

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
KYIV NATIONAL LINGUISTIC UNIVERSITY
FACULTY OF GERMANIC PHILOLOGY AND TRANSLATION
Department of Theory and Practice of Translation from the English Language

TERM PAPER

IN TRANSLATION STUDIES

**Specifics of the Ukrainian Translation of the Titles of English
Language business books**

Dariia S. Borysova

Group Pa 02-19

Educational Programme:
**English and a Second
Foreign Language:
Oral and Written
Translation**
Majoring 035 Philology
Research supervisor:
K. P. Nykytchenko

Kyiv 2023

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ

Київський національний лінгвістичний університет

Факультет германської філології і перекладу

Кафедра теорії і практики перекладу з

англійської мови

Представлено на кафедру _____
(дата, підпис секретаря кафедри)Рецензування _____
_____(кількість балів, “до захисту” (“на доопрацювання”),
дата, підпис керівника курсової роботи)Захист _____
(кількість балів, дата, підпис викладача)Підсумкова оцінка _____
(кількість балів, оцінка за 4-х бальною
системою, дата, підпис викладача)**КУРСОВА РОБОТА**

З ПЕРЕКЛАДУ

**СПЕЦИФІКА УКРАЇНСЬКОГО ПЕРЕКЛАДУ НАЗВ
АНГЛІЙСЬКОМОВНИХ БІЗНЕС-КНИГ (НА МАТЕРІАЛІ
ЛІТЕРАТУРНО-КРИТИЧНИХ ТЕКСТІВ ІНТЕРНЕТ-МЕРЕЖІ)**Борисова Дарія Сергіївна
студентка групи Па02-19Керівник курсової
роботи _____

(підпис)

викладач

Никитченко Катерина Петрівна

Київ – 2023

Київський національний лінгвістичний університет

Кафедра теорії і практики перекладу з англійської мови

Завідувач кафедри теорії і

практики перекладу з

англійської мови

(підпис)
к.ф.н., доц. Мелько Х.Б.
“29” вересня

2022 р.

ЗАВДАННЯ

на курсову роботу з перекладу з англійської мови

для студентів IV курсу

студентки ___IV___ курсу ___Па02-19___ групи, факультету германської філології і перекладу КНЛУ

спеціальності **035. Філологія**, спеціалізації **035.041 Германські мови і літератури (переклад включно) перша - англійська**, освітньо-професійної програми **Англійська мова і друга іноземна мова: усний і письмовий переклад**

Тема роботи **«Специфіка перекладу українською мовою діалогів у театральних творах»**

Науковий керівник Карпенко Юлія Вікторівна

Дата видачі завдання 29 вересня 2022 року

Графік виконання курсової роботи з перекладу

№ п/п	Найменування частин та план курсової роботи	Терміни звіту про виконання	Відмітка про виконання
1.	Аналіз наукових першоджерел і написання теоретичної частини курсової роботи (розділ 1)	1–5 листопада 2022 р.	
2.	Аналіз дискурсу, який досліджується, на матеріалі фрагмента тексту; проведення перекладацького аналізу матеріалу дослідження і написання практичної частини курсової роботи (розділ 2)	7–11 лютого 2023 р.	
3.	Написання вступу і висновків дослідження, оформлення курсової роботи і подача завершеної курсової роботи науковому керівнику для попереднього перегляду	28–31 березня 2023 р.	

4.	Оцінювання курсових робіт науковими керівниками , підготовка студентами презентацій до захисту курсової роботи	25–30 квітня 2023 р.	
5.	Захист курсової роботи (за розкладом деканату)	2-13 травня 2023 р.	

Науковий керівник _____ (підпис)



Студент _____ (підпис)CONT

ENTS

INTRODUCTION.....	2
CHAPTER I BUSINESS BOOK TITLES AS A LANGUAGE PHENOMENON AND TRANSLATION CHALLENGE	5
1.1 Business book titles as a language phenomenon	5
1.2 Theoretical background of translating business book titles.....	11
1.3 Specifics of business discourse text analysis	15
CHAPTER 2 BUSINESS BOOK TITLES IN LITERARY AND CRITICAL TEXTS OF THE INTERNET: DISCOURSE FEATURES, TRANSLATION OPTIONS	22
2.1 Lexical transformations in the translation of business book titles in literary and critical texts of the Internet.....	22
2.1 Grammatical transformations in the translation of business book titles in literary and critical texts of the Internet	25
2.3 Lexical and grammatical transformations in the translation business book titles in literary and critical texts of the Internet	32
BIBLIOGRAPHY	39
LIST OF REFERENCE SOURCES	42
LIST OF DATA SOURCES	43
ANNEX.....	45
PE3IOME	56

INTRODUCTION

The term paper focuses on the specifics of the Ukrainian translation of titles of English business books (on the material of literary and critical texts of the Internet).

Book titles are not often the object of researchers' attention. Most often, onomastics is studied by researchers. Therefore the book title must be the focus of the onomastic space or work in particular, or the creative work of a certain author, or part of onomastic studies in the system of genre(s) in general.

In recent decades, attention to headlines as one of the varieties of onyms has increased, as evidenced by a number of thorough scientific studies. Such are the studies of many scientists; in particular the work of M. Torchynskyi, who considers the title to be the first segment of the text, which always has the greatest functional load and affects the entire text [10]. The etymology of the titles of the works of various authors in synchrony and diachrony is discussed in the scientific works of Yu. Karpenko [3; 4]; L. Tereshchenko considers the titles as a semantic experience on the basis of which the work is decoded [9]. Such interest in the title is explained, obviously, by understanding it as a kind of nomination in the text of the book, without which the work loses its independence, originality, ceases to stand out both in general and in the context of each era in particular.

Presentation of the problem's theoretical background. Proper nouns, onyms are interesting for linguists: J. Algeo, T. Busse, P. Dickson, A. Gardiner, Yu. Karpenko, V. Kotovych, E.D. Lawson, M. Seeman, E. Pulgram, H. Sörensen, M. Torchynskyi, F. Zabeeh, and others.

Ideonyms as a type of onyms were the subject of research by such scientists as M. Tsilina, O. Vasylieva, and others.

Peculiarities of book titles (biblionyms), which are a constituent part of ideonyms, were studied by Yu. Karpenko, L. Tereshchenko, M. Torchynskyi, and others.

The specificity of business discourse was studied by such scientists as N. Adler, D. Victor, and others. I. Korunets, S. Maksimov, P. Newmark, L. Venuti, and others studied the general aspects of translation.

Peculiarities of proper noun translation were studied by J. van Coillie, A. Vermes, and others. Translation of onyms in non-fiction texts was the subject of research of H. Särkkä, and others.

Presentation of the rational for the study. At the same time, the specifics of the Ukrainian translation of titles of English business books (on the material of literary and critical texts of the Internet) is paid insignificant attention. Therefore, the studying of the problem of reproduction of titles of English business books from English into Ukrainian (based on the literary and critical texts of the Internet) is an actual topic.

Definition of the research aim and objectives.

The aim of the investigation is to define and analyze the specifics of the Ukrainian translation of titles of English business books (case study of literary and critical texts of the Internet).

The objectives of this term paper are:

1. To distinguish the main features of the titles of English business books;
2. To provide the theoretical background of titles of English business books translation;
3. To provide the specifics of business texts analysis;
4. To provide the options in the translation of titles of English business books (on the material of literary and critical texts of the Internet);
5. To analyze lexical and grammatical transformations in the translation of titles of English business books.

The investigation object is titles of English business books.

The investigation subject is the specifics of the Ukrainian translation of titles of English business books (on the material of literary and critical texts of the Internet).

Data sources are 50 sentences containing book titles from literary and critical texts (reviews) posted on the Internet.

Methods used in the research are: the method of comparative analysis, the method of descriptive analysis, inductive method, method of contextual analysis, typological analysis and interpretive method and the method of translation analysis.

The theoretical and practical value of the investigation are the following: the given work can be used in the process of the study of theory and practice of translation as a linguistic science. The theoretical material of the research can be used as the basis for further research. The data of this research can be used by the students in the process of studying of the translation course.

Brief outline of the research paper structure.

The structure of the research paper includes the introduction, two chapters, conclusions, bibliography, list of reference sources, list of data sources, annex and a summary in Ukrainian.

The introduction substantiates the relevance of the research, reveals the purpose, object and subject.

The first chapter examines the linguistic features of book titles, features of their translation, and also defines the main features of business discourse.

The second chapter analyzes lexical, grammatical, as well as lexical and grammatical transformations used in the translation of business book titles in literary and critical texts.

The conclusions reflect the main results of the study.

The bibliography contains 31 sources, 17 of which are in foreign languages. The list of reference sources contains dictionaries. The list of data sources contains sources of illustrative material.

Appendices contain 50 examples of translations of business books.

The summary provides a brief content of the work in Ukrainian.

CHAPTER I

BUSINESS BOOK TITLES AS A LANGUAGE PHENOMENON AND TRANSLATION CHALLENGE

1.1 Business book titles as a language phenomenon

In the process of development, humanity has a need to give names to the objects and beings around us in order to facilitate the possibility of recognizing various objects in the communication process. Among linguists, there is still a debate about which names appeared first in the language: proper or common ones.

Onomastics is a section of linguistics that studies proper nouns, the history of their origin and transformation as a result of the prolonged use in the source language or in connection with borrowing from other languages of communication [11].

According to M. Torchynskyi, onomastics studies the basic laws of history, development and functioning of proper nouns [11]. It is noteworthy that the term “onomastics” can denote both the science of the proper nouns and the proper nouns as words, but the term “onymia” is also used in the last sense.

The connection between the form of a word and its content is designated in linguistics by the term nomination, and depending on the nature of the nomination, scientists distinguish two types of names: the common noun and the proper noun.

