should have seen Casey at the game last night, she was turnt."*

**4. Goals** - It literally means the same as "goals" normally would (something to strive for, or desire) but it's used as an adjective rather than a noun. You can think of it as meaning the same as "desirable" in most cases.

Example: *"The way that couple looks at each other is goals."*

**5. Clap back** - A snappy comeback. It's the kind of response where you know exactly what to say to make the other person steam, and it's the perfect way to win an argument.

Example: *"He kept teasing me, but he wasn't expecting me to clap back!"*

**6. Thirsty** - This means desperate, impatient, or overly eager. It's the kind of feeling where you just can't wait anymore, and a lot of times it's used when someone greatly desires a relationship or affection from a specific person.

Example: *"You see how James acts around Claire? He seems thirsty."*

**7. Shade** - Shade is kind of like an insult or a diss. It's usually used by saying that someone "threw shade" or "is throwing shade," meaning that you're putting down someone else, leaving them in the dark, or overshadowing them.

Example: *"Kanye just threw shade on Jay-Z on Twitter, this is going to be great."*

**8. Savage** - Someone who says something without a filter. If you're "acting savage" you're probably being more raw and public with your words or actions than people are comfortable with, though it can also be a compliment if you're arguing with someone and drop a particularly great insult. It means you don't care what other people think.

Example: *"She just broke up with her boyfriend in the middle of the cafeteria while we all watched. Savage!"*

**9. Squad** - Your squad is your closest group of friends. It's kind of like "fam" but more focused on just the very most trusted of your friend group. When you see "squad goals" it's basically a shorter way of saying "I wish my friends and I were like this."

Example: "Taylor Swift and her friends are totally squad goals."

**10. Fire** - This one is going to sound super obvious. It describes something that's "hot." In fact, it can be used almost universally interchangeably with "hot," in terms of describing something that is new and awesome.

Example: "Beyoncé's new song is straight fire."

**Exercise 6. Translate the following sentences into Ukrainian paying attention to the conveying of the underlined abbreviations. Comment on the translation techniques employed:**

Once he received an RSVP card he realized the top management of that company have chosen him as the best candidate for the post

Never before has her daughter arrived home at 2 a.m. without taking the trouble of letting Fillida know

Being a true DIY expert, he felt in his element doing restoration at his parents'

The very idea of BYOB party never occurred to him, he was so generous that splashed out on his friends without a second thought

Since the first opening in 2001, IKEA's shopping centre business has grown to 58 out-of-town malls and retail parks in 13 European countries

NASA's Jet Propulsion Laboratory (JPL) will host a live-streamed Science Chat at 2 p.m. EDT Friday, Sept. 7, 2018 during which experts will talk about the role of the agency's spacecraft in studying the beginning of our solar system

The oldest standing castle is Château de Doué-la-Fontaine in France, built in 950 AD.

Attendees included ESL teachers, district administrators, researchers, and policymakers.

**Exercise 7. Translate the following sentences into English paying particular attention to translation of pragmatic idioms. Comment on the translation techniques employed:**

1. "Що ти робиш?" "Працюю". "Та ти що?! Над чим?"
2. "Послухайте, чи я не знаю вас?", сказав розшуковець.
3. Зачекайте! Ось доказ. Попереднє розслідування свідчить, що його отруїли.
4. "Слухай, я повинен іти. Сподіваюсь, побачимося пізніше". "Гаразд!", посміхнувся Юрій. "На все добре і удачі тобі".

5. “Що трапилось?” “Нічого! Чесне слово!”
6. *(розмова телефоном)* Романе, це Василь. У нас проблеми.
7. Поживемо - побачимо.
8. Наліво - рівняйсь! *(військова команда)*.
9. З дороги! *(вимога прибратися з дороги)*.
10. З приїздом! *(привітання з нагоди повернення)*.
11. Ти знову за своє?
12. Полегше на поворотах!
13. Хай йому чорт! *(вислів невдоволення)*.
14. Як би не так!
15. Розкажіть це комусь іншому *(вислів недовіри)*.
16. Це вже занадто!
17. То хай! *(вираження легкої досади і байдужого ставлення)*.
18. Постукай по дереву! *(щоб не зурочити щось)*.
19. Стій, буду стріляти!
20. “Ви спортсмен?” “Ще б пак.”
21. Сашко викликає “Зорю”. “Зоря” слухає.
22. Споримо, що вони чекають!
23. Не встрявай, це не твоя справа.
24. Дякую, мій господарю. Вважатиму за честь.
25. “Це фігура мовлення”. “Вдалися тобі твої фігури мовлення.”
26. “Дуже добре, проведіть мене до вашого господаря”, сказав імператор. “Слухаюсь, ваша величність”
27. Це не має значення.
28. Де ти був? Ми відстаємо від графіка! --Ну, нічого!
29. Вже йду. 32. Сюди, панове.
30. “Мені теж не вистачало тебе”, відповів він пошепки. “Я ... я не можу не думати про тебе, Олено”. “Я теж”, відповіла вона.
31. “Ну, Марто, я мушу вже йти”. “Щасти тобі, Петре”.
32. Гаразд, роби, як хочеш.
33. Двері відчинилися і увійшов Андрій. “З поверненням, Михалю”, сказав він. “Як воно?”
34. “Облиш, Марко, я втрачаю стільки ж”. “Чорта з два!”
35. “Як ви себе почуваєте?” “Дякую, чудово.”
36. “А ну, вшивайся геть звідси!” “Як скажеш.”

***Exercise 8. Analyze different variants of translating Ukrainian sayings and establish the contexts in which every variant might be the most appropriate.***

<b>Баба з возу - кобилі легше.</b>	<i>Good riddance! Good riddance to bad rubbish! If I (we) never see you again, it'll be too soon. We are better off without you (them, etc.)</i>
<b>Біда не приходить одна.</b>	<i>Misfortunes never come alone (singly). An evil chance seldom comes alone. One misfortune comes (up)on the back (neck) of another. It never rains but it pours. Troubles never come singly.</i>
<b>У городі бузина, а в Києві дядько.</b>	<i>It's neither here where the elder is, nor in Kyiv where uncle lives. It's neither here nor there. It's a cock and bull story (report, tale).</i>
<b>Видно пана по халявах.</b>	<i>A bird may be known by its song. It's easy to know a hawk from a handsaw. One can tell a (the) bird by the way it flies (by its fly).</i>
<b>Гора народила мишу.</b>	<i>Great cry and little wool. A grain of wheat in a bushel of chaff. The mountain has brought forth a mouse.</i>
<b>За що купив, за те й продаю.</b>	<i>I give it for what it is worth. It may sound low but I've heard it so. Messengers should not be beheaded nor hanged.</i>
<b>З хама не зробиш пана.</b>	<i>Can the leopard change his spots? Dogs bark as they are bred. You can't make a silk purse out of a sow's ear. One has to be born a gentleman.</i>
<b>Шукай вітра у полі.</b>	<i>You can't catch the wind in a net. You might as well look for a needle in a haystack. He has bought a brush.</i>
<b>Моя хата з краю (я нічого не знаю)</b>	<i>I'm not my brother's keeper. It's neither my headache nor my piece of cake. It's nothing to do with me. It's no concern of mine.</i>

**Exercise 9. Translate the following sentences into Ukrainian paying special attention to the adages in italics.**

1. "A narrow shave but a miss is as good as a mile." (Shaw)
2. 'A rolling stone gathers no moss,' he said, 'but a sitting hen loses feathers.' Now he was old and could roll no more, his only desire was to sit down on Wytaliba and moult peacefully. (Prichard)
3. 'Well, if everyone knows it's wrong, why don't they do something about it, then?' said Sheila sullenly. 'My dear ... Rome wasn't built in a day.' (Dickens)
4. 'Why don't you go and work somewhere quite new?' he asked me hopefully. I told him **better the devil I knew than the devil I didn't**. This pleased him. (Johnson)

5. After he had gone and they were alone in their bedroom Mr. and Mrs. Carter talked him over. He is handsome, you can't deny that,' she said. **'Handsome is as handsome does.** D'you think he's after her money?' (*Maugham*) 7. Cooper: "You've been a good sport to me. Saved me from a stretch. **One good turn deserves another.** You slip out of the 'ouse now with me when there's nobody about. I'll take care of you, see?" (*Maugham*) 8. Don't upset yourself, Mrs. Drake. **Least said, you know, soonest mended.** We'll see what we can do. (*Christie*) 9. Financially speaking, our big newspapers and popular magazines are today more dependent upon their advertizers than they are upon their readers ... And of course the old saying holds that **"he who pays the piper calls the tune"**. (*Sinclair*) 10. He may always possess merits which make up for everything; if he **loses on the swings,** he may **win on the roundabouts.** (*Strachey*) 11. I am not surprised that Anna has married John. **Like begets like** and they are both rather silent bookish people. (*DEI*) 12. **Necessity is certainly the mother of inventions** in prison. (*Lynn*) 13. The more you know and like a man the less you want to marry him ... **Familiarity breeds contempt** – I guess that's what you mean. (*London*) 14. There were also very few materials accessible to a man like me to form a judgment from. But in such a case I verily believe that **a little is as good as a feast** – perhaps better. (*Conrad*) 15. There's an old saying – **two wrongs don't make a right** ... There has been tragedy enough in your family without your adding to it. (*du Maurier*) 16. You look so dreadfully close. **Still waters run deep.** I feel you've got a secret life full of terrific things. (*Lindsay*)

*Exercise 10. Translate the following sentences into Ukrainian paying special attention to the idioms in italics.*

1. 'It was all I could do not to yell **"Good riddance to bad rubbish"** after him, like a kid,' Dinny explained, with his little gurgling laugh. 'But I didn't, missus, I just said: 'So long, Paddy.' (*Prichard*) 2. Don't put on the sabots again. I told you they were not quite the thing for this country. **Do at Rome as the Romans do.** (*Brontë*) 3. Dr. Audlin, you must do something for me. **I'm at the end of my rope.** I shall go mad if this goes on. (*Maugham*) 4. His second novel was successful, but not so successful as to arouse the umbrageous susceptibilities of his competitors. In fact it confirmed them in their suspicions that **he would never set the Thames on fire.** (*Maugham*) 5. "But naturally, after I married an actor – you know how actors were considered in those days – a lot of them **gave me the cold shoulder.**" (*O'Neill*) 6. **The only fly in the ointment** of my peaceful days was Mrs. Cavendish's extraordinary preference for the society of

Dr. Bauerstein. (*Christie*) 7. Young Paddy was becoming quite a person of importance. **He could run with the hare and hunt with the hounds**, though nobody trusted him further than he could be seen. (*Prichard*)

*Exercise 11. Translate into Ukrainian by choosing absolute/complete or near equivalents.*

1. “Ministers appear determined to use the Coroners and Justice Bill as a **Trojan horse** with which to smuggle authoritarian measures on to the statute book.” 2. “And a deal sooner I would,” says Fletcher; “for what’s more against one’s stomach than a man coming and making himself bad company with his religion, and giving out as **the Ten Commandments** are not enough for him, and all the while he’s worse than half the men at the tread-mill? (*Eliot*) 3. A pause – in which I began to steady the palsy of my nerves, and to feel that **the Rubicon was passed**; and that the trial, no longer to be shirked, must be firmly sustained. (*Bronte*) 4. Man is unaware that not only his own life is in his hands, not only the life of the whole living world on Earth, but also the Idea of life itself, with all its previous manifestations, searches, strivings, sufferings and joys. Who gave him the right to take charge of everything living on Earth (included himself) as though it was his property? Who permitted him to behave according to the principle: “**after us the deluge**”? (*Parkhom*) 5. They have got to live a man’s life, pushing all these things before them, and get on as well as they can. How many a poor immortal soul have I met well-nigh crushed and smothered under its load, creeping down the road of life, pushing before it a barn seventy-five feet by forty, its **Augean stables** never cleansed, and one hundred acres of land, tillage, mowing, pasture, and woodlot! (*Nhoreau*) 6. They worry that any decision they make about testing will open a **Pandora’s box**. 7. “They were always fight – I mean, father had – that is, I mean, WE had more trouble keeping peace between them than we did between any of the rest of the Aiders,” corrected Pollyanna, a little breathless from her efforts to steer between the **Scylla** of her father’s past commands in regard to speaking of church quarrels, and the **Charybdis** of her aunt’s present commands in regard to speaking of her father. (*Porter*) 8. Coming from a daughter of Nicholas, a Liberal of the old school and most tyrannical, it was a startling remark – showing in a flash what **a lot of water had run under bridges** since the death of Aunt Ann in ‘86, just when the proprietorship of Soames over his wife’s body was acquiring the uncertainty which had led to such disaster. (*Galsworthy*) 9. This is how our brave security personals are being treated and our ruling elites **shed the crocodile tears** when they lose their lives and we also walk

with them. (*Sanhati*) 10. A band of self-appointed secular (as they dub themselves) fundamentalist “lumpen-activists” has now developed the habit of **shedding crocodile tears** every time women activists inside Iran are arrested. (*Bashi*)

*Exercise 12. Translate into Ukrainian by choosing genuine idiomatic analogies.*

1. “I’m sorry,” said Miss Finch, “but she just doesn’t like men.” **Like mistress, like maid**, was what Sloan’s grandmother would have said to that, but Sloan himself, wise in his own generation, kept silent. (*Aird*) 2. **Every man has his faults**; I have and so have you – you will allow me to say so! (*Schumann*) 3. For a while she had kept both herself and the child on the twelve shillings a week that twelve hours’ drudgery a day procured her, paying six shillings out of it for the child, and **keeping her own body and soul together** on the remainder. Six shillings a week **does not keep body and soul together** very unitedly. They want to get away from each other when there is only such a very slight bond as that between them ... (*Jerome*) 4. Karma is a much-used term in New Age and Theosophical circles. It means in short: the law of cause and effect. Etymologically karma means action. Superficially it means to many people something like: “**He that mischief hatches, mischief catches.**” (*Hesselink*) 5. Never, under no circumstances, as in I’d never visit them again, **not for love or money**. 6. The fellow was a sly one, for his tithe was not too high, and Pastor Soren seemed well aware of it, for he talked to the man so that a dog would not have taken a piece of bread from his hand; and the more he scolded, the angrier he himself became ... Well, Heaven knows, **every man has his faults**. (*Blicher*) 7. Unexpectedly, with a submissive alacrity that he found positively disquieting, she agreed with him. Oh, absolutely agreed! **It was no use crying over spilt milk. No use building castles in the air**. What was needed was a plan – lots of plans – serious, practical, sensible plans for the new life. (*Huxley*) 8. My dear, I was avoiding honest work before you were born – **don’t teach Grandpa how to suck eggs**. (*Hellman*) 9. You have to accept the crotchets of an author of great parts. **Homer sometimes nods** and Shakespeare can write passages of empty rhetoric. (*Maugham*) 10. **It is an ill wind that blows nobody any good**, but then John Quinlan was about as close to being a nobody as anyone could get. (*Scott*)

*Exercise 13. Translate into Ukrainian by choosing approximate analogies.*

1. “There is nothing wonderful in that,” replied Sancho, “since he is a knight-errant too; what I wonder at is that my beast should have

**come off scot-free** where we come out scotched. (*Cervantes*) 2. Who was the blundering idiot who said that “**fine words butter no parsnips**”? Half the parsnips of society are served and rendered palatable with no other sauce. (*Thackeray*) 3. You always try **to make a cat’s paw of me**, but I refuse to do any more of your work. 4. If you’re stuck in traffic, try not to **make a mountain out of a molehill** worrying about it too much. It could be much worse. 5. My self-pity was at that time valuable, for it kept hope alive. Had I sturdily said to myself, “**you have made your bed and you must lie on it**, serve you right”, I should have accepted this as the last word on the subject and have sunk into despair. (*Johnson*) 6. Well, it was not like the doctor to hold his peace at this glaring opposition to his favourite theory, and yet, to Tom’s astonishment, he forbore to quote that threadbare and detestable adage, ‘**Early to bed and early to rise makes a man healthy, wealthy and wise**’ – proverbial and uncomfortable philosophy that Tom hated with all his foolish young heart. (*Carey*) 7. “Why’s Terry so nervous today?” Olive asked. “He’s **like a cat on hot bricks** .” Looking at his tender toes, Terry replied : “If you had to walk on garden walls without shoes, you’d be **like a cat on hot bricks too!**” 8. The most depressing rumours are about here as to the next ... production – Julius Caesar or some such obsolete rubbish ... Will nothing persuade H. I. that **Queen Anne is dead?** (*Shaw*) 9. I always thought he **had a few more irons in the fire** besides this work here. He never spent more than half his time with our business. But he’s had plenty of time to do us down. (*Priestley*) 10. ‘For one heat, all know, doth drive out another, One passion doth expel another still.’ (*Chapman*)

*Exercise 14. Translate into Ukrainian by employing descriptive translation.*

1. “Who’d employ me at my age?” “Don’t **sell yourself short!** You’re intelligent and you’ve got loads of experience.” 2. And I will not say what my first act was when I found myself alone with my **white elephant** in the middle of the room; enough that the siphon was still doing its work when the glass slipped through my fingers to the floor. (*Hornung*) 3. I boxed, swam, sailed, rode horses, lived in the open an arrantly healthful life, and passed life insurance examinations **with flying colours**. (*London*) 4. It makes mesas and heaps up the waves as a rich man plays with remote corporations that swallow and shift **poor fish** by the thousand. (*Updike*) 5. Members of Parliament and ladies of fashion ... now and then ... going for each other like **Kilkenny cats**. 6. The news of his retirement **came out of a clear blue sky** and everyone was surprised. 7. She was horrified to

see that he had a bandage round his head ... ‘Landy! Landy! Are you all right?’ He jumped from the train before it had stopped. ‘**Right as a bank.**’ (Cusack) 8. I always thought he had a few more irons in the fire besides this work here. He never spent more than half his time with our business. But he's had plenty of time to do us down. (Priestley) 9. Cowperwood bristled internally. ‘That's all very well,’ he said, preserving his surface composure, ‘but why make fish of one and flesh of another?’ (Dreiser) 10. “**Take the helm,** son,” Jonathan’s father always told him, “**take the helm** and life will reward you greatly for it; let no one tell you otherwise.”

*Exercise 15. Translate the sentences into English. You may opt for more than one English counterpart. Explain the translation technique employed.*

1. А яку позицію ви займали? Моя хата з краю?
2. “А Петро ще не повернувся?” “Шукай вітра у полі!”
3. Ви ж знаєте: з хама не зробиш пана.
4. Правду кажуть: з хама не зробиш пана.
5. Він злякався, що ти крутнеш хвостом - і шукай вітра у полі.
6. Без вас якось проживемо, плакати не будемо. Баба з возу - кобилі легше.
7. Бачиш, радість, як і біда, ніколи не приходить одна.
8. Ви ж пам’ятаєте, що береженого й бог береже.
9. Важко з вами сперечатися - у городі бузина, а в Києві дядько.
10. Ось вже справді: у городі бузина, а в Києві дядько.
11. Прийшов і не поздоровкався. Видно пана по халявах.
12. Я знаю, як цього домогтися: всі шляхи ведуть до Риму.
13. І запам’ятай головне: всі шляхи ведуть до Риму.
14. Проте більшість населення, коли мова заходить про мафію, налаштовані скептично. Гора розслідувань може не народити навіть і миші.
15. Чи так це було - сказати не можу. За що купив, за те й продав.
16. “А ти точно знаєш?” “Хто його знає. За що купив, за те й продав.”
17. Я не збираюся переконувати вас у зворотному. Гра не варта свічок.
18. Проте гора народила мишу: у випущеній лідерами головних промислових країн світу заяві хоча й говориться про необхідність зменшення заборгованості країн, що розвиваються, немає ані слова про конкретні заходи з реалізації цього плану.
19. Віруючий, по суті, бере на себе колосальну відповідальність за власне життя на землі. Недарма ж кажуть: на бога сподівайся, але й сам не забувайся.

20. Його феноменальний талант дресирування цієї непередбаченої та незалежної тварини широко відомий. Проте краще один раз побачити, ніж сто раз почути.
21. “Поки дихаю - сподіваюсь, га?”, раптом мовив хтось.

***Exercise 16. Translate the sentences into English drawing in the proper counterparts for the Ukrainian phraseologisms:***

1. Наразі вибори вже позаду, і правляча партія нарешті має наміри покласти край конфлікту. 2. Парламентарі, здається, граються з вогнем біля скирти майже навмисно. 3. Очевидним недоліком команди президента є її невпевненість у повній підтримці ініціативи президента силовими структурами. 4. Адвокат намагався зробити гарну міну при поганій грі. 5. Повстанці розглядали післявоєнний період як час, коли можна було пожинати плоди своєї перемоги. 6. Така відповідь мера, безперечно, зачепила за живе мешканців Львова. 7. У центрі рекламної кампанії правлячої коаліції був невдалий слоган “Коней на переправі не міняють”. 8. Для України двері до трансатлантичної співдружності демократичних країн тримали відкритими. 9. Коли працюєш у компанії, якій потрібно радикально змінити підхід до ведення справ, іноді доводиться затягувати пасок. 10. З нею він у вогонь і в воду. 11. Надійні джерела з’ясували, що поліція на певні докази заплющила очі. 12. На руку ісламістів грає ціла низка протирічливих політичних та економічних проблем. 13. Якщо ми маємо сподівання на те, щоб Європа залишалася з’єднаною в Євросоюзі, всі європейці повинні взяти відповідальність за свою долю у власні руки. 14. У цих надзвичайно каламутних водах різні політичні фракції почнуть ловити “маленьку рибку”, що їм потрібна напередодні виборів. 15. Через те, що Інтернет робить світ меншим, значно збільшується важливість знаходження спільної мови. 16. Останні кілька років президент і прем’єр йдуть пліч-опліч і знаходять спільну мову. 17. Міфи про олігархів, слід визнати, не виникли нізвідки. 18. У комітету з цензури увірвався терпець і він закрити газету на півроку. 19. Ніхто в парламенті не хотів брати на себе відповідальність, і якби не лідер опозиції, то наше суспільство б і досі товкло воду у ступі. 20. Таким чином, за півтора роки до чергових президентських виборів найпотужніше політичне лобі увійшло в історію.

***Exercise 17. Translate the following sentences into English using appropriate words and collocations of foreign origin:***

1. Вона мимохідь згадала, що бачила Тараса. 2. Шеф-повари є “вершками” кулінарного світу. 3. Досягнення миру в регіоні, перш за

все на Близькому Сході, стає все більше обов'язковою умовою транспортування енергоносіїв на європейські ринки. 4. Капелюхи і капелюшки є обов'язковими на світських весіллях. 5. Компанія прагнула уникнути виплати грошової компенсації, посиляючись на форс-мажорні обставини. 6. Ми їхали до Львова, а по дорозі зупинилися навідатися до Тернополя. 7. Його звільнення є доконаним фактом. 8. Центральним моментом свята став величезний торт із свічками для ювіляра. 9. Основою існування міста була риболовля. 10. Неповажне ставлення до дорослих у тому селеші було просто виключене. 11. Для вирішення проблеми забруднення водоймищ було створено спеціальний комітет. 12. За посадою мер є членом оргкомітету. 13. Кожне рішення приймалося на індивідуальній підставі. 14. Схема міста була ухвалена у цілому. 15. Для економічної стабільності необхідною умовою є приборкання інфляції. 16. Неординарний і надзвичайно кумедний юморист, він особливо відомий своїми жартами, які стали джерелом кількох широко цитованих дотепів. 17. Відомий драматург до мозку кісток завжди тримав свої ідеї при собі. 18. Після виборів життя для обласної філармонії стало трохи легшим. Там був проведений цілий тиждень концертів, присутніми на яких були “вершки” музичної індустрії. 19. Велику Сімку неважко зрозуміти: у цій ситуації такі заяви політично необхідні. 20. Усі ті, хто хотів висловити свій протест, масово пішли в культуру андеграунду. 21. Складається враження, що страйкарі бояться зробити неправильний крок і викликати лавину.

***Exercise 18. Translate the notices and notifications into English keeping in mind the ethnospecificity of the sentences:***

1. Стоянку (автомобілів) заборонено! 2. Після початку першої дії вхід до зали заборонено. 3. Полювання заборонено! 4. Вільних номерів недостатньо. 5. Оплачуйте свій проїзд! 6. Чайові заборонено! 7. Лівий (правий) поворот заборонено! 8. В'їзд заборонено! 9. Палити заборонено! 10. Обгін заборонено! 11. Провіз собак заборонено!

***Exercise 19. Compare the Ukrainian source text with its suggested English counterpart analyzing and naming the ways of translating phraseologisms. If you regard a certain translation solution faulty, offer your own variant of translation.***

***Питання:*** Від яких теперішніх держав і правителів ви очікуєте дії, спроможні затьмарити життя всього світового співтовариства? Чи можуть з'явитися у ХХІ сторіччі диктатори на зразок Сталіна або Гітлера?

***Question:*** From which countries and rulers do you expect global threats in the new era? Could the 21 st century produce more Hitlers and Stalins?

<i><b>Відповідь:</b> Диктатори-тирани усі дуже схожі. Недарма ж ходить легенда, що Саддам Хусейн – син Сталіна.</i>	<i><b>Answer:</b> Dictators or tyrants are all very much alike. No wonder there is a legend that Saddam Hussein is Stalin's son.</i>
<i>Навіщо сталінам-гітлерам з'являтися у XXI сторіччі, коли вони й зараз існують?</i>	<i>Why talk about Stalins and Hitlers of the 21st century when they exist already now?</i>
<i>Загрозу всьому світу вони несуть, але вже відпрацьовані засоби вкорочувати їм руки.</i>	<i>They do pose a threat to the entire world, but effective methods of restraining them have already been worked out.</i>
<i>У наше сторіччя цілком нової поінформованості суспільства, де свобода пересування та вертикальна соціальна мобільність талановитих людей визначає життєвість економіки, тиранія в країні - як пісок у підшипнику.</i>	<i>In our century of a fundamentally new level of informational awareness in society, where the freedom of movement and upward social mobility of the talented predetermine the viability of the economy, tyranny is like sand in a ball-bearing system: It will destroy the system.</i>
<i>Найстрашніші вбивці всіх часів і народів - Йосип Джугашвілі (на прізвисько Сталін) точно наслідує царя Ірода, тільки м асштаби інші.</i>	<i>The most terrible killer of all times and nations - Joseph Dzhugashvili (a.k.a. Stalin) - is a spitting image of King Herod, only on a different scale.</i>
<i>Але нащадки навіть ім'я останнього перетворили у проклин, тоді як у нашого й дотепер знаходяться шанувальники.</i>	<i>Yet, posterity made even the name of the latter a swear word, while the former still has sympathizers here.</i>
<i>Явні шанувальники не такі страшні, їх навіть можна пробачити. Страшні таємні шанувальники, що затаюють у собі довірливі душі, заманюючи у свої ряди прихильників твердої руки.</i>	<i>Overt sympathizers are not so terrible; they can even be forgiven. What is terrible are secret sympathizers who are casting nets for the credulous consciousness, luring admirers of the firm hand into their ranks.</i>
<i>Короткозорі політики продовжують розводити теревені про закономірності "первинного накопичення", наводять, як приклад, Америку кінця позаминулого сторіччя з її владою мафії, рекету, лають революцію.</i>	<i>Short-sighted politicians keep on talking about the patterns of "primary accumulation," citing the United States at the end of the last century with its power of the mafia and organized crime as an example, and condemning the revolution.</i>
<i>Але чому нам обов'язково вчитися у західних розбійників на кшталт рокфеллерів, дюпонів, які, награвувавши доволі, стали батьками цілком поважних сімейств? Усе б нам повторювати або наздоганяти чийсь вчорашний день.</i>	<i>But why should we necessarily learn from Western gangsters like the Rockefellers and Duponts, who, having stolen enough, became the fathers of respectable families? We are so fond of repeating or catching up with someone else's doings of yesterday.</i>
<i>Що ж до революцій, то їх лають люди, які відповідальність за свої помилки завжди звалю вали на когось.</i>	<i>As for revolutions, they are condemned by people who have always blamed others for their mistakes.</i>
<i>їм заважали погода, землетруси, епідемії, попередні правителі - все їм не так.</i>	<i>The weather, earthquakes, epidemics, previous rulers – everything gets them down.</i>
<i>Проклинати революцію - це все одно, що лаяти буревій. Чи можна революції попереджати?</i>	<i>To condemn a revolution is the same as to curse a thunderstorm. Can revolutions be averted?</i>
<i>Протягом сторіч це вдавалося Англії, Швеції, Норвегії, Данії та багатьом іншим країнам.</i>	<i>For centuries Britain, Sweden, Norway, Denmark, and many other countries have managed to do this.</i>
<i>Люди навчилися уникати революцій, що струшують підвалини культури народу, що знищують сторіччями накопичені духовні і матеріальні цінності.</i>	<i>People have learned to prevent revolutions which shake the foundations of the national culture and destroy spiritual and material values accumulated over centuries.</i>

*Керівники перестали лізти напролом, пішли на угоду з народом, вислуховуючи биття його серця, протягуючи йому руку для вітання хоча б за декілька днів до того, як ця рука схопить дрюк.*

*Leaders have stopped forging straight ahead, disregarding everything that stands in their way; they have come to an accord with the people, listening to their heartbeat and reaching out a hand to welcome them even if only a few days before this hand picked up a bludgeon.*

***Exercise 20. Identify the type of culture-bound vocabulary in the sentences below. Translate following set-outs into Ukrainian, paying special attention to translating realia.***