The second class of nouns (proper nouns) is of great interest in our research. In the process of communication, people often need to call, allocate an object quickly, without naming any clarifying signs. In this case it is convenient to assign to the object its separate, proper noun, due to which it cannot be confused with a similar object.

The proper nouns serve for a special, individual designation of the subject irrespective of the situation described and without mandatory clarifying definitions [7]. They can be called one of the most interesting categories of the language. Representatives of various scientific disciplines: linguists, logicians, philosophers,

historians, geographers tried to solve the problem of proper nouns. The sciences that study a person, the process of their life and everything connected with them. This is the reason for the fact that onomastics, which deals with the study of proper nouns, comes out of a section of purely linguistic sciences. The specificity of this science lies in the fact that it also includes ethnographic, historical, geographical, sociological, literary components that help the linguist understand the specifics of the named objects and traditions associated with their name. In addition, it is interesting to note that research in onomastics uses data from archaeology, the history of material and spiritual culture, biology, theology, philosophy, logic, psychology, etc., which also contributes to a deeper analysis of their own names. Thus, onomastics, gaining independence and becoming an autonomous science, is nevertheless applied to a number of other sciences.

Onomastics also studies the history of the origin of proper nouns and their transformation as a result of the prolonged use in the source language or in connection with borrowing in other languages. It also deals with proper nouns of various types (onomastic vocabulary), which in accordance with the designated objects is divided into anthroponymics (proper nouns of people), toponymics (place names), zoonymics (proper nouns of animals), astronymics (proper nouns of astronomical objects), cosmonymics (names of zones and parts of the universe), theonymics (names of gods) etc. Onomastic researchers help to identify the migration routes and places of former settlement of different peoples, language and cultural contacts, the older state of languages and the ratio of their dialects. Toponyms (especially hydronyms) are often the only source of information about the disappeared languages and peoples.

The object of research of the term paper is the names of business books, so it is necessary to determine to which section of onomastics these onyms belong.

There is a large number of classifications of proper names proposed by prominent linguists who have studied the issue of onomastics. Since different researchers perceived onyms and their essence in different ways, their classifications differ significantly from each other.

A. Gardiner divides proper names into 2 groups – those that denote and those that only name. He claims that proper names, divided into groups according to the subject they denote, are different in the nature of their meaning and the sphere of their functioning, and divides the names into [18: 9]:

- those that denote (surnames, names of persons, nicknames of animals, names of places, historical events, dates, etc.);

- those that only nominate (titles of books, titles of magazines, labels on products, perfumery products, etc. [18: 9].

So, according to this classification, book titles refer to names that only nominate.

M. Kocherhan classifies proper names according to their referents. According to M. Kocherhan's classification, proper names are divided into [7: 187]:

- anthroponyms (names of people),
- toponyms (geographical names),
- theonyms (names of deities),
- zoonyms (animal nicknames), astronomers (names of celestial bodies),
- cosmonyms (names of areas of outer space and constellations),
- chrononyms (names of time segments associated with historical events),
- ideonyms (names of objects of spiritual culture),
- chrematonyms (names of objects of material culture), etc.

Since books belong more to spiritual than to material culture, according to the classification of M. Kocherhan, the names of business books can be attributed to the class of ideonyms, i.e., according to the definition of O. Karpenko, onyms to designate a work of human culture, art or science that has a spiritual and intellectual value [3]. However, as can be seen from the definition above, ideonyms are a heterogeneous group, so it is advisable to study their subgroups and determine the place of business book titles in them.

Various researchers, such as M. Torchynskyi, O. Vasyliieva, and others. offer their own classifications of ideonyms, but they have not yet established themselves in

scientific circulation and therefore are only an attempt to divide ideonyms into certain groups.

M. Torchynskyi divided ideonyms into 5 types [11]:

- astyonyms (names of settlements) [6],
- biblionyms (names of books) [9: 228],
- hemeronyms (names of mass media),
- poemonyms (proper names that function in the artistic text) [14; 16];
- chrononyms (names of historically significant periods of time for mankind).

So, according to this classification, such idioms as the names of books belong to biblionyms.

O. Vasyliieva offers the following classification of ideonyms [1: 66 – 71]:

- artonyms (names of works of fine art, music, theatre and cinema),
- biblionyms (names of books),
- hemeronyms (names of mass media),
- computeronyms (proper names for computer programs and games).

So, despite the difference in classifications, the names of books here also refer to biblionyms.

In turn, as L. Tereshchenko rightly points out, biblionyms are also a heterogeneous group [9: 228], which is due to the different industry-genre purpose of books, which can be written works: artistic, journalistic, scientific, political, religious, etc. Specifically, we're looking at business book titles, so it's important to determine what category business book titles fall into.

The composition of biblionyms, according to the classification of M. Torchynskyi, includes the following classes of nominations [11]:

- belletriconyms (names of works of fiction);
- publicisticonyms (names of journalistic works);
- logosonyms (names of scientific works);
- documentonyms (names of documentation).

So, M. Torchynskyi proposes to distinguish biblionyms according to the functional styles of the language [11, c. 209 – 218]. According to the scientist, such a delimitation of biblionyms on the basis of functional styles will make it possible to make their classification neat and logical. The author believes that there is no need to divide biblionym classes into smaller ones (by genre) [11, c. 210 – 211].

In our opinion, the names of business books, if we compare them with the above list, are the closest to logosonyms (titles of scientific works), but with certain caveats. Such books are not necessarily purely scientific. They can be popular science or belong to academic discourse (business textbooks, etc.). Due to such inaccuracy, we believe that in our case it is more appropriate to use the broader term – biblionyms to designate the names of business books.

It is advisable to classify biblionyms according to the classification of M. Tsilina, who studied the structural classification of ideonyms [12: 97-99], but at the same time having made some changes, taking into account the fact that the material is narrower and we are researching exactly biblionyms and, in particular, logosonyms of the business sphere. Thus, it is possible to highlight:

- one-component names of business books – biblionyms that have only one full-fledged component;

- compound names of business books — two-component and multi-component biblionyms.

- biblionyms – phrases — names of business books that have the form of predicative constructions. The structure of these biblionyms is mostly similar in structure to simple sentences. At the same time, there are also biblionyms, which in their structural organization resemble complex sentences.

It is necessary to investigate the peculiarities of biblionyms as proper nouns.

The nature of proper nouns causes the endless debate in connection with the semantic content of this category. On the one hand, it is believed that proper nouns do not matter, because they do not represent a class of objects. The proper nouns mean nothing, because they say nothing about the properties of an object that has a proper

noun, but only set it apart from other names. Proper nouns are not able to carry information about objects represented by them.

On the other hand, the point of view that proper nouns have meanings is traditional. O. Jespersen [19: 72] believes that proper nouns have even higher values than common nouns, because they depend on the degree of awareness of the communicants about denotatum designated by a proper noun. It is especially important in the translation of literary texts.

The proper nouns as a lexical and grammatical category have a specific semantics, because they carry the national-marking and linguistic and culturological information. Formally, this information can be not expressed, but a proper noun can be switched in the minds of the communicants in the semantic field of a particular culture. This provision is also supported by a number of semantic, meaningful, or “speaking” proper nouns, which are used by the authors of fiction works.

Throughout history, the study of the category of proper nouns (PN), two issues were most important: the differences / similarities PN and common nouns (CN) and the availability of a PN values. An important methodological meaning is the question about the nature of PN, which is directly related to the problem of the word semantics.

American linguist J. Algeo believes that a characteristic of PN is the so-called “act of naming”, which is not typical for PN. He believes that the process of using PN involves “the act of its attribution” [14: 73].

Each biblionym is a potential appellative: if it gained different connotations it has a tendency (with varying degrees of clarity), to go to the appellative.

Onyms are analyzed by linguists as a part of the vocabulary of the English language [22: 21-22]. The question of the lexical meaning of the PN first was raised by English logician and philosopher John Stuart Mill, who argued that the PN has not meaning, unlike CN, which means the object and implies attribute [cited in 22: 28].

His opponent and compatriot H. Joseph believed that PN, as a mark, must have the meaning, and even more than the CN [cited in 22: 30].

From these two opposing views, there are two diametrically opposed conceptions of the semantics of the PN: the concept of “asemantic” and the concept of the maximum value of PN.

Proponents of the theory of “asemantic” of PN – P Kristoffersen, E.Pulgram, and K.Togebyu etc. take as a starting point the thesis of J.Mill, that the PN doesn’t have the meaning. Proponents of the theory of “the maximum meaning of PN” – M.Breal, G.Sweet, O. Jespersen – from different perspectives put forward the thesis of greater inclusiveness of PN compared with CN [25: 237-244]. The views of modern scholars about the semantics of PN diverge too.

There is a view that the PN with respect to the subject most often is of random nature. Convention PN confirmed by the fact that their sound shell does not matter neither for the carrier of PN, nor for those who consume this PN [20: 22-27]. According to another point of view, PN is a “potential denotator” [26: 78]. F.Zabeeh acknowledges that PN have lexical meanings [31: 13].

Thus, we can conclude that the names of business books belong to the field of onomastics, in particular, to such a category as ideonyms (names of works of spiritual culture) and, more narrowly, biblionyms (names of books). Part of the names of business books can be attributed to such a hyponym of biblionyms as logosonyms, which denote the names of scientific works, but not all, because business books can be part of not only scientific, but also popular science and academic discourse.

1.2 Theoretical background of translating business book titles

Strategies that the translators may use to render proper nouns can be categorized into the following processes: transference, translation, substitution and modification [29: 93-94]. Some scientists added the next processes to them as well: omission, addition, generalization, and transference plus phonetic adaptation.

1) Transference is the strategy using which the translator makes use of the source text proper noun without applying any changes in the target languages [29].