1. Both countries are significant investors in Myanmar, also known as Burma, and both are also competing for influence in the state, with neither country taking a genuine interest in reconciliation or democracy in Myanmar, some analysts say. *(CNN)*
2. The country's (Greece) deficit last year stood at 15.4% of its annual economic output, said Eurostat, the European Union's statistics office. *(BBC)*
3. French drugmaker Sanofi-Aventis has added Morgan Stanley to its team of advisers in its \$18.5 billion hostile takeover bid for biotechnology company Genzyme Corp, sources familiar with the situation said on Monday. *(Reuters)*
4. China is building pipelines to ship oil and gas from Myanmar to Yunnan province and is Myanmar's second-largest trading partner – it is keen to tap Myanmar's mineral, timber and other natural resources needed for its booming economy, analysts say. *(CNN)*
5. The force expects to keep its 828 Police Community Support Officers (PCSOs) for at least another year, but indicated this depended on continuing to receive ring-fenced grants, the report said. *(BBC)*
6. A potentially dangerous hydrogen leak that forced NASA to cancel last week's launch of space shuttle Discovery may have been due to a misaligned seal, a NASA spokesman said on Thursday. *(Reuters)*
7. Former Prime Minister Alain Juppe was named defense minister, while Michele Alliot-Marie will replace outgoing Foreign Minister Bernard Kouchner, according to Claude Gueant, Sarkozy's chief of staff. *(CNN)*
8. The Palestinian leadership could fall apart without significant progress towards peace with Israel, which would be a major setback for Israel, a senior Israeli intelligence official has said. *(BBC)*
9. A diamond engagement ring that belonged to the wife of Bernie Madoff fetched \$550,000 at an auction on Saturday, while a pair of black velveteen slippers embroidered with the convicted swindler's initials went for \$6,000, U.S. marshals said. *(Reuters)*

10. An additional 1.6 million local residents are expected, bringing the total anticipated number of pilgrims to more than 3.4 million, the Saudi Press Agency said. (*CNN*)
11. Firefighters rescued more than 100 residents from the burning building, the news agency said. (*BBC*)
12. Protesters in Haiti who blamed United Nations peacekeepers for the epidemic of cholera there rioted in two cities on Monday, hurling rocks and setting fire to a police station, police and eyewitnesses said. (*Reuters*)
13. A gold Honda Civic tried to pass a group of 12 motorcycles and crossed into the oncoming lane to do so, the California Highway Patrol said. (*CNN*)
14. A fire has destroyed a high-rise building in Shanghai, killing at least 42 people, state media report. (*BBC*)
15. Prime Minister Benjamin Netanyahu will probably win narrow approval from his coalition government for a U.S. proposal to extend a freeze on West Bank settlement building, Israeli political sources said Sunday. (*Reuters*)
16. The Honda passed the motorcycles, but a Dodge Avenger swerving to avoid hitting the Honda struck the motorcycles head-on, said Deeann Goudie, a spokeswoman for the highway patrol. (*CNN*)
17. At least 90 others were injured as the blaze tore through a 28-storey block of flats in the Chinese city, Xinhua said. (*BBC*)
18. Israel's multi-layered air defense network will be fully deployed by 2015, combining short-range rocket interceptors with suicide bomber satellites that blow up ballistic missiles in space, officials said on Monday. (*Reuters*)
19. At least five men were killed when attackers wielding assault rifles raided a bar in this violence-plagued Mexican border city over the weekend, authorities said. (*CNN*)
20. More than 80 fire engines were called to battle the fire, officials say. (*BBC*)
21. A planned U.S. laboratory aimed at studying dangerous foreign animal diseases and preventing their spread to American cattle, hogs and other livestock carries the risk of spreading highly contagious pathogens, the National Research Council said on Monday. (*Reuters*)
22. At least nine others were injured during the attack, which occurred early Sunday morning after people had packed the "Desesperados" bar to watch the Manny Paquiao-Antonio Margarito boxing match, Chihuahua state prosecutors said. (*CNN*)
23. There is no prospect of peace talks between the Taliban and Afghan government, the Taliban's leader Mullah Omar has insisted. (*BBC*)

**Exercise 21. Identify the type of culture-bound vocabulary in the sentences below. Translate following sentences into English, employing the translation techniques of pragmatic adaptation while delivering certain passages:**

1. Американці пообіцяли відшкодувати фінансові втрати по бушерському замовленню, у тому числі й підшукати інвестора для “Турбоатому”. 2. У цьому році завод в Айзенбаху випустять 132700 автомобілів марки “Корса”. 3. У Першу світову війну не тільки забрали на фронт газдів, але й запроторили до концентраційного табору у Талергофі (Австрія) місцевих священиків. 4. Той стрій після нашого вигнання названо краківським. 5. “Велика четвірка” - тютюнові компанії “Філіп Морріс”, “Ар-Джей-Ар”, “Бі-Ей-Ті” та “Ротманз” - вже вклали багато мільйонів доларів у свої фабрики в Україні. 6. У заключному турі тендеру конкуренцію компанії “Локхід Мартін” складатиме аерокосмічна корпорація “Макдоннелл Дуглас”. 7. На Банківській це питання вже вирішено. 8. У наступному році “Світоч” розпочне будівництво нових виробничих корпусів. 9. “Лукойл” займає перше місце у світі за обсягами розвіданих запасів нафти і четверте місце з виробництва нафти. 10. Богдан Хмельницький очолював повстання проти польського панування в Україні з 1648 року. 11. Літописець Нестор був автором кількох агіографічних праць та важливого історичного літопису. 12. У 1863 році Петро Валуєв заборонив фактично всі публікації українською мовою.

**Exercise 22. Translate following set-outs into English, paying special attention to translating realia into English.**

1. Як повідомляє Reuters, канцлер торкнулася теми ісламізації країни, яка активно обговорюється в німецькому суспільстві в останні місяці. (*Новинар*)
2. За словами Меркель, німцям треба стати на захист християнських цінностей, на яких тримається суспільство. (*Новинар*)
3. Reuters відзначає, що розмови про християнське коріння і християнський погляд на людство є стандартними для засідань Християнсько-демократичного союзу, але нині ця тема обговорюється набагато активніше. (*Новинар*)
4. В інтерв'ю Новинареві лідер ВО Свобода Олег Тягнибок розповів про схеми махінацій з підрахунками голосів на місцях, які набули масового характеру, і які найбільше, за його словами, зачепили саме представників його політсили. (*Новинар*)
5. Як повідомляє Бі-бі-сі, офіційний лист з повідомленням про відставку направив на адресу президента Джорджо Наполітано і

- прем'єр-міністра Сільвіо Берлусконі віце-міністр економічного розвитку Адольфо Урсо. *(Новинар)*
6. Як повідомили Корреспондент.net у прес-службі Президента, з метою недопущення погіршення фінансово-економічного стану товаровиробників Україні прем'єр-міністру Миколі Азарову доручено проаналізувати прийняті заходи по захисту інтересів національних товаровиробників на зовнішніх ринках. *(Новинар)*
  7. Як повідомлялося, за підсумками січня-вересня 2010 року негативне сальдо зовнішньоторговельного балансу України склало \$ 1,084 млрд, що на 6,2% більше, ніж за аналогічний період 2009 року. *(Новинар)*
  8. Як зазначають у Службі безпеки України, зловмисники упровадили механізм систематичного стягування хабарів з фізичних і юридичних осіб за безперешкодне здійснення підприємницької діяльності на промисловому ринку Авангард (7-й кілометр, Одеса). *(Новинар)*
  9. Як повідомляє сайт Преступности.Нет, в ході проведення оперативно-слідчих заходів у будівлі відділу по боротьбі з торгівлею людьми, один з підозрюваних, побачивши свою жертву, зрозумів, що розплата неминуча, і спробував покінчити життя самогубством, вистрибнувши з четвертого поверху. *(Новинар)*
  10. Як повідомляє AP з посиланням на місцеву поліцію, внаслідок обвалення п'ятиповерхового будинку в столиці Індії загинули 32 людини і ще 60 отримали поранення. *(Новинар)*
  11. Як повідомляє Sky News, жертвами пожежі, яка сталася листопада, у 28-поверховій житловій будівлі в діловому районі Шанхая, стали 42 людини. *(Новинар)*
  12. Як повідомляє Bild з посиланням на видання Hamburger Abendblatt, яхта, на борту якої, крім двох вертолітних майданчиків, також обладнаний басейн, кілька саун, кінотеатр і система проти-ракетного захисту, повинна була вийти в море ще 11 місяців тому, але Роман Абрамович відмовився її забирати. *(Новинар)*
  13. Як повідомило джерело, близьке до операції, український молочний холдинг Milkiland встановив ціну первинного розміщення акцій на Варшавській біржі у 8,5 євро за акцію, в результаті чого залучить у ході IPO 59,5 млн євро (близько \$ 80 млн). *(Новинар)*
  14. Як зазначив Сергій Пилипенко, інвестиційний консультант ІК Dragon Capital, український ринок акцій, незважаючи на обережні купівлі на відкритті, у подальшому демонстрував упевнений рух вгору. *(Новинар)*

15. Як повідомляє Reuters з посиланням на заяву компанії BP, співробітник компанії British Petroleum, який займався питаннями відновлення узбережжя Мексиканської затоки після великого витоку нафти, і два його родичі загинули при падінні невеликого літака в американському штаті Флорида. *(Новинар)*
16. Як повідомлялося раніше, 22 листопада Україна і ЄС домовилися про план дій, які Україна повинна виконати для введення безвізового режиму короткострокових поїздок для своїх громадян. *(Новинар)*
17. Як повідомляє РІА Новости, представник зовнішньополітичного відомства закликав американських сенаторів враховувати нові реалії на Кавказі і появу в цьому регіоні двох незалежних держав – Абхазії і Південної Осетії. *(Новинар)*
18. Як повідомлялося, 8 липня Верховна Рада прийняла законопроект № 6495 Про внесення змін до Бюджетного кодексу, який передбачав введення нових та уточнення чинних понять і термінів, що стосуються бюджетної сфери, уточнення основних функцій головних розпорядників бюджетних коштів. *(Новинар)*
19. Як повідомляє Reuters, сьогодні, 13 грудня, власті Хорватії направили Австрії запит про екстрадицію колишнього хорватського прем'єр-міністра Іво Санадера, який підозрюється у зловживанні владою. *(Новинар)*
20. Як повідомили в Департаменті інформації та масових комунікацій Секретаріату Кабінету міністрів, віце-прем'єр-міністр – міністр соціальної політики України Сергій Тігіпко під час зустрічі з адміністратором Програми розвитку ООН, головою Групи розвитку ООН Хелен Кларк повідомив, що сьогодні ввечері проект пенсійної реформи буде переданий у Верховну Раду. *(Новинар)*
21. Як повідомлялося раніше, відповідно до Закону Про державний бюджет України, з 1 грудня збільшуються розміри пенсійних виплат, виходячи з підвищення розміру прожиткового мінімуму для осіб, які втратили працездатність, з 3723 грн до 4534 грн. *(Новинар)*
22. Як повідомили у прес-службі депутата Київради Олександра Бригинця, вже найближчим часом у Києві може з'явитися вулиця відомого українського дисидента й правозахисника Валерія Марченка. *(Новинар)*

***Exercise 23. Translate into Ukrainian the suggested lexical items recently coined by the English-speaking culture:***

valley girl, apitherapy, at sign, outsourcing, G8, to burn (a CD), C2C (transactions), domain name, dot-com (also dot.com), Wi-Fi, to surf (the Internet), ATM, Segway, hybrid car, nanotechnology, must-have, heightism

***Translate sentences into Ukrainian, paying special attention to rendering of proper names.***

1. John Harris, an heir to the Standard Oil Fortune, donated to the environmental and charity causes. 2. Linda Pritzker, a Tibetan Buddhist, is heiress to the Pritzker family fortune, the founder of Slimfast. 3. The French Trade Minister said France would urge other EU countries to reject the WTO draft at a meeting of European foreign ministers in Brussels on Monday. 4. The five richest states (Connecticut, Massachusetts, New Jersey, New York and Maryland) all voted for Mr. Gore. Mr. Bush won the 14 poorest states, except New Mexico. 5. Mr. Dahlan was arrested 11 times by the Israelis and served five years in Israeli jails, picking up fluent Hebrew in the process. He was expelled from Gaza and made his way to Mr. Arafat's headquarters in Tunis from where he helped direct the first intifada. 6. De Beers recently signed a deal with African Diamonds, a Dublin-based diamond exploration company that also has projects in Sierra Leone, Lesotho and Guinea. 7. Miramax movie mogul Harvey Weinstein was so impressed by the Christian Dior *haute-couture* show in Paris that he has asked their flamboyant designer John Galliano if he'll direct one of his films. 8. The US Marines arrived in Somalia last week to orchestrate the evacuation of the last of the UN's peacekeepers. 9. Tour de France winner Floyd Landis was sacked by his team after the back-up doping sample taken during the race confirmed that he had excessive levels of testosterone in his body. 10. All but one member of the commercial alliance is owned by American media giants: Turner is part of the world's largest media company, Time Warner-AOL, and owns CNN and Cartoon Network. Viacom owns MTV and Nickelodeon, and Discovery and Telewest are also American-owned conglomerates.

***Exercise 24. Convey the following Ukrainian proper names and surnames into English. Define the way they are rendered (transcribed, transliterated, partly transliterated or partly transcribed, etc.).***

а) Архип, Богдан, Валентин, Валерій, Василь, Володимир, В'ячеслав, Георгій, Дем'ян, Дорофій, Йосип, Мар'ян, Михайло, Олексій, Охрім, Пилип, Тиміш, Филімон, Хома, Юрій, Юхим, Яким.

б) Анастасія, Борислава, Василина, Віра, Галина, Ганна, Євпраксія, Жанна, Зінаїда, Іванна, Катерина, Ксенія, Лариса/Леся, Лепестина, Надія, Оксана, Онисія, Павлина, Раїса, Соломія, Таїсія, Уляна, Юлія, Ярославла.

с) Андрійчук, Архипенко, Богданець, Віталієнко, Горпищенко, Григораш, Дем'янчук, Дерипаско, Добридень, Дорожченко, Іллюк, Кирп'юк, Марущак, Нетреба, Нетудихата, Охрім'кж, Ольжич, Павлюченко, Підопригора, Реп'ях, Федюнишин, Ховрах, Юрчишин, Янченко.

***Exercise 25. Translate the sentences paying attention to the accuracy of delivery Ukrainian proper names into English:***

1. Головними авторами праць того періоду були літописець Нестор, проповідники Іларіон Київський та Кирило Туровський і князь Володимир Мономах. 2. Сьогодні Київ розташований на обох берегах Дніпра; на лівому низинному березі ріки знаходиться промисловий район Дарниця. 3. Головним напрямком в українській літературі XVII та XVIII сторіч було, як і у всій Європі, бароко. Серед помітних постатей цього періоду можна назвати Касьяна Саковича та Івана Величковського у поезії та Теофана Прокоповича у драматургії. 4. Цікавими з точки зору свого змісту та літературних якостей були твори філософа Григорія Сковороди, якого називали "українським Сократом". 5. У 1830-і роки місто Харків стало центром українського романтизму, під впливом якого письменники Ізмаїл Срезневський, Левко Боровиковський, Амвросій Метлинський та Микола Костомаров публікували етнографічні матеріали та вітчизняні інтерпретації історії України, а також збірки народних легенд та козацькі літописи. 6. Представляючи СРСР, українські спортсмени показували найкращі результати; після здобуття незалежності фігуристи Віктор Петренко та Оксана Баюл виграли золоті олімпійські медалі. 7. Джерелом енергії для багатьох підприємств слугують поставки природного газу, що подається трубопроводом з Дашави у західній Україні, та електричного струму, що надходить з Київської ГЕС на Дніпрі. Ця електростанція, будівництво якої завершилося у 1968 році, розташована біля Вишгорода, зовсім мало уверх за течією Дніпра від Києва. За сорок кілометрів на південний схід від міста розташована ще потужніша Трипільська ГРЕС. 8. Володимир-Волинський - це місто у Волинській області на північному заході України. Воно розташоване на річці Буг, де її перетинає залізнична колія Ковель-Львів. Місто було засноване великим київським князем Володимиром у X ст. і стало столицею одного з головних князівств Київської Русі. 9. До розгалуженої системи вищої освіти входять, зокрема, такі національні університети, як Київський університет ім. Тараса Шевченка, Харківський університет ім. Василя

Каразіна, Львівський університет ім. Івана Франка та Чернівецький університет ім. Юрія Федьковича. 10. У період після смерті Сталіна з'явилася нова генерація, що відкинула соціалістичний реалізм. Серед тих, хто стали відомі як "письменники-шестидесятники" - Василь Симоненко, Ліна Костенко, Василь Стус, Віталій Коротич, Іван Драч, Микола Вінграновський, Василь Голобородько та Ігор Калинець.

***Exercise 26. Translate the sentences, paying special attention to an adequate delivery of foreign proper names in English. You may want to consult modern English encyclopaedias for the accuracy of their English spelling.***

1. Після смерті Франко у 1975 році король Хуан Карлос I та прем'єр-міністр Адольфо Суарес Гонсалес сприяли просуванню Іспанії шляхом політичних реформ. 2. Шарль Андре Марі Жозеф де Голль народився 22 листопада 1890 року у Ліллі у буржуазній католицькій родині. 3. Політолог Карл Йоахім Фрідріх з 1926р.по 1971р. викладав політологію у Гарвардському університеті. 4. Генрі Альфред Кісінджер був головним радником із зовнішньополітичних питань та державним секретарем при президентах Річарді Ніксоні та Джералді Форді. 5. Чжоу Еньлай був одним із комуністичних керівників Китаю, який, будучи прем'єром, організував центральний уряд Китайської народної республіки та управляв ним і особисто керував зовнішньополітичними справами протягом більше ніж 25 років. 6. Луїджі Даллапикколі був одним з найвидатніших композиторів-авангардистів Італії. 7. Анрі Філіпп Петен під час Другої світової війни очолював уряд Віші у Франції. 8. Карлос Салінас де Гортарі був сміливим і діяльним президентом Мексики з 1988 р. по 1994 р. 9. Войцех Вітольд Ярузельський на посаді Першого секретаря Об'єднаної робітничої партії безроздільно володарював у Польщі з 1981 р. по 1989 р. 10. Один із видатних полководців ХХ ст. фінський барон Карл Густаф Еміль фон Маннергейм брав участь в обороні своєї країни від Радянського Союзу під час Другої світової війни. 11. Франческо Кріспі був сицилійським політиком та прем'єр-міністром Італії. 12. Ян Масарик, син чеського лідера Томаша Масарика, був міністром закордонних справ у післявоєнному коаліційному уряді Едварда Бенеша. 13. Джао Цзянь був керівником Комуністичної партії Китаю з 1987 р. по 1989 р., який рішуче виступав за економічну модернізацію. 14. Пост прем'єр-міністра почергово обіймали представник поміркованої Партії справедливості Сулейман Демірель та представник помірковано лівої Республіканської народної партії Бюлент Еджевіт.

***Exercise 27. Translate the sentences with particular attention to the way the proper and geographical names should be rendered into Ukrainian.***

1. A tourist's heart may leap at sight of the Thames as it cuts through the heart of London because of the spectacle of massed totems such as Parliament, Whitehall, St. Paul's Cathedral and the Tower of London that rise majestically near it, and the 15 bridges bearing storybook names and images: Westminster, Waterloo, Blackbriars, London Bridge, and Tower Bridge. But nearly everything worth the price of a snapshot sits on the northern bank.

2. After the death of Charles I in 1649 puritanical attitudes to the visual arts did not favour the development of architecture and the destruction, begun under Henry VIII, was renewed during and after Civil War (1642-1646). Whatever the merits of government under Cromwell it was a sad period for architecture.

3. Another change which affected architecture was the growth of an educated middle class. From Chaucer to Shakespeare, to Ben Jonson and Inigo Jones, to Wren and Newton, to Hume, Gibbon and Robert Adam and on to Soane, Carlyle, Ruskin and Morris, the "middle sort of people" were taking over and amplifying the secular role which had been played by clergy in earlier times when clerics were almost the only people who could read and write.

***Exercise 28. Identify the methods of translation of the following holy names, festivities, and remembrance days of the Orthodox Church into Ukrainian. Use the English-Ukrainian dictionaries or part B of this exercise for the purpose.***

**Part A.** Nativity Vigil, Nativity of Christ, Mother of God, First Martyr Stephan, St. Basil the Great/New Year, Jordan Dinner, Theophany, John the Baptist, Three Hierarchs, Meeting of the Lord, Meat Fare Sunday, All Souls Saturday, Cheese Fare Sunday, Great Fast, Sunday of Orthodoxy, Cross Veneration, Sunday Great Fast, Annunciation, Great Thursday/Friday, Easter Sunday/Monday, Saint Thomas, Ascension, Peter's Fast, Pentecost, Holy Spirit, Apostles Peter and Paul, Blessed Olha, Patron Saint Day, Saint Volodymyr, Prophet Elijah, Baptism of Ukraine (August 14, 988), Transfiguration, Dormition, Beheading of St. John the Baptist, Cross Elevation, Protection Mother of God, Remembrance Day, Synaxis of Archangel Michael, Autumn Nativity Fast, Entry Mother of God, Apostle Andrew, Saint Nicholas the Thaumaturgist, Conception of Mother of God.

**Part B.** Святий Вечір, Різдво Христове, Первомученика Стефана, Пресвята Богородиця, Святого Василя Великого/Новий Рік, Йорданська Вечеря, Богоявлення, Іоан Хреститель, Трьох Святителів, Стрітіння Господнє, М'ясопусна Неділя, Поминальна Субота, Сиропусна Неділя, Неділя Православ'я, Великий Піст/Хрестопоклоніння, Благовіщення,

Страсний Четвер/П'ятниця, Великодня Неділя, Світлий Понеділок, Провідна Неділя/Проводи, Вознесіння, Петрівка, Трійця/День Св.Трійці, День Св. Духа, Св. апостолів Петра і Павла, Блаженної Ольги, Храмове Свято, Св. Володимира, Пророка Іллі/Спасівка, Хрещення України, Преображення, Успіння Пресвятої Богородиці, Усічення глави Св.Іоана Хрестителя, Воздвиження (Чесного) Хреста, Покрова (Св.Богородиці), Поминки, Собор Архангела Михаїла, Пилипівка, Введення Пресвятої Богородиці, Св. Апостола Андрія Первозванного, Св. Миколая Чудотворця, Зачаття Пресвятої Богородиці.

***Exercise 29. Translate the names of the following English ergonyms into Ukrainian.***

1. Amateur Athletic Association. 2. The British Field Sports Society. 3. Royal Geographical Society. 4. New Economic Foundation. 5. Greenpeace. 6. The United Kingdom Atomic Energy Authority. 7. Boy Scouts Association. 8. British Association for the Security and Cooperation in Europe. 9. British Institute of Public Opinion (Gullop Poll). 10. British Medical Association. 11. CPDS, Centre for Political and Diplomatic Studies (Oxford). 12. IATEFL International Association for Teaching English as a Foreign Language 13. Central Office of Information. 14. Department of Education and Science. 14. Department of Employment. 15. Duke of Humphrey's Library (Oxford Univ.) 16. Inner London Education Authority. 17. London County Council. 18. London Stock Exchange. 19. (Public) Record Office. 20. Royal Exchange. 21. Royal Mint. 22. Royal National Institute for the Blind/Deaf. 23. Joint Nature Conservation Committee environmental protection (Gr. Br.) 24. European Agency for Safety and Health at Work. 25. UN Security Council. 26. CBIE Canadian Bureau for International Education. 27. The Democratic Party. 28. The Republican Party (USA). 29. The Royalist Party. 30. The Christian Democratic Party of Ukraine. 31. The Lovers of Beer Party (Ukraine). 32. The Women Admirers Party (Ukraine).

***Exercise 30. Translate the names of the following English and American trade unions into Ukrainian.***

1. ACTW, Amalgamated Clothing and Textile Workers (USA). 2. AUEW, Amalgamated Union of Engineering Workers (USA). 3. AAEF, American Association of Electrical Engineers. 4. AAA, American Automobile Association. 5. ASLEF, Associated Society of Locomotive Engineers and Firemen. 6. NUT, National Union of Teachers (Great Britain). 7. SE, Scottish Electricals. 8. TGWU, Transport and General Workers Union (Great Britain). 9. UPOW, Union of Post Office Workers (Great Britain). 10. UMWA, United

Mine Workers of America. 11. UAWU, United Auto Workers Union. 12. USWA, United Shoe Workers of America. 13. UTWA, United Textile Workers of America. 14. The AFL – CIO, the American Federation of Labour – the Congress of Industrial Organizations. 15. UPS, United Parcel Service (USA).

***Exercise 31. Translate the following names of Ukrainian trade unions into English. Define the translation method they are to be rendered.***

1. Профспілка працівників атомної промисловості України.
2. Профспілка працівників енергетичної промисловості України.
3. Профспілка працівників гірнично-рудної промисловості Шотландії.
4. Профспілка працівників м'ясо-молочної промисловості України.
5. Профспілка працівників машинобудівної промисловості України.
6. Профспілка працівників охорони здоров'я Німеччини.
7. Профспілка працівників освіти, вищої школи та наукових установ Угорщини.
8. Профспілка працівників суднобудівної промисловості Данії.
10. Профспілка працівників хімічної промисловості Швейцарії.

***Exercise 32. Translate the following Ukrainian names of enterprises and public bodies into English.***

1. виробниче об'єднання «Закарпатліс»;
2. виробниче об'єднання «Донбас-антрацит»;
3. київська фірма побутових послуг «Світанок»;
4. виробниче об'єднання «Укрмеблі»;
5. Укргазпром;
6. Укрмашинекспорт;
7. Виробниче об'єднання «Київукркабель»;
8. Фонд державного майна України;
9. творче виробниче об'єднання УТН;
10. Петровський машинобудівний завод (Донецьк);
11. Чернігівська фірма «Взуття»;
12. Нікопольський завод молочних продуктів;
13. виробничо-закупівельне підприємство «Хміль» (Луцьк);
14. Генеральне агентство з туризму Закарпатської області;
15. державне підприємство Туристичний комплекс «Конвалія»;
16. «Нафтохімік Прикарпаття»;
17. Івано-Франківське спеціалізоване управління механізації будівництва;
18. Сумське виробничо-торгівельне трикотажне підприємство;
19. Ізмаїльська виробничо-комерційна фірма «Істр»;
20. Керченський металургійний комбінат.
21. «Дніпрооблплодоовоч»;
22. Акціонерне товариство «Миколаївський глиноземний завод»;
23. «Львівелектромаш»;
24. «Полтаванафтопродукт»;
25. «Будмаш» (Прилуки);
26. фірма матеріально-технічного забезпечення і збуту продукції «Донецьквугілля»;
27. державне підприємство роздрібної торгівлі «Струмочок» (Донецьк);
28. Українсько-литовське спільне підприємство «Коростеньовоч»;
29. туристична агенція «Навколо світу»;
30. фірма по виробництву побутової хімії «Домогосподарка».

**Exercise 33. Suggest all possible ways of approach to translating into Ukrainian the following titles of newspapers, magazines (journals).**

1. Contemporary Review (literary-political monthly, Lnd.).  
2. Contemporary Life (British farmer's weekly). 3. Daily Express, Daily Mail, The Daily Telegraph (and Morning Post), The Economist (all of conservative orientation). 4. Daily Mirror, Daily Sketch. 5. The Evening News, The Star, Evening Standard (Conservative dailies, Lnd.), Scotsman (Edingb.), Yorkshire Post, Financial Times (Conservative), The Times (Lnd.). 6. Punch (satirical and humorous weekly), 8. The Guardian International. 9. Mainichi Shimbun (Japan). 10. Hong Kong Standard. 11. Korea Times (South Korea). 12. Ottawa Citizen (Canada). 13. Australia News. 14. USA Today. 15. Kyiv Post (Ukraine).

**Exercise 34. Translate the names of London hotels, hostels, inns and accomodation campuses into Ukrainian.**

*Model:* Central House hotel – сімейний готель «Сентрал гаус»  
Acton Grange guest house – пансіон «Ектон Грендж»

1. Lincoln House hotel, Glynne Court hotel, Duke of Leicester (hotel), Royal Adelphi hotel, Olympic House hotel, Atlantic Hostel, Prince William hotel; 2. Hyde Park Rooms hotel, The Victoria inn, Green Court hotel, Half Moon hotel; 3. Pearl hotel, Fife Kings guest house, Forest View hotel, Sleeping Beauty motel, Elm Hotel, Fountain House hotel, High Trees Gatwick guest house; 4. Wembley Park hotel, International students house, Oxford Street Youth hostel; 5. University of Westminster (hotel), Cartwright University halls, Allen Hall summer hostel, International student residence, Hotel Saint Simeon, Holland House youth hostel, Hampstead Heath Youth hostel; 6. King's College London Hamstead campus, Ralf West Hall of residence.

**Exercise 35. Translate the following names of Ukrainian hotels, halls of residence, and guest houses into English.**

1. Готель «Золотий колос», готель «Київ»/»Україна», готель «Дніпро»/»Славутич», готель «Київська Русь»/»Турист», готель «Братислава»/»Мир» (всі київські), готель Київського державного технічного університету будівництва й архітектури, готель Академії праці й соціальних відносин. 2. Будинок відпочинку «Берегове» (Закарпаття), пансіонат «Перемога» (Ворзель), будинок відпочинку «Будівельник» (Саки, Крим), будинок відпочинку «Водоспад» (Яремче, Закарпаття). 3. Пансіонат «Колос» (Пуща Водиця), пансіонат «Водник», пансіонат «Кооператор» (Закарпаття), пансіонат «Маяк» (Київський політехнічний інститут), пансіонат «Верховина» (Закарпаття), пансіонат «Аркадія» (Одеса), пансіонат «Джерело» (Пуща Озерна).