In line with it, P. Newmark mentions that transference is “the process of transferring a SL word to a TL text as a translation procedure” [21: 81].

2) When the translator uses the conventional correspondent of the source language noun in the target language, the process is called naturalization [29].

This strategy can be used for most of the geographical nouns. Seemingly, using the conventional equivalent (in an existing case) is the translator’s subconscious choice. A. Vermes believes that translators are usually forced to utilize the conventional form in the target text e.g. using “Hungarian Anglia for English England” [29: 93]. Moreover, situations in which the translator uses the source text name but with graphic changes in the target text, are considered to be cases of substitution. Here, the target language “form makes explicit the phonological value” of the source language noun [29: 94]. This is done because languages may have different graphological conventions.

3) Translation strategy is used when the noun is rendered in the target text by the translator [29].

Accordingly: P. Newmark states that “rendering the meaning of a text into another language in the way that the author intended the text” [21: 5] is called translation. Translators use this strategy to render the original noun or part of it in the target text, for example, the last name or the first name; they use a name in the target text with the same or nearly the same connotations.

4) Modification is the strategy of using a substitute in the target text for the original noun which is not related or just partly related to the source language noun conventions or logics [29].

It brings a considerable change in form or connotations in the target text [29: 94]. The following case is also regarded as modification: when the translator does not use the target text correspondent and uses a different noun.

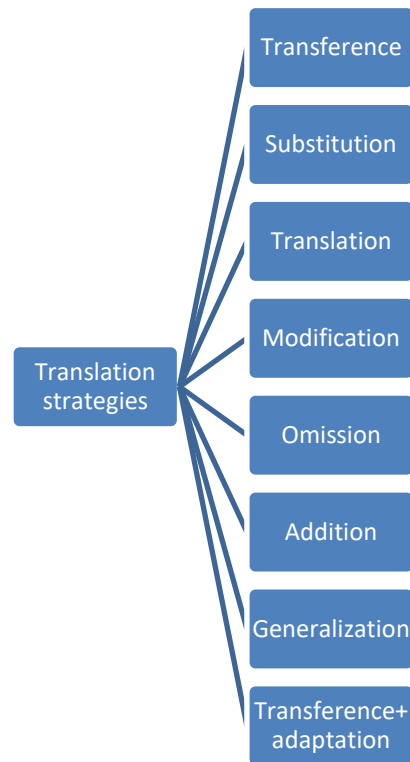
A. Vermes considers modification as a general term that includes omission, addition and generalization in itself. However, in the present study, omission, addition, and generalization are not regarded as subjects of modification but as separate translation strategies in rendering nouns.

5) Omission is the strategy where the translator substitutes the noun or part of it of the language of the original with none in the language of translation. In other words, the translator simply removes the original noun or part of the noun in the translation due to different reasons. He may think that it is not important or it may cause ambiguity for the foreign readers or he may follow the omission strategy for other factors.

6) Addition is the strategy in which the translator will use expansion in the translation of the source language noun. He can use this addition in main body of the target text or as marginal notes. Addition is used for different reasons such as giving the readers more information or eliminating the ambiguities for the readers.

7) Generalization is a strategy where the translator uses a super-ordinate noun instead of using the source language noun.

8) Transference plus phonetic adaptation is the strategy that can be applied by the translators for translating proper nouns. This is the case that translators transfer the source text name into the target text but with phonetic adaptations so as to match it with the TL conventions. In fact, this strategy has not been considered as a translation process in the categorization mentioned by A. Vermes [29]. In the following flow chart, the whole all possible translator's strategies can be seen (see Flow chart 1.1).



Flow chart 1.1. Translation strategies in rendering proper nouns adapted from
A. Vermes [29]

In line with A. Vermes, we also believe that modification, omission and addition strategies are used by the translators to produce the same effect on the target text readers. However, it should be mentioned that all the above mentioned seven strategies are not totally separate. They can occur simultaneously. In other words, in the process of translating a source text name into the target text, a mixture of combination of strategies may be used.

In addition to strategies, it is also advisable to define transformations that can be used when translating business book titles.

S. Maksimov proposed a classification of transformations [8: 128 – 131].

I. Lexical transformations. 1. Formal lexical transformations. 1.1 Practical transcription is the way of translating lexical unit of English by the reproducing it's sound form with the help of letters of Ukrainian. 1.2 Transliteration is the way of translating lexical unit of English by the reproducing it's graphic form in Ukrainian. 1.3 Traditional phonetic and graphical reproduction. 1.4 Combination of practical transcription, transliteration and traditional phonetic and graphical reproduction. 1.5 Loan translation is the way of translating lexical units from English by the

substitution of its constituents – morphemes or words by its lexical correspondences in Ukrainian.

2. Lexical and semantic transformations. 2.1 Generalization of meaning is substitution of English unit, which has the narrower meaning by Ukrainian unit with the wider meaning. 2.2 Differentiation of meaning is choosing one of equivalents, which suit the context best of all. 2.3 Substantiation of meaning is substitution of English word (phrase) with a generic meaning by Ukrainian word (phrase) with a more specific (narrow) meaning. 2.4 Modulation is the substitution in translation of the dictionary equivalent by the contextual one, which is logically connected with the first.

II. Grammatical transformations. 2.1 Word by word translation (“zero transformation”). 2.2 Transposition is a change in the order of words in phrases and sentences. 2.3 Replacement is substitution of the word belonging to one part of speech by a word belonging to another part of speech (morphological replacement) or substitution of one syntactical construction by another one (syntactical replacement). 2.4 Addition is used to compensate for semantic or grammatical losses. 2.5. Omission is a transformation opposite to addition.

III. Lexical and grammatical transformations. 3.1 Antonymic translation is the substitution of the source language notion by its opposite in translation with the relevant restructuring of the utterance aimed at faithful rendering of its content. 3.2 Total reorganization of the text segment. This transformation rearranges the inner form of any segment of text: starting with a word, a phrase and ending up with a complete sentence. 3.3 Compensation for the losses in the translation.

As one can see, some of A. Vermes’ strategies coincide with the transformations proposed by S. Maksimov, but there are some differences. For example, adaptation is a transformation that results in not only a change in the description of a particular subject situation, but also replaces the subject situation. Adaptation is caused by intercultural asymmetry.

1.3 Specifics of business discourse text analysis

Business discourse is similar to other types of discourses, but at the same time it differs from them. All business activities – leading, motivating, decision making, dealing with colleagues, customers and suppliers – involve communication in the variety of its forms: verbal, non-verbal, internal/external, operational and personal [13]. Business discourse is a process of creative following to the norm, which is dictated and learned through the complex and multidimensional “professional” picture of the world, updated through the basic concepts of business culture, professionally directed ideas and concepts, norms of institutional and interpersonal behavior, de-terminating business communication, value orientations; schemes, frames of stereotyped situations, formulas; a special thesaurus (for example, word-signals). All this is knowledge that is verbalized in texts of a professional orientation on the lingua-cognitive level.

Business discourse is a purposeful status-role speech activity of people, the common characteristic of which are business relations (production of goods, financing of this production, provision of money loans, trade, insurance, commerce, sales of products and various services such as accounting, distribution and repair of goods, purchase, sale of goods or services, preliminary negotiations on these types of business relations), covering not only the organizations inside, but also the links between organizations, as well as communication between organizations and individuals, based on the norms and rules of communication adopted in the business community. The peculiarities of business discourse include stability, traditionality and standardization, since the sphere of its application is business relations between people, institutions and states.

Since business discourse is characterized by strict accuracy, objectivity, concreteness, laconicism, lack of imagery and emotionality, then the choice of means for it will be determined by the same features. In particular, the use of clichés will not be dictated by the desire to realize the basic pragmatic attitudes, since the content expressed in the official business style should exclude ambiguity and the possibility of different interpretations.

The main reasons that determine the dynamism of business discourse are the stable development of society, business and, accordingly, the development of the language personality; constancy, different degree of interaction and information exchange between members of the business community; change of the latter in the process of globalization [30].

Despite the huge research interest in the peculiarities of professional communication, the integral cognitive theory of production and understanding of discourse in certain social institutions (in particular, in the modern business community) has not been developed. The questions of correlation of various cognitive models and strategies of speech activity in the process of discursive interaction have not been sufficiently studied and require special study.

In the structure of the English business writing, there are two sub-styles:

- 1) official documentary (language of diplomacy and language of laws);
- 2) everyday business (business papers, correspondence).

Compared to the literary texts, the texts of official documents are highly standardized; this concerns both the structure of the entire text and the organization of individual paragraphs. The English business writing is the most conservative. The presence of emotivity and subjectivity is completely forbidden here.

Like any other language style, the business style of English business writing has a certain communicative purpose. This purpose is the establishment of interaction between the two contracting parties and the achievement of an agreement between them. It should be noted that the main feature of the language of business correspondence is the preservation of structural forms and the use of certain syntactic constructions. Thus, each part of a business document or official letter: the title, date, opening address, main text, the final form of courtesy and the signature is regulated as lexically, as syntactically.

To the general features characterizing all the underlying and stylistic varieties of official documents include the following [5]:

- completeness and timeliness of information;
- accuracy and conciseness of formulations;

- lack of emotionality, use of neutral tone; – impersonality of lexical constructions.

A distinctive lexical feature of English business writing is the use of generally accepted terminology, phrases, expressions, abbreviations, symbols and abbreviations, which vary depending on the type of document and the specific conditions of correspondence.

Also features of English business writing include compliance with strict rules and the use of standard language clichés.

Business book reviews were selected for analysis,

Jeffrey Fox. How to make big money in your own small business. With only about half of small businesses still trading after the first three years, setting up and surviving as an entrepreneur can be a tough game. Bestselling author Jeffrey Fox has come up with a winning formula for small-business owners to guarantee themselves commercial success and, what is more, how to make big money in the process. This book offers simple, practical and unique advice on every aspect of running a small business, from how to get start-up money to staying in profit. Fox also provides more creative and quirky insights into how to be successful such as why you should: -not to work from home -hire an ex-paperboy instead of a Harvard graduate -pick up paperclips but overspend on your customers. Whether you're already a small-business owner or are simply contemplating becoming one, this guide is essential reading (JF: URL).

By its own admission, the Bank of England is a “forbidding place”. It is responsible for storing gold bars and setting monetary policy, but is currently best known for making ominous predictions about the economic outlook. Located on Threadneedle Street in the City of London, its headquarters is a neoclassical fortress, with walls so high they seem built to deter anyone from looking in. Can't We Just Print More Money?, by Bank of England economists Rupal Patel and Jack Meaning, is a well-timed attempt to show the public what goes on inside – and familiarise them with some basic economic concepts. Each chapter tackles a different question, such as “Where does my breakfast come from?” or “Why am I richer than my great-great-

grandmother?” *The book is punctuated with jaunty anecdotes and neat examples: price increases are explained by reference to Dairy Milk bars; the value of collective bargaining is illustrated with an episode of The Simpsons. Most of the time this chirpy tone works, but it can occasionally grate: “Hopefully, you’ll come to see that [money] is not just a piece of metal or plastic,” the authors write (surely anyone already reading wouldn’t need telling) (HOB: URL).*

1. Discourse parameters of the text:

Images may indicate that the excerpt is in the business discourse:

2. Stylistic characteristics of the text:

1) analysis of tropes and figures of speech:

metaphors: *With only about half of small businesses still trading after the first three years, setting up and surviving as an entrepreneur can be a tough game.*

Bestselling author Jeffrey Fox has come up with a winning formula for small-business owners

epithets *simple, practical and unique advice; more creative and quirky insights; essential reading; ominous predictions; jaunty anecdotes; neat examples*

idioms – *to make <big> money; pick up paperclips*

irony: *Hopefully, you’ll come to see that [money] is not just a piece of metal or plastic*

antithesis: *Most of the time this chirpy tone works, but it can occasionally grate*

2) analysis of special literary and colloquial vocabularies used in the text

proper names, in particular:

- **anthroponyms:** *Jeffrey Fox; Rupal Patel; Jack Meaning*

- **toponyms:** *England;* and **microtoponyms:** *Threadneedle Street; City of London*

- **biblionyms:** *How to make big money in your own small business; Can’t We Just Print More Money?*

- **ergonyms:** *Harvard; the Bank of England*

- **chapter titles:** “*Where does my breakfast come from?*”; “*Why am I richer than my great-great-grandmother?*”

- **chrematonyms:** *Dairy Milk <bars>*.

- **filmonyms:** *Simpsons*

terms and professionslisms, including:

- terms and professionslisms of edition sphere: *bestselling; author; book; ex-paperboy; guide; chapter*

- terms and professionslisms of business sphere: *small business; entrepreneur; small-business owners; commercial success; start-up*

- terms and professionslisms of finance sphere: *gold bars; monetary policy; economists;*

clichés and stock-phrases: *what is more; running a small business; staying in profit; economic outlook; basic economic concepts; such as*

Thus, we can conclude that business discourse, as a rule, is distinguished by its relative stability and closeness. This is due to its specific functional orientation: international treaties, state acts, legal laws, regulations, statutes, instructions, service correspondence, business papers, etc.

Despite the differences in content and variety of genres, English business writing as a whole is characterized by a number of common features. These include, in particular:

- compression, compactness of presentation, economical use of language tools;

- the standard layout of the material, the often obligatory use of the clichés and stock-phrases inherent in this style;

- extensive use of terminology, nomenclatural names, the availability of a special stock of vocabulary and phraseology, the inclusion of complex words in the text, abbreviations.

Some of the most important cognitive components of business communication are clichés and stock-phrases. This is due to the functional-stylistic features of communication – one concept is assimilated more easily than two or more. In addition, these linguistic forms become as a projection of the ideological postulates

and communicative intentions of the addressee (a kind of model that shows the addressee's attitude to important political issues). This feature indicates a significant suggestive potential of clichés and stock-phrases.

CHAPTER 2

BUSINESS BOOK TITLES IN LITERARY AND CRITICAL TEXTS OF THE INTERNET: DISCOURSE FEATURES, TRANSLATION OPTIONS

2.1 Lexical transformations in the translation of business book titles in literary and critical texts of the Internet

The following formal lexical transformations were used in the analysed texts: practical transcription, traditional phonetic and graphical reproduction, loan translation, and direct borrowing.

Practical transcription (2 %) is the way of translating lexical unit of English by reproducing its sound form with the help of the Ukrainian letters.

For example:

(6) *Secondhand* by Adam Minter review – the new global garage sale (PDS: URL) – Рецензія на книгу Адама Мінтера «Секонд-хенд» – новий глобальний гаражний розпродаж.

The word *секонд-хенд* entered the Ukrainian language relatively recently. It has been adapted, but has not yet been recorded in the vast majority of dictionaries, so we can assume that it was reproduced by transcribing (and not by differentiation of meaning).

Direct borrowing (2%) assumes the reproduction of an English word without changes, by Latin letters.

For example:

(7) *Fortunately, Katina Manko's thoroughly researched and deftly written book on Avon products presents a fresh take on the beauty and fashion industry, one that breaks with and demystifies the cliches of the past* (LS: URL) – На щастя, майстерно написана книга Катіни Манко “Avon” представляє свіжий погляд на індустрію краси та моди, який пориває з кліше минулого та демістифікує їх.

In the example above, the name of the company *Avon* is reproduced by direct borrowing.

Traditional phonetic and graphical reproduction (2 %) is used when there is a fixed method of reproduction and the use of a certain onym in the Ukrainian language. Most often, this method is used when translating anthroponyms.

For example:

(5) *Hugo* by Arnold Bennett Rowland and Al-Fayed, two of Bower's most controversial tycoons, spent the 1980s and 90s battling over the ownership of Harrods department store. (PS: URL) – Книга «ХЬЮГО» Арнольда Беннета розповідає про те, як Роуланд і Аль-Файєд, два найбільш суперечливих магната Бауера, боролись у 1980-90-х роках за право власності на універмаг Harrods.

In the example above, the traditional rendering of a male name *Hugo* is used: *Хьюго*.

Loan translation (8 %) is the way of translating lexical units from English by the substitution of its constituents – morphemes or words by its lexical correspondences in Ukrainian. A loan translation differs from a literal translation in that it reproduces certain realities, fixed expressions, precedent texts, etc., whereas a literal translation can reproduce any text fragment.

For example, the following book titles are regular expression. So they were reproduced by loan translation:

(3) *This Changes Everything* by Naomi Klein (AP: URL) – «Це змінює все» Наомі Кляйн.

(4) *The elevation of business people to “leaders”, whose views somehow soar above self-interest; the nose-wrinkling dismissal of messy politics; the blimpish disregard for even recent history – all are present and shown as incorrect in Winners Take All* (AC: URL) – Піднесення бізнесменів до «лідерів», чий погляд чомусь височать над власним інтересом; відмова від безладної політики; ігнорування навіть недавньої історії – все це критикується у книзі «Переможець отримує все».

In the following example, the title of the book is a famous dichotomy:

(1) “*Disruption is back with a vengeance*” declares a headline on the website of the publisher Kogan Page, above such titles as *The Post-Truth Business* and

Human/Machine <...> that established Kogan Page as Britain's foremost publisher of business books (LT: URL) – «Руйнація повертається з подвійною силою», — так названа рубрика на веб-сайті видавця Когана Пейджа у якій розповідається про книги «Бізнес постправди» і «Людина / Машина» <...>, які зробили Когана Пейджа провідним британським видавцем ділових книг.

In the example below, not the entire name is reproduced by loan transliteration, but only part of it.

In particular:

(2) *The First Tycoon, the Epic Life of Cornelius Vanderbilt* by TJ Stiles (PS: URL) – Книга Т. Дж. Стайлза «Перший магнат, Епічне життя Корнеліуса Вандербільта».

In the example above, the phrase *The First Tycoon* is an allusion to the title of F. S. K. Fitzgerald's book "The Last Tycoon" and a paraphrase of this title at the same time. Therefore, it is appropriate to translate this author's occasionalism as a loan translation.

The following lexical and semantic transformations were used in the analysed texts: differentiation of meaning and generalization.

Differentiation of meaning (8%) allows replacing the English word with the best Ukrainian equivalent. Mostly, this transformation was used in single-word book titles.

In particular:

(9) *Sabotage* by Anastasia Nesvetailova and Ronen Palan review – the business of finance (OB: URL) – Рецензія на книгу Анастасії Несветайлової та Ронена Палана «Саботаж» – фінансовий бізнес.

(10) "*Disruption*" was a word close to the heart of Philip Kogan, the co-founder of the company (LT: URL) – «Руйнація» була близькою до серця Філіпа Когана, співзасновника компанії.

(11) *The Chief* by Andrew Roberts (PS: URL) – Книга Ендрю Робертса «Шеф».

But in some cases the differentiation of meaning is applied to one specific word in the title.

In particular:

(12) *Mission Economy offers a path to rejuvenate the state and thereby mend capitalism, rather than end it* (TK: URL) – Книга «Делегована економіка» пропонує шлях до реновації держави і тим самим спрямована радше на виправлення капіталізму, ніж на його ліквідацію.

In the example above, word *mission* → *делегована* is reproduced by the differentiation of the meaning.