**Exercise 36. Identify the translation method resorted to while delivering the following English film titles into Ukrainian:**

English film titles	Ukrainian counterpart	The translation method used
«How I Became a Gangster»	«Як стати гангстером. Справжня історія»	
«Beyond Skyline»	«Скайлайн»	
«Knocked-up»	«Трішки вагітна»	
«A quiet place»	«Тихе місце»	
«The Holiday»	«Відпочинок за обміном»	
«Fantasy Island»	«Острів фантазій»	
«Aftermath»	«Відгуки минулого»	
«Isn`tit romantic?»	«Хіба це не романтично?»	
«Identity thief»	«Піймай шахрайку якщо зможеш»	
«The Personal History of David Copperfield»	«Історія Девіда Копперфілда»	
«Dangerous Lies»	«Небезпечна брехня»	
«The Hangover»	«Похмілля у Вегасі»	
«The Dark Tower»	«Темна вежа»	
«Keeping Up with the Joneses»	«Встигнути за Джонсами» / «Шпигуни по сусідству»	
«Kingsman: The Golden Circle»	«Кінгсман: золоте кільце»	
«Deep impact» »	«Зіткнення з безоднею»	
«A Dog`s Purpose»	«Життя і мета собаки»	
«The Tinder Swindler»	«Аферист із Тіндер»	
«Home Team»	«Головна команда»	
«The Change-up»	«Хочу як ти»	

**Exercise 37. Provide definitions for the following neologisms and translate them into Ukrainian.**

anti-fan, N-Gen, Bollywood, open-collar worker, compcierge, pollutician, do tank, populuxe, ewaste, quirkyalone, family, rurban, Globish, space weather, hecitivity, techno-creep, I society, upstaff, jetiquette, voicism, kipper, wasband, lucrepathy, xenotransplant, malware, zitcom

**Exercise 38. Translate the sentences into Ukrainian paying special attention to the translation of neologisms:**

1. The critical flaw identified in the latest version of Windows operating system can leave computers vulnerable to hackers.
2. On many campuses registering for classes, declaring majors, checking grades and obtaining class handouts are all done online.
3. The main reason for shifting money offshore is to avoid taxation and regulation.

4. Near-to-eye display technologies can use microdisplay technology for portable PCs as well as Web-enabled cell phones.
5. Traffic build-ups at the exits from and entrances to large cities have long been a feature of super-highways.
6. Slowly and unevenly a 'can-do' attitude is beginning to replace the inertia employees' attitude to work.
7. E-commerce has become wide spread all over the world.
8. In this restaurant one can select from enchiladas, chalupas, quesadillas, burritos as well as exotic tropical sea foods.
9. Because on-line drug stores bypass doctors to deliver drugs, medical professionals are beginning to take alarm at cyberchondriac behaviour.
10. A typical example would be shopping in a cybermall, where a user might move from store to store and acquire various merchandise along the way.

*Exercise 39. Study the following examples of social networking, technology and popular culture neologisms. Then compose the sentences of your own with them so as to vividly demonstrate their meaning:*

1. **Google:** To use an online search engine as the basis for looking up information on the World Wide Web.
2. **Tweet cred:** social standing on Twitter.
3. **404:** Someone who's clueless. From the World Wide Web error message 404 Not Found, meaning that the requested document could not be located.
4. **Crowdsourcing:** The activity of getting a large group of people to contribute to a project or task, especially by using a website where people can make contributions; for example, online proofreading services.
5. **Spam:** Flooding the Internet with many copies of the same message, in an attempt to force the message on people who would not otherwise choose to receive it.
6. **Geobragging:** Repeated status updates noting your location in an attempt to get attention or make other people jealous.
7. **App:** Software application for a smartphone or tablet computer.
8. **Noob:** Someone who is new to an online community or game.
9. **Troll:** An individual who posts inflammatory, rude, and obnoxious comments to an online community.
10. **Ego surfer:** A person who boosts his ego by searching for his own name on Google and other search engines.
11. **Tebowing:** description of a prayerful victory stance derived from NFL quarterback Tim Tebow.
12. **Brangelina:** used to refer to supercouple Brad Pitt and Angelina Jolie.

13. **Metrosexual:** A man who dedicates a great deal of time and money to his appearance.
14. **Muffin top:** This refers to the (often unsightly) roll of fat that appears on top of trousers that feature a low waist.
15. **Stitch ‘n’ bitch:** A gathering of individuals who chat or gossip while knitting or crocheting.
16. **Chilax:** To calm down or relax, it is a slang term used when someone is starting to get uptight about something that is happening.
17. **Staycation:** A vacation at home or in the immediate local area.

*Exercise 40. Here are some examples of neologisms introduced by writers and their stories. Translate the italicized sentences into English resorting to an appropriate translation technique. Name the technique employed.*

1. Banana republic

This word was introduced by O. Henry in his book of collected works *Cabbages and Kings*. It later became a term exploited in politics and it stands for a politically unstable country dependent on a product exported (bananas, for example).

*Tropico is the excellent nation-builder game that simulates a Caribbean banana republic during the Cold War. The Daily Beast.*

2. Beatnik

Jack Kerouac, the voice of the Beat Generation, actually invented the term “Beat Generation”. “Beatnik” was suggested by Herb Caen, a San Francisco columnist, similarly to the Russian word “sputnik”, which was popular at that time. The term stands for a person associated with the “Beat Generation”.

*He was far, far different than the laughing, beatnik jabbering, youngster he had always seemed. Black Man’s Burden.*

3. Cyberspace

William Gibson coined this word first in his sci-fi short story. It became better known after his novel “*Neuromancer*” was published a few years later.

*This time Kate didn’t hesitate pressing send and watched her mail vanish from the out-box into cyberspace. Fallen Woman.*

4. Freelance

This up-to-date term appeared long ago, when Walter Scott suggested it for the first time. According to his novel *Ivanhoe*, “Free Lances” were hired as militants for a fee.

*As a freelance writer, I depend for my living on easy relations with magazines, creative-writing departments, and so on. The Daily Beast.*

#### 5. Hard-Boiled

It means tough when speaking about personal traits of character. What's more, thanks to this term, a hard-boiled fiction genre appeared later. It stands for a detective story in which a cool cynical detective deals with crimes.

*Because it lacks the stylish voice of a hard-boiled detective noir, it sometimes feels coldly industrious. The Daily Beast.*

#### 6. Butterfingers

Charles Dickens introduces this term in his "The Posthumous Papers" of the Pickwick Club book in 1836 and it stands for a clumsy person.

*And, as every boy in the world knows, it is a great disgrace to be called "butterfingers." Half-Past Seven Stories.*

#### 7. Chortle

No surprise this term belongs to the great inventor Lewis Carroll as well as the number of other fancy words. It's made of "chuckle" and "snort". You can only image the sound.

*They will not actually steal, but they will cheat you every time and chortle over it. The American Egypt.*

#### 8. Doormat

Charles Dickens again. Speaking about a person "doormat" was first used in "Great Expectations".

*His rookie flailing set back the peace process (such as it was) and made him look like a doormat. The Daily Beast.*

#### 9. Factoid

It is a doubtful fact presented in the press without any extra proofs. People usually accept it as true, but unfortunately it's not true. It was introduced by Norman Mailer.

*McCarthy contributes the factoid, "We have four million more government jobs in America than manufacturing jobs." The Daily Beast.*

#### 10. Feminist

"Féministe" came from the French language thanks to Alexandre Dumas and it suited public taste.

*Marjorie Wilkes Huntley was a New Age feminist, a widow, and a librarian. The Daily Beast.*

#### 11. Gremlin

Gremlins, small beings, which caused mechanical problems in aircraft, appeared in Roald Dahl's story for the first time.

*Whatever the gremlin was, it wasn't exactly an auspicious start for a fifty million-mile hop. Deepfreeze.*

## 12. Meme

Can you imagine that this word was not coined in the 2000s? Everybody talks about memes, everybody creates memes nowadays. However, it was a faraway 1976 when Richard Dawkins invented it.

*“He was constantly dealing with this meme of not being able to close the deal,” Jurkowitz says. The Daily Beast.*

## 13. Nerd

This word was presented along with some other weird creatures’ names coined by Dr Seuss: it-kutch, preep, proo, nerkle, seersucker. However, only nerd survived. The term stands for a boring person.

*She was one of the only female characters I could think of that was different and weird without being the nerd. The Daily Beast.*

## 14. Oxbridge

First, Oxbridge was introduced as a fictional institution in William Thackeray’s novel. And then it started to stand for a combined name of Oxford and Cambridge.

*And, without removing his hobnails, or his corduroys, he sprang lightly into the Oxbridge racing-boat. Punch, or the London Charivari.*

## 15. Workaholic

Dr. Wayne Oates set this word, when wrote his book Confessions of a Workaholic: The Facts about Work Addiction. The suffix -holic denotes addiction, as in the word “alcoholic”. Oates viewed work as a kind of addiction as well.

*The workaholic with the love of white suits and the slogan, “Let’s KeepMoving!” The Daily Beast.*

## 16. Twitter

This onomatopoeic (phonetic imitation of sound – twitting in this case) word is prescribed to Geoffrey Chaucer. He seems to be a great contributor to the English language dictionaries in that he provided them with a number of original words.

*To catch the “real” tweeter, Weiner explained that he had hired an Internetsecurity firm to investigate. The Daily Beast.*

## 17. Yahoo

Who on earth doesn’t know this word now? However, not every person is aware of its origin. The word “Yahoo” was first presented in Jonathan Swift’s novel Gulliver Travels. Yahoos were primitive cruel creatures with materialistic attitudes.

*When will the Left learn that this is not simply a nation of dimwitted yahoos? The New York Times.*

*Exercise 41. Translate the following sentences into Ukrainian paying special attention to neologisms.*

1. “It’s only natural that we cringe at the artificial: It goes against the grain. So, it’s no real wonder that many people are feeling uncomfortable about the recent proliferation of genetically engineered crops. In the last few months, protests have sprung up all over Europe, and the French have taken to calling these products ‘**Frankenfood.**’”

2. Mr. Secretary, will the continuation of the fight in Afghanistan from the American point of view delay the deployment of a multinational force? Mr. Wolfowitz: No. We believe that the multinational – I guess it’s called the security assistance force for Kabul can be deployed, and we can **de-conflict** its mission from our mission.

3. Octopi officials say **advergames** promote repeat traffic to Web sites and reinforce brands in compelling ways. Because users choose to register to be eligible for prizes, the games help marketers collect customer data. And because gamers may invite their friends to participate, the brand benefits from word of mouth, or what these days is called viral marketing.

4. “Hewlett-Packard [CEO] Carly Fiorina is joining the **optionaires** club. The computer giant unveiled its new CEO compensation package that includes stocks and options worth as much as \$ 90 million.”

5. “Thermo Vision Corp. ... designs, manufactures, and markets a diverse array of **photonics** products, including optical components, imaging sensors and systems, lasers, and fiber optics.”

6. ‘Adult toys’ may sound like a risqué phrase, but it is also used to describe the playthings that ‘**kidults**’ (those of us who never quite grew up) have been buying in increasing numbers.

7. **Orthorexia** also can be induced by a host of extreme diets: raw **foodism**, with the mantra “The greatest enemy of man is the cooking stove”; macrobiotics, which mandates that vegetables be sliced in a certain fashion; the self-explanatory **fruitarianism**; and **breatharianism**, extreme fasting.

8. Pick up any gossip magazine, and you’ll find a pic-filled spread. “Stars: Are They Too Thin?” they ask as every pound of weight-gain is breathlessly heralded as “a return to curves.” These pictures usually make their way onto **pro-ana** (that’s anorexia-promoting) Web sites, where they’re tagged as “**thinspirations**”.

9. Robotics is hardly the only emergent industry that can expect the embrace of the techno-enthusiast. Maybe bathtub biotech will be next to capture the mindshare of the techie tinkerers. Maybe bioinformatics and the diffusion of genetic engineering technologies and techniques will inspire a new generation of **bio-hackers**.

**Exercise 42. Translate the following Ukrainian imperative sentences into English bearing in mind the translation techniques of delivering politeness. Comment on the techniques employed:**

1. Прошу, назвіть кілька яскравих випадків. 2. Опишіть, будь ласка, їх функції. 3. Розкажіть трохи докладніше про вашу позицію. 4. Дозвольте мені зараз поставити каверзне питання. 5. Назвіть, будь ласка, імена кількох ваших конкурентів. 6. Дозвольте сісти. 7. Прокоментуйте участь бойовиків УНА-УНСО у чеченському конфлікті. 8. Будь ласка, пригадайте цю стару історію. 9. Підпишіться, будь ласка, за блок Гончара. 10. Будь ласка, дайте мені адресу однієї з їхніх асоціацій. 11. Скажіть мені, чому Ви прийшли до нас. 12. Вибачте мене, якщо я забуду Ваше ім'я. 13. Добрий день. Сідайте. 14. Будь ласка, прокоментуйте твердження, що ви перебуваєте у Німеччині незаконно. 15. "Докторе," каже він, "зробіть мені милість." 16. Заходьте, будь ласка. 17. Чорт забирай, замовкніть! 18. Вибачте мене за те, що я питаю вас.

**Exercise 43. Translate the sentences into English spotting the words which require politically correct translation:**

1. Запальничку помітила прибиральниця, яка, намагаючись освітити приміщення з її допомогою, сфотографувала своє власне обличчя чотири рази, поки не здогадалася про справжнє призначення цієї запальнички, і принесла її своєму начальнику. 2. Сімдесят вісім відсотків респондентів приписували цю "славу" якійсь роботі страхувальників компанії. 3. Два мільярди доларів - це, безперечно, не така вже й велика сума, якщо брати валютні резерви; з іншого боку, вона дорівнює майже 12 мільярдам гривень, чого достатньо для виплати заборгованості по зарплаті працівникам бюджетної сфери. 4. Він поїхав до Камеруну без будь-якого захисту, тому що було не так багато людей, які бажали працювати у країні, де лютує малярія, отримуючи зарплатню прибиральниці у посольстві. 5. На місці злочину під тілом Смоліна міліціонери знайшли газовий пістолет, перероблений для стрільби кулями. 6. На військовій базі в Люкенвальді німецькі поліцейські та митники знайшли 4 мільйони контрабандних сигарет, готових до продажу. 7. Коли агента КДБ розкривали на високій посаді десь, наприклад, у Польщі, він відкидав це заздалегідь як нісенітне звинувачення, кажучи, що вони ніколи не вербували агентів у соціалістичній країні. 8. Одна стюардеса показала, що мати вдарила металевим прибором для їжі одну з дівчаток по голові. 9. Головним представником цього руху був Микола Михальченко. 10. Для оптових продавців особливо корисним може бути досвід роботи механіком або бізнесменом. 11. Під час перестрілки із

західнонімецькими снайперами були вбиті всі заручники-ізраїльтяни, а також п'ять терористів та один поліцейський. 12. Родини у всіх селах обирають на три роки голову. 13. Регулюючи потоки повітря, ці системи забезпечують утворення місць, де немає диму, для здійснення евакуації та надання доступу пожежникам. 14. Вона була заповзятою спортсменкою. 15. Президент може призначити одного з членів комітету головою або ж сам комітет може обрати голову комітету. 16. Міський архітектор Також консультується із непрофесіоналами, яких стосується цей план. 17. З 2001 р. по 2012 р. вона працювала оператором і режисером кінофільмів. 18. Однак продаж передбачає двостороннє спілкування між продавцем і покупцем. 19. Це графство має раду, що складається з п'яти членів, з яких один працює як голова. 20. Деякий час він був ведучим програми "Прогноз погоди".

***Exercise 44. Translate the sentences identifying which words require politically correct translation and which – don't:***

1. Минулого тижня Єпископська рада вирішила позбавити митрополита всіх прав, які він має як священик. 2. Фактична, неміфологічна, правда значно простіше. Ясенецький був сином страховика у Києві. 3. Я знав, що більше ніколи не побачу землю моїх предків. 4. Тим часом вони зараз працюють над поліпшеною моделлю, яка здатна перевозити як воду, так і пожежників. 5. Республіканці-конгресмени не мають взаємних зобов'язань із нинішнім кремлівським керівництвом. 6. Більш схильні до суворого іміджу бізнесменів, чоловіки залишають право на експериментування жінкам. 7. На ринку домінують люди з Кавказу. їх чисельна перевага над іншими продавцями величезна. 8. На його прохання я проінформував штат Білого дому та конгресменів. 9. Аристократи синіх кровей, які можуть сказати вам, коли і точно чому їх далекі предки стали аристократами, зібралися разом відкрити цю академію. 10. Вона найняла жінку, щоб замінити прислугу-чоловіка, тому що вважала, що якість обслуговування підвищиться. 11. Це стало причиною сентиментальних спогадів та дружніх обійм із стюардесами зі Львова. 12. Він був представником від робітників під час страйку проти власників заводу. 13. Припустимо, що продавець отримує 15 відсотків комісійних з усього, що він продає.

***Exercise 45. Translate into English making politically correct choice of the vocabulary or pursuing polite ways of naming socially-marked groups of people:***

1. Гірам Роудс Ревелс (1822-1901) був першим чорношкірим американцем, якого було обрано до Сенату США. 2. У 1914 році

Маргарет Сенджер була обвинувачена у виданні журналу “Повстану”, де вона піддавала нищівній критиці суворі обмеження, накладені законодавцями на поширення інформації про протизаплідні засоби. 3. У 1972 році Гатчинсон стала першою республіканкою, обраною до законодавчого органу Техасу. 4. Рання негритянська музика у США поєднувала африканську музикальну традицію із словником та структурою євроамериканської музики. 5. У 1981 році Вітворт стала першою гольфісткою, яка протягом своїх виступів заробила більше мільйона доларів. 6. Наприклад, знижки для людей похилого віку свідчать про їх позитивну дискримінацію. 7. Дискримінація хворих на СНІД та гомосексуалів щодо забезпечення житлом та медичного страхування примусила людей протестувати проти дій деяких урядових органів. 8. Лікування раку суттєво поліпшилося після 1920-х років, коли менше 20 відсотків хворих на рак білих у США могли прожити більше п’яти років. 9. Майже будь-яка міфологія включає оповідку про те, як людство отримало вогонь. 10. Детективне оповідання - це жанр оповідання, де в якості головного розкривача злочину виступає приватний детектив або поліцейський. 11. Незважаючи на законодавство, що забороняє такі страйки, поліцейські, пожежники, вчителі, поштарі та диспетчери повітряного руху проводять страйки. 12. Американська асоціація пенсіонерів є найстарішою й найбільшою організацією, що захищає пенсіонерів. 13. Етичний раціоналізм стверджує, що певні фундаментальні моральні настанови внутрішньо притаманні людству і що такі основні моральні принципи є раціонально самоочевидними. 14. Вони одружилися у Лондоні у 1929 році і незабаром Волліс стала відомою як високосвітська господиня. 15. Людина має найрозвиненіший з усіх тварин мозок. 16. Я прагну бути простою людиною. 17. У кімнаті перебували три тілих хворих жінки, які втратили свідомість і були під’єднані до апарату “штучна нирка”.

***Exercise 46. Translate the sentences identifying translation challenges of conveying social aspects. Account for your translation solutions:***

1. Десь попереду цього космічного корабля були його два кораблі-близнюки - “Ейнштейн” та “Нільс Бор”. 2. Він був першим у новітній історії православним патріархом, який взяв участь у далекосяжних заходах на шляху досягнення єдності християн. 3. Через численні романи, де поєднано історію та любовні історії, його стали називати “американським Вальтером Скоттом”. 4. Довженко народився у селянській родині і у 1914 році закінчив Глухівський педагогічний інститут у Києві. 5. Миколина посмішка сказала їй не менше, ніж його

слова. 6. О, Іване, ти такий гарний друг. 7. Київський суднобудівний завод “Кузня на Рибальському” 26 серпня спустив на воду вантажне судно завдовжки 110 метрів. 8. Процеси, що відбуваються у державі, нагадують тупцювання на місці. 9. Сталінська примусова колективізація та штучний голодомор у 1932-33 роках призвели до втрати мільйонів життів. 10. Сподіваюсь, що так, лейтенанте, оскільки на кону стоїть більше, ніж ви думаєте. 11. Урядовою постановою, що набуває чинності 1 жовтня, буде знову запроваджено державну монополію на виробництво і реалізацію спиртних напоїв. 12. Наприкінці XIX сторіччя будинок Фейрфаксів придбало для своєї штаб-квартири Королівське географічне товариство, і сюди зачастили знамениті англійські мандрівники, включаючи доктора Лівінгстона, із тілом якого, виявленим в Африці, тут два дні прощалася географічна громадськість до поховання у Вестмінстерському абатстві. 13. Але на сценарій Німеччини без антисемітизму у Шпеєра не вистачило запасів фантазії: про що завгодно він може шкодувати і каятися у 1954 році, тільки не про це. 14. Олесь провів мене до дверей і там знову схопив за руку. 15. Завоювавши Хорезм та Герат, Тамерлан почав успішний похід проти володарів та народів Близького Сходу та Закавказзя. 16. “Я спитаю директора”, сказала вона, мило посміхнувшись. 17. Наше завдання полягає в отриманні підтримки з боку всіх трьох сторін гуманітарних операцій під егідою ООН з тим, щоб вони розглядалися як безсторонні. 18. Не треба бути генієм, щоб зрозуміти період після війни у Перській затоці. 19. Не можна розподілити те багатство, що ще не створене. 20. Третя хвиля еміграції з України почалася після прийняття Конгресом США Закону про переміщених осіб (1948 р.). 21. Ми не можемо не помітити, що коли ми почали морально виправляти суспільство, деякі з наших провідних письменників впали в іншу крайність - релігію. 22. Прихильники Клінтона визнають, що він схильний до того, щоб всі його любили. 23. Ідея освіти для всіх стала тим прапором, під яким об'єдналося багато політичних лідерів. 24. Всім не догодиш. 25. Тому, хто живе у скляному будинку, не слід кидати каміння. 26. Кесарю - кесарево. 27. Дальтон сумно глянув на Ясона. У його темних очах бриніли сльози. 28. Діти у болгарському місті Куклен мають такий високий рівень вмісту свинцю у крові, що їх слід направити на детоксифікацію до США. 29. Класична думка переважно зверталася до минулого у пошуках втраченого раю або золотого віку. 30. Жан-Жак Руссо вважав, що люди мають здатність до самовдосконалення, яка розглядалася як можливість самоконтролю та морального прогресу. 31. Як і у випадку багатьох біженців з гітлерівської Європи, життя Брода було поділено

на два чітко окреслених етапи. 32. З часів отримання незалежності у Зімбабве час від часу виникали тертя між ндебеле та більшістю, представленою народністю шона. 33. Із збільшенням розміру суден торговельне значення Дніпра зменшилося, головним чином через неможливість проходу через пороги вище Запоріжжя. 34. Після закінчення війни у 1920 р. Довженко обіймав дипломатичні посади у Польщі та Німеччині, а у 1923 році повернувся до Києва. 35. Фонд державного майна вирішив продати частку акцій у 3,84 % Лисичанського заводу технічної гуми через фондову біржу. 36. Він серйозно налаштований на скорочення дефіциту бюджету, і ось чому визначив 150 конкретних скорочень. 37. Результати обстежень свідчать про те, що британці менш “європейські”, ніж населення більшості інших країн-членів. 38. Замість вживання прозаїчної назви, що позначає проект створення транспортних коридорів Європа - Кавказ - Азія (ТРАСЕКА), політики охочіше говорять про відтворення древнього “Шовкового шляху”. 39. Проте наступного року він, різко зсунувшись управо, заснував Британський союз фашистів. 40. Побачивши, як той грає у баскетбол, тренер баскетбольної команди з Полтави переконав Остапчука перейти до його команди. 41. Після відлучення від влади протягом багатьох років Соціалістична партія Німеччини відмовилася від пропаганди економіки за Марксом і нейтралітету Німеччини. 42. Він дещо приглушив опозицію, призначивши двох жінок на відповідальні посади у Міністерстві юстиції. 43. Сюди включаються також питання військової безпеки та прав людини. 44. Потрібно реструктуризувати ці боргові інструменти у дешеві і довготермінові. 45. Як буде показано нижче, це пов'язано із значними змінами у відносинах між Північчю та Півднем. 46. Тарифи або квоти іноді пропонуються як захід підтримання рівня зайнятості у країні, особливо під час економічного спаду. 47. Із розширенням Римської імперії її дипломатія почала слугувати цілям завоювання та анексії. 48. З часу падіння комунізму у 1989 році ринкові реформи та відкриті кордони призвели до напливу європейських журналів. 49. Новий консервативний уряд під керівництвом Теда Хіта (1970-1974 роки) розпочав свою діяльність із твердим наміром зменшити державне втручання в економіку. 50. У 1996 році Андорра вжила важливі заходи для активізації участі у міжнародних справах. 51. Ще одна послуга, яку надають банки - це експертна оцінка при наданні позик. 52. Інституціональна революційна партія є домінуючою у політиці Мексики з початку свого заснування у 1929 році. 54. Справедлива зарплата і рівна винагорода за рівну працю без будь-якої різниці,

причому, зокрема, жінкам повинні гарантуватися умови праці, не гірші від тих, якими користуються чоловіки, з рівною оплатою за рівну працю. 55. У країнах, які не скасували смертної кари, смертні вироки можуть виноситися тільки за найтяжчі злочини відповідно до закону, який діяв під час вчинення злочину і який не суперечить постановам цього Пакту і Конвенції про запобігання злочину геноциду і покарання за нього. 56. У цій Конвенції під дитиною розуміється кожна людина, якій не виповнилося 18 років, якщо за законом, що стосується дитини, повноліття не досягається раніше. 57. Кожний зобов'язаний неухильно додержуватися Конституції України та законів України, не посягати на права і свободи, честь і гідність інших людей. Незнання законів не звільняє від юридичної відповідальності.

## APPENDICES

### APPENDIX A

*Transliteration Rules of the Ukrainian alphabet via Latin letters.*

Ukrainian Alphabet	Latin Alphabet	Position in a Word	Examples of Spelling	
			Ukrainian	Latin
Аа	Aa		Алушта Андрій	Alushta Andrii
Бб	Bb		Борщагівка Борисенко	Borshchahivka Borysenko
Вв	Vv		Вінниця Володимир	Vinnytsia Volodymyr
Гг	Hh		Гадяч Богдан Згурський	Hadiach Bohdan Zghurskyi
Ґґ	Gg		Ґалаґан Ґоргани	Galagan Gorgany
Дд	Dd		Донецьк Дмитро	Donetsk Dmytro
Ее	Ee		Рівне Олег Есмань	Rivne Oleh Esman
Єє	Ye ie	initial position other positions	Єнакієве Гаєвич Короп'є	Yenakieve Haievych Koropie
Жж	Zh zh		Житомир Жанна Жежелів	Zhytomyr Zhanna Zhezheliv
Зз	Zz		Закарпаття Казимирчук	Zakarpattia Kazymyrchuk
Ии	Yu		Медвин Михайленко	Medvyn Mykhailenko
Іі	Ii		Іванків Іващенко	Ivankiv Ivashchenko
Її	Yi i	initial position other positions	Їжакевич Кадіївка Мар'їне	Yizhakevych Kadyivka Marine
Йй	Y i	initial position other positions	Йосипівка Стрий Олексій	Yosypivka Stryi Oleksii
Кк	Kk		Київ Коваленко	Kyiv Kovalenko
Лл	Ll		Лебедин Леонід	Lebedyn Leonid
Мм	Mm		Миколаїв Маринич	Mykolaiv Marynych

Ukrainian Alphabet	Latin Alphabet	Position in a Word	Examples of Spelling	
			Ukrainian	Latin
Нн	Nn		Ніжин Наталія	Nizhyn Nataliia
Оо	Oo		Одеса Онищенко	Odesa Onyshchenko
Пп	Pp		Полтава Петро	Poltava Petro
Рр	Rr		Решетилівка Рибчинський	Reshetylivka Rybchynskiy
Сс	Ss		Суми Соломія	Sumy Solomiia
Тт	Tt		Тернопіль Троць	Ternopil Trots
Уу	Uu		Ужгород Уляна	Uzhhorod Uliana
Фф	Ff		Фастів Філіпчук	Fastiv Filipchuk
Хх	Kh kh		Харків Христина	Kharkiv Khrystyna
Цц	Ts ts		Біла Церква Стеценко	Bila Tserkva Stetsenko
Чч	Ch ch		Чернівці Шевченко	Chernivtsi Shevchenko
Шш	Sh sh		Шостка Кишеньки	Shostka Kyshenky
Щщ	Shch shch		Щербухи Гоща Гаращенко	Shcherbukhy Hoshcha Harashchenko
Юю	Yu iu	initial position other positions	Юрій Корюківка	Yurii Koriukivka
Яя	Ya ia	initial position other positions	Яготин Ярошенко Костянтин Знам'янка Феодосія	Yahotyn Yaroshenko Kostiantyn Znamianka Feodosiia

## APPENDIX B

*The list of some Ukrainian words that may be translated by means of loan words in English that were borrowed from other languages (the abbreviations in brackets show the language an expression was borrowed from: лат. – for Latin, нім. – for German, фр. – for French):*

а саме viz., videlicet (лат.)  
абстрактно in abstracto (лат.)  
апріорі a priori (лат.)  
аргументація проти (чогось) casus contra (лат.)  
аргументи і висновки argumenta et rationes (лат.)  
без жодної підстави nulla ratione (лат.)  
без належної підготовки ex tempore (лат.)  
безпідставно gratis dictum (лат.)  
“біла ворона” гага avis (лат.)  
буквально verbatim (лат.), ad verbum (лат.)  
в абстрактном у вигляді in abstracto (лат.)  
в загальній сукупності summa summarum (лат.)  
в якості qua (лат.)  
взагалі in abstracto (лат.), summa summarum (лат.)  
вирішальний експеримент experimentum crucis (лат.)  
вислів modus loquendi (лат.)  
відповідно versus (лат.)  
відразу a prima facie (лат.), prima facie (лат.)  
власне in se (лат.)  
внаслідок vicem (лат.)  
внаслідок цього eo ipso (лат.), propter hoc (лат.)  
волею-неволею volens nolens (лат.)  
всупереч contra (лат.)  
всупереч здоровому глузду contra rationem (лат.)  
глибоко a fond (фр.)  
головна підстава ultima ratio (лат.)  
головна причина causa finalis (лат.), causa principalis (лат.)  
грунтовно ex professo (лат.)  
демонстрація сили tour de force (фр.)  
див. (у посиланні) vide (лат.)  
для дискусії ad disputandum (лат.)  
для обговорення ad disputandum (лат.)  
для цього випадку ad hoc (лат.)  
до безкінечності ad infinitum (лат.)