Generalization (2%) involves replacing a word with a narrower meaning by a word with a broader meaning. For example:

(8) *Minter's previous book, Junkyard Planet (2014), investigated the international trade in rubbish* (PDS: URL) – У попередній книзі Майнтера «Планета сміття» (2014) досліджувалася міжнародна торгівля сміттям.

In the example above, a word with a narrower meaning *junkyard* ‘сміттєзвалище’ is rendered by a word with a broader meaning *сміття*.

Based on the frequency of lexical transformations usage the following ways of translating biblionyms were used: practical transcription (2 %), direct borrowing (2 %), traditional phonetic and graphical reproduction (2 %), loan translation (6 %), Differentiation of meaning (8%), and generalisation (2%).

2.1 Grammatical transformations in the translation of business book titles in literary and critical texts of the Internet

The grammatical transformations were frequent when translating biblionyms.

The following grammatical transformations were used: literal reproduction of the syntactic structure, replacement, transposition, addition, omission.

Literal reproduction of the syntactic structure of biblionyms (24 %) is usually almost impossible in different structural languages. But taking into account

that most titles of business books are short, concise, with a clearly expressed opinion, this method is common when translating these biblionyms. In particular:

(21) *Localization: A Global Manifesto* by Colin Hines (AP: URL) – «Локалізація: глобальний маніфест» Коліна Хайнса.

(22) *Planet on Fire* by Mathew Lawrence and Laurie Layborne-Langton (AP: URL) – «Планета у вогні» Метью Лоуренса та Лорі Лейборн-Ленгтон.

(23) *Jackson's Prosperity Without Growth (2009) – a landmark text of the “degrowth” movement* (OE: URL) – Книга Джексона «Процвітання без зростання» (2009) стала знаковою серед прихильників руху «зниження росту».

(24) *Post Growth by Tim Jackson review – life after capitalism* (OE: URL) – Рецензія на книгу Тіма Джексона «Після зростання» – життя після капіталізму.

(25) *Since the publication of Growth Without Prosperity, a number of environmental theorists – including Robert Pollin, Leigh Phillips and Kenta Tsuda – have echoed the Treasury official* (OE: URL) – З моменту публікації «Зростання без процвітання» низка теоретиків навколишнього середовища, зокрема Роберт Поллін, Лі Філліпс і Кента Цуда, підтримали політика.

(26) *In her landmark 2013 book The Entrepreneurial State she invited us to rethink the role that the state could have in the creation of wealth* (TK: URL) – У своїй знаковій книзі 2013 року «Підприємницька держава» вона запропонувала нам переосмислити роль держави у створенні багатства.

(27) *Abolish Silicon Valley by Wendy Liu review – rebooting our reality* (PC: URL) – Рецензія на книгу Венді Лью «Скасування Кремнієвої долини» – перезавантаження нашої реальності.

(28) *So Capital and Ideology takes us on a historical grand tour of the hypocrisy of elites* (PM: URL) – Отже, автор «Капіталу та ідеології» пропонує нам грандіозний екскурс в історію, щоб допомогти ознайомитися із лицемірством еліти.

(29) *Piketty's 2014 book Capital in the 21st Century showed how inequality is baked into our current economic model* (PM: URL) – Книга Пікетті 2014 року

«Капітал у 21 столітті» показала, як нерівність вписується в нашу поточну економічну модель.

(30) *Felix Martin is the author of Money: the Unauthorised Biography (FM: URL) – Фелікс Мартін є автором книги «Гроші: неавторизована біографія».*

(31) *Escape from Model Land by Erica Thompson is published by John Murray (FM: URL) – Книга Еріки Томпсон «Втеча з моделі Землі» опублікована у John Murray.*

(19) *No mention, for example, of Karl Polanyi's still unsurpassed account in The Great Transformation of how 19th-century society was so undermined by excessive marketisation that fascism and communism resulted (WH: URL) – Немає жодної згадки, наприклад, про досі неперевершений звіт Карла Поланьї у «Великій трансформації» про те, як суспільство XIX століття було настільки підірване надмірною ринковістю, що в результаті виникли фашизм і комунізм.*

Transposition (4 %) is a change in the order of words in phrases and sentences.

For example:

(17) *Today the company publishes around 120 titles a year and has a backlist of 1,200, from Great Answers to Tough Interview Questions (first published in 1986 and now in its 11th edition) to Dirty Dealing: The Untold Truth About Global Money Laundering, International Crime and Terrorism (2000) (LT: URL) – Сьогодні компанія публікує близько 120 книг на рік і разом видала вже 1200, у тому числі, «Чудові відповіді на складні запитання співбесіди» (вперше опубліковано в 1986 році, а зараз витримала 11-те видання) та «Брудна справа: правда про глобальне відмивання грошей, міжнародну злочинність і тероризм» (2000)/*

(45) *The Money Makers by Eric Rauchway (2015). Roosevelt's New Deal was an inspiration for the expansive, state-led investment (AP: URL) – «Ділки грошей», Еріка Раучвей (2015). «Новий курс» Рузвельта був джерелом натхнення для експансивних державних інвестицій.*

Addition (4 %) includes adding full meaning words and adding grammaticalized units. Adding full meaning words is used to compensate for semantic or grammatical losses. The addition of grammaticalized units usually compensates for grammatical discrepancies in English and Ukrainian.

For example:

(18) *Although writing in this vein in the mid-1990s made my book The State We're In one of the past century's political bestsellers, the newly elected Labour government was terrified of going near most of it for fear of being cast as anti-business* (WH: URL) – Хоч моя книга, написана в середині 1990-х «Стан, в якому ми знаходимося» стала одним із політичних бестселерів минулого століття, новообраний лейбористський уряд боявся, що його визнають противником бізнесу.

In the example above, addition is used to create a complex definition.

Another example:

(20) *Can We Be Happier? is a work of passion, a culmination of decades of research* (RS: URL) – Книга «Чи можемо ми бути щасливішими?» стала кульмінацією десятилітних досліджень.

In the example above, the addition of a particle *чи* was used due to the difference in the structure of interrogative sentences in English and Ukrainian.

Omission (22 %) is the opposite of adding. Just like addition, it is divided into the omission of full meaning words and the omission of grammaticalized units.

The omission of meaningful words in the semantic plan contributes to generalization, for example:

(32) *A Rebel Tycoon by Tom Bower* (PS: URL) – “Бунтар” Тома Бауера.

(14) *Today the company publishes around 120 titles a year and has a backlist of 1,200, from Great Answers to Tough Interview Questions (first published in 1986 and now in its 11th edition) to Dirty Dealing: The Untold Truth About Global Money Laundering, International Crime and Terrorism (2000)* (LT: URL) – Сьогодні компанія публікує близько 120 книг на рік і разом видала вже 1200, у тому числі, «Чудові відповіді на складні запитання співбесіди» (вперше

опубліковано в 1986 році, а зараз витримала 11-те видання) та «Брудна справа: правда про глобальне відмивання грошей, міжнародну злочинність і тероризм» (2000).

Here, in the first example, the lexeme *rebel* is omitted for the brevity and cuteness of the title, because it is a literal translation «Бунтівний магнат» or «Магнат-бунтар» is too bulky.

In the second example, the word *untold* is omitted due to semantic redundancy. Omission of grammaticalized units is more often used.

For example:

(34) *Jeffrey Fox. How to make big money in your own small business* (JF: URL) – Джеффри Фокс. «Як заробити великі гроші у власному малому бізнесі».

Here, in the original English text, the pronoun *your* is used as a determiner. There is no need to keep it in the Ukrainian translation, especially since it forms a pleonasm with the word *власному*.

Most often, such a grammaticalized unit as a preposition *of* is omitted

For example:

(15) *Plan of Attack by Bob Woodward* (PS: URL) – Книга Боба Ворда «План нападу».

(16) *The King of Content by Keach Hagey Paley's CBS is now part of the media empire founded by Sumner Redstone who died in 2020.* (PS: URL) – Книга Кіча Хейгі «Король контенту». CBS Пейлі тепер є частиною медіа-імперії, заснованої Самнером Редстоуном, який помер у 2020 році

(33) *Free Market: The History of an Idea is published by Basic* (FMT: URL) – Книга «Вільний ринок: історія ідеї» вийшла у видавництві Basic.

(35) *The Corruption of Capitalism by Guy Standing (2017). Standing argues that two groups are central to contemporary capitalism* (AP: URL) – «Корупція капіталізму» Гая Стендінга (2017). Стендінг стверджує, що для сучасного капіталізму центральними є дві групи (ДК: URL).

(37) *This was followed by The Value of Everything in 2018, which demolished the widely held belief that a narrow economic elite was the wealth creator* (ТК:

URL) – За цим у 2018 році послідувала книга «Цінність усього», яка зруйнувала широко поширене переконання, що творцем багатства є вузька економічна еліта.

(38) *The Profit System: The Economics of Capitalism, co-authored with Francis Green in 1987* (AM: URL) – Книга «Система прибутку: економіка капіталізму», написана у 1987 році у співавторстві з Френсісом Грінном.

(39) *There he examined global economic inequality, writing on migration, hunger, public health and the measurement of world inequality – all issues tackled in his book 100 Ways of Seeing an Unequal World (2001)* (AM: URL) – Там він досліджував глобальну економічну нерівність, писав про міграцію, голод, охорону здоров'я та вимірювання світової нерівності – всі ці питання розглянуті в його книзі «100 способів побачити нерівний світ» (2001).

Omission of the preposition *of* is due to differences in the formation of the genitive case in English and Ukrainian languages. In the examples above, in most cases, except for the omission of the preposition *of*, the translation is literal.

In the following example, in addition to the omission of the preposition *of*, the particle *up* after the verb is also omitted. This is due to differences in the structure of some English and Ukrainian verbs.

(36) *Burning Up: A Global History of Fossil Fuel Consumption by Simon Pirani (2018)*. *Pirani considers the fact that, of all the fossil fuel that we have consumed, more than half has been burned in the past 50 years* (AP: URL) – «Згорання: глобальна історія споживання викопного палива» Саймона Пірані (2018). Пірані враховує той факт, що з усього викопного палива, яке ми спожили, більше половини було спалено за останні 50 років.

Permutations and replacements (12%). Permutations and substitutions were represented by syntactic, morphological permutations, as well as replacement of grammatical categories.

Syntactic permutations involve replacing a word with a phrase and a sentence or vice versa.

We will give an example of replacing a phrase with a word (syntactic curtailment). In particular:

(43) *Steady State Economics* by Herman E Daly (1977). *Published more than 40 years ago, this book arrived long before the current conversation around the climate crisis* (AP: URL) – «Стаціонарна економіка» Германа Е. Дейлі (1977). Оpubлікована понад 40 років тому, ця книга з'явилася задовго до розмов про кліматичну кризу.

In the above translation, one can see an example of syntactic curtailment: a phrase *steady state* is replaced by a word *стаціонарна*.

The following example contains the reverse case, the replacement of a word with a phrase.

In particular:

(44) *In the late 70s he became a lecturer in economics at Kingston University in south-west London, and his publications while working there included Hard Times: The World Economy in Turmoil (Arguments for Socialism), published in 1983* (AM: URL) – Наприкінці 70-х років він став викладачем економіки в Кінгстонському університеті на південному заході Лондона, де в 1983 році опублікував книгу «Важкі часи: Світова економіка в сум'ятті (Аргументи на користь соціалізму)».

Here the preposition *for* 'для' is represented by a phrase *на користь*.

Morphological replacement involves the replacement of parts of speech.

For example:

(41) *The Limits to Growth* (AP: URL) – «Обмеження росту».

In the example above, the verb *to growth* is represented by a noun *рост*. At the same time, the semantics have not changed.

Another example:

(42) *A Planet to Win: Why We Need a Green New Deal* (2019). *This is a persuasive and accessible guide to how a GND could be made a reality* (AP: URL) – «Планета для перемоги: навіщо нам потрібна нова екологічна угода» (2019). Це переконливий і доступний посібник про те, як GND можна зробити реальністю.

Here, the verb is reproduced by noun too: *to win* → *перемога*.

Substitutions of grammatical categories were also used. In particular, in the following example, The Number Category has been changed.

(13) *In 2019, Verso published The Case for the Green New Deal, a book in which I set out the economic policies* (AP: URL) – У 2019 році у Verso вийшла книга «Аргументи нового зеленого курсу», у якій я виклав економічну політику.

The original uses the singular *case*, and the translation uses the plural *аргументи*.

In the following example, the category of Mood has been replaced.

(40) *Losing Earth: The Decade We Could Have Stopped by Nathaniel Rich (2019). It can be shocking to see how long the business and political elite have known about the reality of the climate crisis* (AP: URL) – «Втрата Землі: Десятиліття, яке ми могли зупинити» Натаніеля Річа (2019). Правда про те, як довго представники бізнесу та політичної еліти були обізнані із реальністю кліматичної кризи може вас шокувати.

In English, The Hypothetical Mood is used (*could have stopped*), and the Indicative is used in the translation (*могли зупинити*).

Based on the frequency of grammatical transformations usage the following ways of translating biblionyms were used: literal reproduction of the syntactic structure (24 %), transposition (4 %), addition (4 %), omission (22 %), and permutations and replacements (12 %).

2.3 Lexical and grammatical transformations in the translation business book titles in literary and critical texts of the Internet

Lexical and grammatical transformations are rarely encountered when translating biblionyms. Only a few examples were found in our illustrative material. Lexical and grammatical transformations were represented by total reorganization, compensation of translation losses and antonymic translation.

Total reorganization (2%) implies a complete transformation of a text fragment.

Due to the discrepancy in onomatopoeic vocabulary and clichéd phrases used in telephone conversations in English and Ukrainian, it seemed appropriate to use a total reorganization in the following example.

In particular:

(50) *As a result of Manko's painstaking research and astute grasp of business operations, readers of Ding Dong! Avon Calling! see the inside of an organisation* (LS: URL) – В результаті кропітких досліджень Манко та її проникливого розуміння бізнес-операцій, читачі книги «Вам телефонує Avon» побачили організацію зсередини.

Antonymic translation (2%) involves the replacement of an affirmative word with a negative word or vice versa.

For example:

(47) *Derbyshire and then graduating from Worcester College, Oxford, he spent two years in graduate school at Harvard University before returning to Britain to become a fellow at Jesus College, Oxford, where he wrote his first book, Industry and Underdevelopment (1971)* (AM: URL) – Навчався у Дербіширі, а потім, після закінчення Вустерського коледжу (Оксфорд) провів два роки в аспірантурі Гарвардського університету. Після цього він повернувся до Британії, де в Оксфорді став стипендіатом коледжу Ісуса та написав свою першу книгу «Промисловість і недорозвинення» (1971).

The word *underdevelopment* contains no negative morphemes, and the word *недорозвинення* contains a negative prefix. At the same time, the semantics is preserved.

Compensation for translation losses (6%) includes various methods.

In the following example, a translation neologism is created.

In particular:

(46) *“Disruption is back with a vengeance” declares a headline on the website of the publisher Kogan Page, above such titles as The Post-Truth Business and*

Human/Machine <...> *that established Kogan Page as Britain's foremost publisher of business books* (LT: URL) – «Руйнація повертається з подвійною силою», — так названа рубрика на веб-сайті видавця Когана Пейджа у якій розповідається про книги «Бізнес постправди» і «Людина / Машина» <...>, які зробили Когана Пейджа провідним британським видавцем ділових книг.

In the title in the example above, the author's occasionalism *post-truth* is used. Since the author's occasionalism *post-truth* does not have an equivalent in the Ukrainian language, it was expedient to resort to compensation and create a translation neologism *постправда*.

Another example.

(48) *He has succeeded: Value(s) is something of a landmark achievement* (WH: URL) – Він досяг успіху: «Цінність чи цінності» є майже знаковою книгою.

In the example above, the impossibility of an equivalent translation is due to differences in word change when forming the plural in English and Ukrainian. In order to preserve double semantics, we had to resort to addition.

Similarly, in the following example, where the name of the book-continuation is used:

Value(s): Building a Better World for All by Mark Carney is published by William Collins (WH: URL) – Книгу Марка Карні «Цінність чи цінності: Побудова кращого світу для всіх» видано у видавництві William Collins.

Based on the frequency of lexical and grammatical transformations usage the following ways of translating biblionyms were used: total reorganization (2%), antonymic translation (2%) and compensation (6 %).

The results of the quantitative analysis of the use of all types of transformations are shown in Pie Chart 2.1.

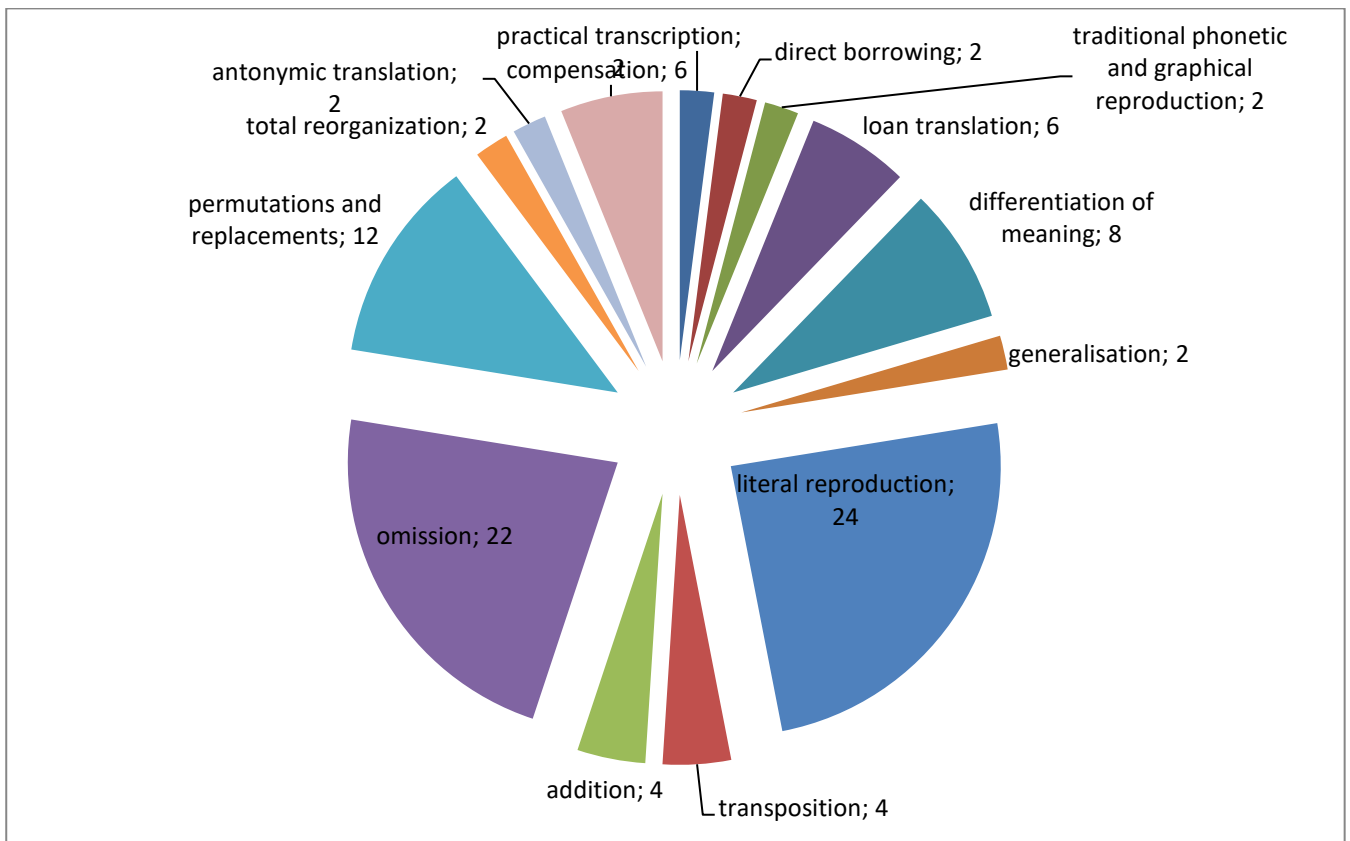


Figure 2.1. The results of quantitative analysis on the use of all types of transformations, %

From Pie Chart 2.1 we can conclude that the most frequent transformation used in the translation of the titles of business books in the analyzed material is such a grammatical transformation as literal reproduction (24%). Grammatical transformation such as omission was also frequent (22%).