до відома ad notam (лат.)  
до встановленого терміну ad infinitum (лат.)  
до речі a propos (фр.)  
до суті справи in medias res (лат.)  
додаток addendum (лат.) (мн. addenda)  
докладно en datail (фр.)  
доповнення addendum (лат.) (мн. addenda)  
дослівно ad verbum (лат.), verbatim (лат.)  
друга сторона altera pars (лат.)  
експромтом ex tempore (лат.)  
з відповідними змінами mutatis mutandis (лат.)  
з певними застереженнями cum grano salis (лат.)  
з першого разу prima facie (лат.)  
з порушенням логічної послідовності a baton rompus (фр.)  
з приводу vicem (лат.)  
з цієї миті ab hinc (лат.)  
з цієї причини propter hoc (лат.)  
за всіма правилами lege artis (лат.)  
за і проти pro et contra (лат.)  
за решти рівних умов c(a)eteris paribus (лат.)  
загальна думка communis opinio (лат.)  
загальне місце locus communis (лат.)  
загальновідома річ locus communis (лат.)  
загальновідомий факт factum notorium (лат.)  
заради форми pro forma (лат.)  
зведення до абсурду reductio ad absurdum (лат.)  
звершений факт fait accompli (фр.)  
згідно рече (лат.)  
значна частина magna pars (лат.)  
знову a novo (лат.)  
і навпаки et vice versa (лат.)  
і наступні рядки seq., seqq., et seqq. (лат.)  
із знанням справи ex professo {лат.}  
із самого початку ab ovo {лат.}  
існуючий стан справ (лад) status quo {лат.}  
класична праця locus classicus {лат.}  
коротко in brevi {лат.}  
критерій порівняння tertium comparationis {лат.}  
критично cum grano salis {лат.}  
лаконічно in brevi {лат.}

**менш важливі (менші за обсягом) праці** scripta minora {лат.})  
**мимохідь** en passant (фр.)  
**мовний зворот** modus loquendi {лат.})  
**на перший погляд** a prima facie {лат.}), prima facie {лат.})  
**навпаки** vice versa {лат.})  
**найкращий зразок** par excellence (фр.)  
**найкращим чином** par excellence {фр.})  
**найпростіший спосіб** modus simplicissimus {лат.})  
**найсуттєвіший аргумент** ultima ratio {лат.})  
**насправді** de facto {лат.}), re vera {лат.})  
**нелогічний висновок** non sequitur {лат.})  
**нелогічність** non sequitur {лат.})  
**необхідна умова** (conditio) sine qua non (лат.), causa sine qua non {лат.})  
**необхідний** sine qua non {лат.})  
**необхідність** sine qua non (лат.})  
**необхідність довести** onus probandi {лат.})  
**неповно** ex parte {лат.})  
**неправильна думка** idea fals {лат.})  
**несумлінність** mala fide {лат.})  
**нечесність** mala fide {лат.})  
**номінально** de nomine {лат.})  
**обов'язкова умова** (conditio) sine qua non {лат.}), causa sine qua non {лат.})  
**однаково** pariter {лат.})  
**однобічно** ex parte (лат.})  
**описка** lapsus pennaе {лат.})  
**опонент** altera pars {лат.})  
**основа порівняння** tertium comparationis {лат.})  
**останній аргумент** ultima ratio {лат.})  
**отже** ergo {лат.})  
**перелік друкарських помилок** errata (лат.})  
**першопричина** causa prima (лат.})  
**під іншим кутом зору** sub alia specie (лат.})  
**під сумнівом** in dubio (лат.})  
**пізніше** post factum (лат.})  
**після** post factum (лат.})  
**після того (як все вже зроблено)** post hoc (лат.})  
**після факту** ex post facto (лат.})  
**по суті** ad rem (лат.})

**побіжно** in passim (лат.)  
**побічна думка** obiter dicta (лат.)  
**повністю** en bloc (фр.), en masse (фр.), in extenso (лат.), in toto (лат.)  
**помилка** erratum (лат.)  
**помилка у змісті (по суті)** error in re (лат.)  
**поміж іншим** en passant (фр.), inter alia (лат.)  
**порочне коло** circulus vitiosus (лат.)  
**пост фактум** post factum (лат.)  
**починаючи з цього** ab hinc (лат.)  
**приблизно** circa (лат.) (скор. са)  
**приблизно** grosso modo (лат.)  
**привід для помилки** materia pessans (лат.)  
**причина існування** raison d 'etre (фр.)  
**простіше кажучи** vulgo (лат.)  
**проти** contra (лат.), versus (лат.), vis-a-vis (фр.)  
**разом** en bloc (фр.)  
**раритет** rara avis (лат.)  
**ретельно** a fond (фр.)  
**рівним чином** pariter (лат.)  
**рівно** pariter (лат.)  
**саме** viz., videlicet (лат.)  
**самий по собі** in se (лат.), per se (лат.)  
**самий у собі** per se (лат.)  
**сила доведення** vis probandi (лат.)  
**сила доказів** vis argum entations (лат.)  
**сильний хід** tour de force (фр.)  
**система поглядів** profession de foi (фр.)  
**сказане мимохідь** obiter dicta (лат.)  
**спеціально** ex professo (лат.)  
**спеціально для цієї мети** ad hoc (лат.)  
**спосіб дії** modus operandi (лат.)  
**спосіб доведення** modus probandi (лат.)  
**спосіб досягнення** modus procedendi (лат.)  
**спочатку** a novo (лат.), ab initio (лат.)  
**стан, що існував раніше (до даного моменту)** status quo ante (лат.)  
**стосовно** a propos (фр.), vis-a-vis (фр.)  
**сумнівно** dubium (лат.), in dubio (лат.)  
**суттєве протиріччя** contradictio in re (лат.)  
**суть** raison d 'etre (фр.)  
**суть справи** medias res (лат.)

**та ж сама праця** id., idem (лат.)  
**та інші** et al. (altera) (лат.)  
**тим самим** eo ipso (лат.)  
**тимчасово** adinterim (лат.)  
**тобто** id est (лат.)  
**у випадку** in casu (лат.)  
**у загальних рисах** grosso modo (лат.)  
**у зародку** in statu nascendi (лат.)  
**у зворотному напрямку** vice versa (лат.)  
**у повному обсязі** in extenso (лат.)  
**у приватній розмові** viva voce (лат.)  
**у просторіччі** vulgo (лат.)  
**у силу фактів** ipso facto (лат.)  
**у тій же праці** id., idem (лат.)  
**у того ж автора** id., idem (лат.)  
**у тому ж місці** ib., ibid., ibidem (лат.)  
**у цілому** en bloc (фр.)  
**у цьому зв'язку** ad hoc (лат.)  
**у широкому сенсі** lato sensu (лат.)  
**усно** viva voce (лат.)  
**факт, що здійснився** fait accompli (фр.)  
**фактична помилка** (не логічна) error facti (лат.)  
**фактично** de facto (лат.)  
**форма дії** modus procedendi (лат.)  
**формальне протиріччя** contradiction in adjecto (лат.)  
**формально** de nomine (лат.), pro forma (лат.)  
**хиба** faut pas (фр.)  
**хибний крок** faut pas (фр.)  
**хоч-не-хоч** volens nolens (лат.)  
**цим самим** ipso facto (лат.)  
**цитована праця** op.cit., opus citatum (лат.), locus citatus (лат.) (скор. І.е.)  
**цитоване місце** locus citatus (лат.) (скор. І.е.)  
**цілком і повністю** in integrum (лат.)  
**частинами** en datail (фр.)  
**через це** propter hoc (лат.)  
**що й треба було довести** quod erat demonstrandum (лат.)  
**як** qua (лат.)  
**як найкращий зразок** par excellence (фр.)  
**як такий** per se (лат.)

## APPENDIX C

### *The list of some compound Ukrainian adjectives with an interfix and their English counterparts:*

авіаційно-космічний - airspace  
аграрно-промислове об'єднання - agrarian-industrial association  
адміністративно-командна система - administrative-command system  
адміністративно-територіальний розподіл - administrative and territorial division  
адміністративно-управлінський - administrative and managerial  
алфавітно-цифрова індикація - alpha(nu)meric display, character display  
алфавітно-цифровий термінал - character terminal  
аналого-цифрова обчислювальна машина - analog-digital computer, hybrid computer  
аналого-цифровий - analog-numerical  
англо-американський - Anglo-American  
англо-індійський - Anglo-Indian  
апаратно-програмний комплект - hardware and software package  
апаратно-програмний модуль - hardware/software module  
апаратно-реалізована програма - hardware program  
вантажно-транспортна машина - load-haul-dump machine  
військово-бюрократичний - military-bureaucratic  
військово-диктаторський - military-dictatorial  
військово-дипломатичний - military-diplomatic  
військово-економічний - military and economic  
військово-економічний потенціал - military and economic potential  
військово-інженерна справа - military engineering  
військово-космічний - military-space  
Військово-медична академія - Army Medical College  
Військово-морська академія - Naval Academy  
військово-морська служба - naval service  
військово-морська справа - naval science  
військово-морська школа - naval school  
військово-морське училище - naval academy  
військово-морський флот - Navy  
військово-морські сили - naval forces  
військово-навчальний заклад - military school; service school  
військово-оборонний - military-defence  
Військово-повітряна академія - Air Force Academy  
військово-повітряний - air-force  
військово-повітряний аташе - air attache  
військово-повітряний флот - air force

військово-повітряні сили - Air Force(s), military aviation, military air  
військово-політичний - military-political, politico-military  
військово-промислова фірма - defense-industry [defense-oriented] firm  
військово-промислове відділення (*фірми*) - defense industry division  
військово-промисловий - military-industrial  
військово-промисловий комплекс - defense establishment, military industrial establishment  
військово-технічні засоби - defense technology  
військово-технократичний - technocratic military  
військово-топографічна зйомка - ordnance-survey map  
гірничо-збагачувальний комбінат - ore mining and processing enterprise  
гірничо-металургійний - mining and smelting  
дорожньо-будівельний матеріал - road-building material  
дорожньо-будівельні роботи - road-building  
експортно-імпортні операції - export-import transactions  
євростратегічний - Eurostrategic  
житлово-будівельна корпорація - housing corporation  
житлово-будівельна фірма - home builder  
житлово-будівельний кооператив, житлово-будівельне товариство - building society  
житлово-комунальне господарство - housing and communal services  
житло-побутові умови - living conditions  
житло-суспільне будівництво - building engineering  
інформаційно-орієнтований - data-oriented  
ідейно-політичний - ideological and political  
ідейно-теоретичний - ideological and theoretical  
індо-британський - Indo-British  
інженерно-технічний - technical  
інформаційно-керуючий - information-controlling  
інформаційно-обліковий - information-stocking  
інформаційно-обчислювальний - data-processing  
інформаційно-пошукова мова - retrieval language  
інформаційно-пошукова система - information storage and retrieval system  
інформаційно-пошуковий - information retrieval  
історико-літературний - historical and literary, of history and literature  
історико-матеріалістичний - historico-materialist(ic)  
історико-революційний - historico-revolutionary  
історико-філологічний - historico-philological, historical and philological  
історико-філологічний факультет - historical and philological faculty/ department  
історію-філософський - historico-philosophical, historical and philosophical

комунально-побутове водопостачання - public water-supply industry, domestic water supply, municipal water supply  
комунально-побутове обслуговування - communal-general service  
комунально-побутовий - communal-general  
комунально-побутові спорудження - community facilities, community services  
комунально-побутові стічні води - domestic sewage, household sewage, municipal sewage, residential [sanitary] sewage, domestic waste  
культурно-виховна робота - cultural and educational work  
культурно-масова робота - cultural work among the masses  
культурно-побутове обслуговування - (provision of) cultural and welfare facilities  
культурно-побутовий - cultural and household, public  
культурно-побутові установи - public amenities  
культурно-просвітні заходи - social activities  
культурно-просвітній - social; educational  
культурно-технічний - cultural and professional  
культурно-технічний рівень - cultural and professional standards  
лісозаготівельний - (forest) harvesting, logging, lumbering  
лісозахисна станція - forest-protection station  
лісозахисний - forest-protection  
лісозахисні смуги - forest shelter belts  
лісообробна промисловість - timber industry  
лісосадильний - forest-planting  
лісостеповий район - forest-steppe region  
лісотехнічний - forestry engineering, forestry technological, forestry technology  
лісотундра - forest-tundra  
медико-біологічна апаратура - medical-biological equipment (apparatus)  
медико-генетична консультація - genetic consultation  
медико-генетичний - medicogenetic  
медико-санітарна обстановка - medicosanitary situation  
медико-санітарне законодавство - health legislation  
медико-санітарний працівник - community health worker  
медико-технічна апаратура - medical-technical apparatus  
навчально-виховний - teaching and educational  
народно-визвольний - people's liberation  
народногосподарський - economic(al)  
народногосподарський план - plan of national economy  
народно-демократичний - people's democratic  
науково-виробничий - research-and-production  
науково-дослідний - (scientific-)research

науково-педагогічний - research and educational  
науково-популярна література - popular scientific literature  
науково-популярний - popular scientific, educational  
науково-популярний фільм - popular science film  
науково-технічна бібліотека - research library  
науково-технічний - scientific and technical  
науково-фантастичний – science (-)fiction  
національно-визвольний - national liberation  
національно-демократичний - national-democratic  
національно-державний - nation-state  
національно-патріотичний - national-patriotic  
планово-бюджетна комісія - Planning and Budgetary Commission  
планово-виробничий відділ - production planning department  
планово-економічне керування - economic planning administration  
планово-економічний - planned-economic  
планово-попереджувальний ремонт - preventative maintenance,  
планово-профілактичний - plan-prophylactic  
планово-фінансова комісія - budget committee  
працездатний - able-bodied, able to work, capable of working  
природно-історичний - naturalistic  
програмно-реалізований алгоритм - software algorithm  
програмно-апаратна сумісність - firmware compatibility  
програмно-апаратні засоби - firmware, soft hardware  
програмно-виробничий відділ - programs and production department  
програмно-доступний - program-accessible  
програмно-залежна помилка - program-dependent error,  
programsensitive error  
програмно-сумісний - software compatible  
промислово-побутові відходи - society's waste  
середньоазіатський - Central Asiatic, Central Asian  
середньокаліберний - medium(-calibre)  
середньомісячний - average monthly  
середньосвітовий - world average  
середньостатистичний - average statistical  
середньо-французький - Middle French, MF  
серцево-легенева недостатність - cardiopulmonary decompensation  
серцево-легеневий - cardiopulmonary  
серцево-судинна недостатність - cardiovascular collapse  
системно-орієнтована мова - system-oriented language  
соціально-економічний - socio-economic; social and economic  
соціально-культурні заходи - social and cultural purposes  
соціально-побутовий - social