The average frequency was demonstrated by such grammatical transformation as permutations and substitutions (12%), such formal lexical transformation as loan translation and such lexical and semantic transformation as differentiation of meaning (8% in each case).

Lexical and grammatical transformations such as compensation for translational losses (6%) and grammatical transformations such as addition and transposition (4% in each case) are rare.

In isolated cases, such formal lexical transformations as direct borrowing, transcription, traditional reproduction occur; such lexical and semantic

transformations as generalization; such lexical and grammatical transformations as total reorganization and antonymic translation (2% in each case).

In general, when translating the titles of business books, grammatical transformations prevail. Their number is almost two-thirds (66%) of all analyzed cases. Lexical transformations, both formal lexical and lexical-semantic, occur much less often (24% in total). Lexical and grammatical transformations were very rare (10%).

CONCLUSIONS

The names of business books belong to the field of onomastics, in particular, to such a category as ideonyms (names of works of spiritual culture) and, more narrowly, biblionyms (names of books). Part of the names of business books can be attributed to such a hyponym of biblionyms as logosonyms, which denote the names of scientific works, but not all, because business books can be part of not only scientific, but also popular science and academic discourse.

Based on the structure of the titles of business books, it is advisable to use a transformational approach for translational analysis.

Business discourse, as a rule, is distinguished by its relative stability and closeness. This is due to its specific functional orientation: international treaties, state acts, legal laws, regulations, statutes, instructions, service correspondence, business papers, etc. Some of the most important cognitive components of business communication are clichés and stock-phrases. This is due to the functional-stylistic features of communication – one concept is assimilated more easily than two or more. In addition, these linguistic forms become as a projection of the ideological postulates and communicative intentions of the addressee (a kind of model that shows the addressee's attitude to important political issues). This feature indicates a significant suggestive potential of clichés and stock-phrases.

We can conclude that the most frequent transformation used in the translation of the titles of business books in the analyzed material is such a grammatical transformation as literal reproduction (24%). Grammatical transformation such as omission was also frequent (22%).

The average frequency was demonstrated by such grammatical transformation as permutations and substitutions (12%), such formal lexical transformation as loan translation and such lexical and semantic transformation as differentiation of meaning (8% in each case).

Lexical and grammatical transformations such as compensation for translational losses (6%) and grammatical transformations such as addition and transposition (4% in each case) are rare.

In isolated cases, such formal lexical transformations as direct borrowing, transcription, traditional reproduction occur; such lexical and semantic transformations as generalization; such lexical and grammatical transformations as total reorganization and antonymic translation (2% in each case).

Prospects for **further research** can be seen in the analysis of the translation of book titles in other types of discourse.

BIBLIOGRAPHY

1. Васильєва О. Структурні типи англомовних ідеонімів. *Мова*. 2016. № 26. С. 66-71.
2. Головня А. В. Міфологічний компонент ККС та МКС. *Вісник Житомирського державного університету імені Івана Франка*. 2005. Вип. 23. С.137-138.
3. Карпенко О. Ю. Проблематика когнітивної ономастики. Одеса : Астропринт, 2006. 326 с.
4. Карпенко Ю. О. Про назву творів Л. Костенко. *Культура слова*. 1991. Вип. 41. С. 13 – 22.
5. Корунець І.В. Теорія і практика перекладу (англійською і українською мовою). К.: Вища школа, 2016. 175 с.
6. Котович В. Астіоніми України: типологія онімного коду. *Науковий вісник Ужгородського університету. Серія: Філологія*. 2021. Вип. 1 (45). С. 256 – 261.
7. Кочерган М. П. Вступ до мовознавства, підруч. К. : Академія, 2015. 368 с.
8. Максимов С. Практичний курс перекладу. К.: КНЛУ, 2016.
9. Терещенко Л.. Структура, семантика і дериваційно-мотиваційна типологія бібліонімів (на матеріалі байок Ігнаци Красіцького в перекладі Микити Годованця). *Польська мова в українській освіті – перспективи в аспекті європейської інтеграції*: 2014. Вип. 1. 226-237 с.
10. Горчинський М. М. Аналіз власних назв як специфічних мовних одиниць. *Актуальні проблеми філології та перекладознавства*. Хмельницький : ХНУ, 2007. С. 223 – 226.
11. Горчинський, М.М. Структура онімного простору української мови. Хмельницький: Авіст, 2008. 548 с.

- 12.Цілина М. Структурна класифікація українських ідеонімів. *Science and EducationaNewDimension. Philology*. 2015. III (15). Issue: 68. P. 97-99.
- 13.Adler N. International dimensions of organizational behavior. Cincinnati, Ohio: South–Western College Publishing, 2021.
- 14.Algeo J. On defining the proper nouns. Gainesville : Univ. of Florida press, 1973. 94 p.
- 15.Busse T.V. Nicknames: Usage in American high school. *Names*. 1983. Vol. 31, №4. P. 300-306.
- 16.Coillie Jan van. Character Names in Translation: A Functional Approach. In *Children’s Literature in Translation: Challenges and Strategies*. London; New York : Routledge, 2006.
- 17.Dickson P. Names : A collector’s compendium of rare and unusual, bold and beautiful, odd and whimsical names. New York : Delacorte press, 2016. 282 p.
- 18.Gardiner A. The theory of proper names. London. N.–Y., 1954. 68 p.
- 19.Jespersen O. Essentials of English Grammar. L.: Routledge, 2016. 390 p.
- 20.Lawson E.D. Men’s first names, nicknames and short names: a semantic differential analysis. *Names*. 1973. Vol. 21, №1. P. 22-27.
- 21.Newmark P. Paragraphs on translation. Clevedon/Philadelphia/Adelaide : Multilingual Matters Ltd. 2013.
- 22.Pulgram E. Theory of names. Berkeley, 2014. – 49 p.
- 23.Sanaty Pour B. How to translate personal. URL: <http://translationjournal.net/journal/50proper.htm>
- 24.Särkkä H. Translation of proper names in non-fiction texts. URL: <http://translationjournal.net/journal/39proper.htm>
- 25.Seeman M.V. The unconscious meaning of personal names. *Names*. 1983. vol. 31, №4. p. 237-244.
- 26.Sörensen H.S. The meaning of proper nouns. With a definiens formula for proper nouns in modern English. Copenhagen : Gad, 2013. – 116 p.

27. Venuti L. Genealogies of translation theory. URL:
<http://dx.doi.org/10.7202/037096ar>
28. Venuti L. Translation, heterogeneity, linguistic. URL:
<http://dx.doi.org/10.7202/037240ar>
29. Vermes A. P. Proper names in translation: An explanatory attempt . URL:
<http://dx.doi.org/10.1556/Acr.4.2003.1.5>
30. Victor D. Intercultural Business Communication. N.Y.: HarperCollins, 2000.
31. Zabeeh F. What in a name? An inquiry into the semantics and pragmatics of proper nouns. The Hague, Nijhoff, 2008. 77 p.

LIST OF REFERENCE SOURCES

- 32.Гринчишина Д. Англо-український словник. Вінниця : Нова книга, 2014.
1700 с.
- 33.Oxford English Dictionary. URL:
<http://oxforddictionaries.com/definition/english/neologism?q=neologism>
- 34.The Random House Dictionary of the English Language 2nd Edition.Seoul :
Si-sa-young-o-sa, 1910.
35. Crystal, David. A Dictionary of Linguistics and Phonetics. Oxford :
Blackwell Publishing Ltd, 2008

LIST OF DATA SOURCES

AC – Aditya Chakraborty *Winners Take All* by Anand Giridharadas review – superb hate-reading. URL: <https://www.theguardian.com/books/2019/feb/14/winners-take-all-by-anand-giridharadas-review>

AM – Arthur MacEwan. Bob Sutcliffe obituary. URL: <https://www.theguardian.com/books/2020/jan/20/bob-sutcliffe-obituary>

AP – Ann Pettifor. Top 10 books for a greener economy. URL: <https://www.theguardian.com/books/2021/jun/02/top-10-books-for-a-greener-economy-ann-pettifor-green-new-deal>

FM – Felix Martin. *Escape from Model Land* by Erica Thompson review – the power and pitfalls of prediction. URL: <https://www.theguardian.com/books/2022/dec/30/escape-from-model-land-by-erica-thompson-review-the-power-and-pitfalls-of-prediction>

FMT – *Free Market: The History of an Idea* by Jacob Soll review. URL: <https://www.theguardian.com/books/2022/sep/30/free-market-jacob-soll>

HOB – Hettie O’Brien *Can’t We Just Print More Money?* review – the Bank of England’s guide to economics. URL: <https://www.theguardian.com/books/2022/may/27/cant-we-just-print-more-money-review-the-bank-of-englands-guide-to-economics>