соціально-побутові умови - social conditions, life conditions  
соціально-політичний — socio-political  
соціально-правовий — social and legal  
соціально-правові відносини — social and legal relations  
телефонно-телеграфний канал — composite circuit  
теоретико-груповий - group-theoretic, group-theoretical  
теоретико-ігровий — game-theoretical  
теоретико-ігровий аналіз - game-theoretic analysis  
теоретико-інформаційний — information-theoretical  
теоретико-ймовірнісний - probability-theoretical, probabiltiy-theoretic  
теоретико-ймовірнісна модель - probability-theoretical model  
теоретико-ймовірнісне поняття - probabilistic concept  
теоретико-числовий — number-theoretic  
теоретико-числовий метод — number-theoretical method  
техніко-економічний - technical/technological and economic  
техніко-економічні показники - technical and economic indices  
техніко-юридичний термін — term of art  
фабрично-заводський - factory-and-works  
фізико-математичний - physical and mathematical, physico-mathematical  
фізико-технічний - applied-physics, physical and engineering,  
physicotechncal  
хіміко-лабораторне скло - chemical glass  
хіміко-лабораторний - chemical  
хіміко-лабораторний скляний посуд - chemical glassware  
хіміко-термічний - chemicothermal, surface  
хіміко-технологічна система - chemical-engineering system  
хіміко-фізичний - physicochemical  
хіміко-фотографічна обробка - photographic development  
художньо-декораційне рішення - architecture  
цивільно-правова відповідальність - civil liability, civil responsibility  
цивільно-правова процедура взяття під варту - civil-commitment  
procedure  
цивільно-правова санкція - civil penalty, civil sanction  
цивільно-правова судова заборона - civil injunction  
цивільно-правовий засіб судового захисту - civil relief, civil remedy  
яскраво-білий - dazzling white  
яскраво-зелений - bright green

## APPENDIX D

*English-Ukrainian glossary of words and expressions of foreign origin*  
(the language in brackets indicates the source an expression was  
borrowed from: *лат.* – for Latin, *нім.* – for German, *фр.* – for French)

- a baton rompus** (*фр.*) з порушенням логічної послідовності  
**a fond** (*фр.*) глибоко, ретельно  
**a fortiori** (*лат.*) тим більше, ще сильніше  
**a limine** (*лат.*) відразу, «з порогу»  
**a majore** (*лат.*) зокрема  
**a novo** (*лат.*) знову, спочатку  
**a posteriori** (*лат.*) з кінця: від наслідку до причини; на підставі доступу  
**a potiori** (*лат.*) на базі головного (основного)  
**a prima facie** (*лат.*) відразу, без розгляду; на перший погляд  
**a priori** (*лат.*) апріорі  
**a propos** (*фр.*) стосовно: до речі  
**ab absurdo** (*лат.*) від безглузлого [абсурду]  
**ab hinc** (*лат.*) з цього моменту, починаючи з цього  
**ab initio** (*лат.*) спочатку  
**ab ovo** (*лат.*) з самого початку  
**ad absurdum** (*лат.*) до абсурду (безглуздя)  
**ad disputandum** (*лат.*) для обговорення (дискусії)  
**ad hoc** (*лат.*) для даного випадку; спеціально для цієї мети; у цьому зв'язку  
**ad infinitum** (*лат.*) до безкінечності, до невизначеного терміну  
**ad interim** (*лат.*) тимчасово  
**ad notam** (*лат.*) до відома  
**ad rem** (*лат.*) по суті  
**ad verbum** (*лат.*) дослівно, буквально  
**ad vocem** (*лат.*) з приводу; до речі, стосовно  
**addenda** (*лат.*) множина від *addendum*  
**addendum** (*лат.*) доповнення, додаток  
**alias** (*лат.*) інакше (кажучі), іншими словами  
**altera pars** (*лат.*) друга сторона; опонент  
**aperçu** (*фр.*) огляд  
**argumenta et rationes** (*лат.*) аргументи і висновки  
**argumentum ex silentio** (*лат.*) доведення шляхом замовчування  
**argumentum legis** (*лат.*) законний аргумент  
**au fond** (*фр.*) в сутності  
**bona dicta** (*лат.*) дотеп; повчання  
**bona fide** (*лат.*) щиро; дійсно; що заслуговує на довіру  
**c(a)eteris paribus** (*лат.*) за решти рівних умов  
**cadit questio** (*лат.*) без проблем; зрозуміло

**casus contra** (лат.) аргументація проти  
**causa finalis** (лат.) основна причина  
**causa prima** (лат.) першопричина  
**causa principalis** (лат.) головна причина  
**causa sine qua non** (лат.) беззастережна (необхідна, обов'язкова) умова  
**circa** (лат.) близько, приблизно  
**circulus vitiosus** (лат.) порочне коло  
**claris verbis** (лат.) чітко, ясно  
**communis opinio** (лат.) загальна думка  
**contra** (лат.) проти; всупереч  
**contra rationem** (лат.) всупереч здоровому глузду  
**contradictio in adjecto** (лат.) формально протиріччя  
**contradictio in re** (лат.) суттєве протиріччя  
**cum grano salis** (лат.) критично; з певним застереженням  
**de facto** (лат.) фактично, насправді  
**de nomine** (лат.) формально, номінально  
**differentia specifica** (лат.) специфічна (видова) відмінність  
**dubium** (лат.) сумнівно  
**en bloc** (фр.) в цілому; разом; повністю  
**en detail** (фр.) докладно; частинами  
**en masse** (фр.) повністю, у повному складі; все без винятку  
**en passant** (фр.) поміж іншим, мимохідь  
**eo ipso** (лат.) тим самим, внаслідок цього  
**ergo** (лат.) отже  
**errata** (лат.) перелік друкарських помилок  
**erratum** (лат.) помилка  
**error facti** (лат.) фактична (не логічна) помилка  
**error in re** (лат.) помилка по суті (у змісті)  
**et al. [alters]** (лат.) та інші  
**et vice versa** (лат.) і навпаки  
**ex parte** (лат.) неповно; однобічно  
**ex post facto** (лат.) після (того, як факт мав місце)  
**ex professo** (лат.) із знанням справи, ґрунтовно, спеціально  
**ex silentio** (лат.) через (шляхом замовчування)  
**ex tempore** (лат.) експромтом; без належної підготовки  
**experimentum crucis** (лат.) Вспімауадінфі ехспернменТ  
**factum notorium** (лат.) загальновідомий факт  
**fait accompli** (фр.) звершений факт, те, що вже відбулося  
**faux pas** (фр.) хибний крок, хиба  
**gratis dictum** (лат.) безпідставно  
**grosso modo** (лат.) приблизно, у загальних рисах  
**ib. ibid., ibidem**] (лат.) у тому ж місці

**id est** (лат.) тобто  
**id. [idem]** (лат.) та ж сама праця; у того ж автора  
**idea falsa** (лат.) (множинна (неправильна) думка  
**in abstracto** (лат.) абстрактно, у абстрактному вигляді; взагалі  
**in brevi** (лат.) коротко, лаконічно  
**in casu** (лат.) у випадку  
**in corpore** (лат.) у повному складі; у сукупності  
**in dubio** (лат.) під сумнівом; сумнівно  
**in extenso** (лат.) повністю, у повному обсязі  
**in integrum** (лат.) цілком і повністю  
**in medias res** (лат.) відразу до справи; *go* (самої) суті питання  
**in passim** (лат.) мимохідь; тут і там; у різних місцях  
**in se** (лат.) власне; самий по собі  
**in statu nascendi** (лат.) у зародку; при народженні  
**in toto** (лат.) повністю  
**inter alia** (лат.) поміж іншим  
**ipso facto** (лат.) в силу фактів; цим самим; по суті, насправді  
**l. c. (locus citatus)** (лат.) цитоване місце; цитована праця (місце)  
**lapsus pennaе** (лат.) описка  
**lato sensu** (лат.) у широкому сенсі  
**lege artis** (лат.) за всіма правилами  
**locus classicus** (лат.) класична праця  
**locus communis** (лат.) загальне місце; загальновідома річ  
**magna pars** (лат.) значна (велика) частина  
**mala fide** (лат.) нещирість; нечесність; несумлінність)  
**materia pessans** (лат.) привід для помилки  
**medias res** (лат.) суть справи  
**mirabile dictu** (лат.) як це не дивно; варте подиву; гарно сказано  
**mixtura verborum** (лат.) мішанина слів, плутанина  
**modus agendi** (лат.) спосіб впливу  
**modus loquendi** (лат.) вислів, мовний зворот  
**modus operandi** (лат.) спосіб дії  
**modus percepiendi** (лат.) спосіб сприйняття  
**modus probandi** (лат.) спосіб доведення  
**modus procedendi** (лат.) спосіб досягнення; форма дії  
**modus simplicissimus** (лат.) найпростіший спосіб  
**mutatis mutandis** (лат.) з відповідними змінами  
**muto** (лат.) змінюю  
**non sequitur** (лат.) нелогічність; нелогічний (висновок)  
**nulla ratione** (лат.) без жодної підстави  
**obiter dicta** (лат.) побічна думка; сказане мимохідь  
**onus probandi** (лат.) тягар доведення, необхідність довести

**op. cit. [opus citatum]** (лат.) цитована праця  
**pace** (лат.) згідно  
**par excellence** (фр.) (як) найкращий зразок; найкращим чином  
**pariter** (лат.) рівно, однаково, рівним чином  
**per se** (лат.) як такий; самий по (у) собі  
**post factum** (лат.) після; пізніше  
**post hoc** (лат.) після того (як все вже зроблено)  
**prima facie** (лат.) відразу, з першого разу; на перший погляд  
**pro et contra** (лат.) за і проти -  
**pro forma** (лат.) формально, заради форми  
**profession de foi** (фр.) система поглядів  
**propter hoc** (лат.) з цієї причини, внаслідок цього  
**qua** (лат.) як, у якості  
**quod erat demonstrandum** (лат.) що й треба було довести  
**raison d'etre** (фр.) причина існування; суть  
**rara avis** (лат.) рарітет "біла ворона"  
**re vera** (лат.) насправді  
**reductio ad absurdum** (лат.) зведення до абсурду  
**scripta minora** (лат.) менш важливі (менші за обсягом) праці  
**seq. [seqq., et seqq.]** (лат.) і наступні рядки  
**sine qua non** (лат.) необхідний; необхідна умова, необхідність  
**status quo** (лат.) існуючий стан справ (лад)  
**status quo ante** (лат.) стан, що існував раніше (до даного моменту)  
**sub alia specie** (лат.) під іншим кутом зору  
**summa summarum** (лат.) взагалі; у загальній сукупності  
**tertium comparationis** (лат.) основа (критерій) порівняння  
**tour de force** (фр.) сильний ход; демонстрація сили  
**ultima ratio** (лат.) головна підстава; останній (найсуттєвіший) аргумент  
**verbatim** (лат.) дослівно, буквально  
**versus** (лат.) проти; відповідно  
**vice versa** (лат.) навпаки; у зворотному напрямку  
**vicem** (лат.) внаслідок; з приводу  
**vide** (лат.) (у посиланні)  
**vis argumentationes** (лат.) сила доказів  
**vis probandi** (лат.) сила доведення  
**vis-a-vis** (фр.) стосовно; проти  
**viva voce** (лат.) усно; у приватній розмові  
**viz. [videlicet]** (лат.) (а) саме  
**volens nolens** (лат.) хочеш-не-хочеш; волею-неволею  
**vulgo**

## APPENDIX E

### *The list of the most frequent Ukrainian idioms and adages and their English counterparts*

*In phraseologisms below the imagery tends to be lost or changed considerably in the translation end-product. Sometimes phraseologisms are transferred descriptively as there are no English analogues.*

болюче питання	a sore spot; touchy subject
закидати камінці до чийогось городу	to make a dig at, to allude to some-one with implied criticism
Це камінці в мій город?	Was that aimed at me?
сидіти як у сливах	to feel ill at ease; out of place; out of sorts
без ночі не тутешній	for a short time
байдикувати	waste time; stand by idly
вирувати	go on full speed ahead; to be in full swing
кидати тінь на ...	cast aspersions; slurs
звалювати з хворої голови на здорову	shift the blame (unfairly)
вилами по воді писане	hot air; unclear, undecided, still up in the air, not written in stone
А мурий їсть собі та їсть	listen to advice but do one's own thing; blithely ignore criticism
клеїти дурня	play the fool
і у вус не дути	not to give a damn
вивести на чисту воду	show someone's true colours; expose, unmask
виходити сухим з води	emerge unscathed
дивитися як теля на сороку	stare as though seeing for the first time
пішла голота на видумки	necessity is the mother of invention
гріти руки	make something off someone/
це тобі не минеться	You won't get away with it
дати маху	make a blunder; let slip
рибка в сітці	it's in the bag
робити з мухи слона	to make a mountain out of a mole-hill
виглядати над морем	sit around and wait indefinitely
ПОГОДИ	
закинути вудку	put out a feeler; test the waters
знати, де раки зимують	to 'show' someone; to teach some-one a lesson

шукати минуле	go on a wild goose chase
кривити душею	pretend
кіт у мішку	a pig in a poke
як сир у маслі	living in clover
легкий на помині	speak of the devil (negative)/ angel (positive)
шукати собі клопіту	fly off the handle
пнутися зі шкіри	go out of one's way; bend over backwards
ложка дьогтю в бочці меду	fly in the ointment
марня праця	futile work; monkey business
ведмежа послуга	to render someone a disservice
у найгіршому разі	if worst comes to worst
не в тім'я битий	not born yesterday
не з неволі, а з приязні	do a favour, as a friend
не згадуйте лихом	don't think ill of someone
не одсувай на безрік	not put off indefinitely
нема чого гріха таїти	it's no secret
ні до ладу, ні до прикладу	neither here, nor there
піймавши облизня	empty-handed
сила силенна роботи	open field to work; a great deal to do
носитися як з писаною торбою	care for as for the apple of one's eye
піймати облизня	be left holding the bag
він свого не подарує	he can take care of himself
перекувати мечі на орала	beat swords into plowshares
на Миколи та й ніколи / коли рак свисне	when pigs fly
переливати з пустого в порожнє	engage in a futile exercise
брати щось за щирю правду	take at face value
розводити руками	give up
розбите корито	left with the ruins
пір'ячко на писку	guilt is evident
народитися в сорочці	born with a silver spoon
рубати з-за плеча	act rashly; straightforwardly; not mince words
насилу	with great difficulty

через п'яте-десяте	randomly; inconsistently
сім п'ятниць на тижні	confused
сісти маком	get into a mess; have egg on one's face
з корабля на бал	to dash/ rush from one place to an-other
з легкої руки когось	thanks to someone's ability
як собака на сні	like a dog in a manger
так от у чім сила	that's the crux; the rub
зуби проїсти на чомусь	to know inside out
з жиру біситися	to act out of boredom; to have nothing better to do
стріляний горобець/ тертий калач	old salt; experienced old hand
дивитися крізь пальці на щось	turn a blind eye to
час від часу	now and again
точити ляси, теревенити	babble
трішкін каптан	patchwork
фількіна грамота	Greek to me; worthless piece of paper
чужими руками жар загрібати	someone else does the dirty job
цей номер не спрацює	that won't cut any ice

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