JF – Jeffrey Fox. *How to make big money in your own small business*. URL: <https://book24.ua/ua/product/how-to-make-big-money-in-your-own-small-business/>

LS – Linda Scott *Ding Dong! Avon Calling!* by Katina Manko review – a fresh take on the cosmetics industry. URL: <https://www.theguardian.com/books/2021/aug/12/ding-dong-avon-calling-by-katina-manko-review-a-fresh-take-on-the-cosmetics-industry>

LT – Liz Thomson. Philip Kogan obituary. URL: <https://www.theguardian.com/books/2023/jan/11/philip-kogan-obituary>

OB – Oliver Bullough. *Sabotage* by Anastasia Nesvetailova and Ronen Palan review – the business of finance. URL:

<https://www.theguardian.com/books/2020/jan/17/sabotage-business-finance-anastasia-nesvetailova-ronen-palan-review>

OE – Oliver Eagleton Post Growth by Tim Jackson review – life after capitalism <https://www.theguardian.com/books/2021/may/06/post-growth-by-tim-jackson-review-life-after-capitalism>

PC – Peter Conrad. Abolish Silicon Valley by Wendy Liu review – rebooting our reality. URL: <https://www.theguardian.com/books/2020/apr/07/abolish-silicon-valley-by-wendy-liu-review-rebooting-our-reality>

PD – PD Smith. Secondhand by Adam Minter review – the new global garage sale. URL: <https://www.theguardian.com/books/2020/feb/26/secondhand-new-global-grage-sale-adam-minter-review>

PM – Paul Mason. Capital and Ideology by Thomas Piketty review – down the rabbit hole of bright abstractions. URL: <https://www.theguardian.com/books/2020/mar/01/capital-and-ideology-thomas-piketty-review-paul-mason>

PS – Peter Stothard. Top 10 books about tycoons. URL: <https://www.theguardian.com/books/2022/nov/23/top-10-books-about-tycoons-peter-stothard-crassus>

RS – Richard Seymour. Can We Be Happier? by Richard Layard review – a breathless tribute to the “science of happiness”. URL: <https://www.theguardian.com/books/2020/jan/23/can-we-be-happier-richard-layard-review>

TK – Tom Kibasi Mission Economy by Mariana Mazzucato review – the return of the state. URL: <https://www.theguardian.com/books/2021/jan/20/mission-economy-by-mariana-mazzucato-review-the-return-of-the-state>

WH – Will Hutton Value(s) by Mark Carney review – call for a new kind of economics. URL: <https://www.theguardian.com/books/2021/mar/21/values-by-mark-carney-review-call-for-a-new-kind-of-economics>

ANNEX

Translation of titles of business books

	Original	Ukrainian translation
1.	<i>“Disruption is back with a vengeance” declares a headline on the website of the publisher Kogan Page, above such titles as <u>The Post-Truth Business and Human/Machine</u> <...> that established Kogan Page as Britain’s foremost publisher of business books (LT: URL).</i>	«Руйнація повертається з подвійною силою», — так названа рубрика на веб-сайті видавця Когана Пейджа у якій розповідається про книги «Бізнес постправди» і <u>«Людина / Машина»</u> <...>, які зробили Когана Пейджа провідним британським видавцем ділових книг
2.	<i><u>The First Tycoon, the Epic Life of Cornelius Vanderbilt</u> by TJ Stiles (PS: URL)</i>	Книга Т. Дж. Стайлза <u>«Перший магнат, Епічне життя Корнеліуса Вандербільта»</u>
3.	<i><u>This Changes Everything</u> by Naomi Klein (AP: URL).</i>	<u>«Це змінює все»</u> Наомі Кляйн
4.	<i>The elevation of business people to “leaders”, whose views somehow soar above self-interest; the nose-wrinkling dismissal of messy politics; the blimpish disregard for even recent history – all are present and</i>	Піднесення бізнесменів до «лідерів», чії погляди чомусь височать над власним інтересом; відмова від безладної політики; ігнорування навіть недавньої історії – все це критикується у книзі <u>«Переможець отримує все»</u>

	<i>shown as incorrect in <u>Winners Take All</u> (AC: URL).</i>	
5.	<i><u>Hugo</u> by Arnold Bennett Rowland and Al-Fayed, two of Bower's most controversial tycoons, spent the 1980s and 90s battling over the ownership of Harrods department store. (PS: URL)</i>	Книга «Хьюго» Арнольда Беннета розповідає про те, як Роуленд і Аль-Файєд, два найбільш суперечливих магната Бауера, боролись у 1980-90-х роках за право власності на універмаг Harrods.
6.	<i><u>Secondhand</u> by Adam Minter review – the new global garage sale (PDS: URL)</i>	Рецензія на книгу Адама Мінтера « <u>Секонд-хенд</u> » – новий глобальний гаражний розпродаж
7.	<i>Fortunately, Katina Manko's thoroughly researched and deftly written book on <u>Avon products</u> presents a fresh take on the beauty and fashion industry, one that breaks with and demystifies the cliches of the past (LS: URL).</i>	На щастя, майстерно написана книга Катіни Манко « <u>Avon</u> » представляє свіжий погляд на індустрію краси та моди, який пориває з кліше минулого та демістифікує їх.
8.	<i>Minter's previous book, <u>Junkyard Planet</u> (2014), investigated the international trade in</i>	У попередній книзі Майнтера « <u>Планета сміття</u> » (2014) досліджувалася міжнародна торгівля сміттям.

	<i>rubbish</i> (PDS: URL)	
9.	<i>Sabotage by Anastasia Nesvetailova and Ronen Palan review – the business of finance</i> (OB: URL)	Рецензія на книгу Анастасії Несветайлової та Ронена Палана <u>«Саботаж»</u> – фінансовий бізнес.
10.	<i>“Disruption” was a word close to the heart of Philip Kogan, the co-founder of the company</i> (LT: URL)	<u>«Руйнація»</u> була близькою до серця Філіпа Когана, співзасновника компанії
11.	<i>The Chief by Andrew Roberts</i> (PS: URL)	Книга Ендрю Робертса <u>«Шеф»</u> .
12.	<i>Mission Economy offers a path to rejuvenate the state and thereby mend capitalism, rather than end it</i> (TK: URL).	Книга <u>«Делегована економіка»</u> пропонує шлях до реновації держави і тим самим спрямована радше на виправлення капіталізму, ніж на його ліквідацію
13.	<i>In 2019, Verso published The Case for the Green New Deal, a book in which I set out the economic policies</i> (AP: URL).	У 2019 році у Verso вийшла книга <u>«Аргументи нового зеленого курсу»</u> , у якій я виклав економічну політику.
14.	<i>Today the company publishes around 120 titles a year and has a backlist of 1,200, from Great Answers to Tough Interview Questions (first published in 1986 and now in its 11th edition) to Dirty Dealing:</i>	Сьогодні компанія публікує близько 120 книг на рік і разом видала вже 1200, у тому числі, «Чудові відповіді на складні запитання співбесіди» (вперше опубліковано в 1986 році, а зараз витримала 11-те видання) та <u>«Брудна справа: правда про глобальне відмивання грошей, міжнародну злочинність і тероризм»</u> (2000)

	<i><u>The Untold Truth About Global Money Laundering, International Crime and Terrorism</u> (2000) (LT: URL)</i>	
15.	<i><u>Plan of Attack</u> by Bob Woodward (PS: URL)</i>	Книга Боба Ворда «План нападу»
16.	<i><u>The King of Content</u> by Keach Hagey Paley's CBS is now part of the media empire founded by Sumner Redstone who died in 2020. (PS: URL)</i>	Книга Кіча Хейгі «Король контенту». CBS Пейлі тепер є частиною медіа-імперії, заснованої Самнером Редстоуном, який помер у 2020 році
17.	<i>Today the company publishes around 120 titles a year and has a backlist of 1,200, from <u>Great Answers to Tough Interview Questions</u> (first published in 1986 and now in its 11th edition) to <u>Dirty Dealing: The Untold Truth About Global Money Laundering, International Crime and Terrorism</u> (2000) (LT: URL)</i>	Сьогодні компанія публікує близько 120 книг на рік і разом видала вже 1200, у тому числі, « <u>Чудові відповіді на складні запитання співбесіди</u> » (вперше опубліковано в 1986 році, а зараз витримала 11-те видання) та «Брудна справа: правда про глобальне відмивання грошей, міжнародну злочинність і тероризм» (2000)
18.	<i>Although writing in this vein in the mid-1990s made my book <u>The State We're In</u> one</i>	Хоч моя книга, написана в середині 1990-х « <u>Стан, в якому ми знаходимося</u> » стала одним із політичних бестселерів минулого

	<i>of the past century's political bestsellers, the newly elected Labour government was terrified of going near most of it for fear of being cast as anti-business (WH: URL).</i>	століття, новообраний лейбористський уряд боявся, що його визнають противником бізнесу.
19.	<i>No mention, for example, of Karl Polanyi's still unsurpassed account in <u>The Great Transformation</u> of how 19th-century society was so undermined by excessive marketisation that fascism and communism resulted (WH: URL).</i>	Немає жодної згадки, наприклад, про досі неперевершений звіт Карла Поланьї у <u>«Великій трансформації»</u> про те, як суспільство ХІХ століття було настільки підірване надмірною ринковістю, що в результаті виникли фашизм і комунізм.
20.	<i><u>Can We Be Happier?</u> is a work of passion, a culmination of decades of research (RS: URL)</i>	Книга <u>«Чи можемо ми бути щасливішими?»</u> стала кульмінацією десятилітніх досліджень
21.	<i><u>Localization: A Global Manifesto</u> by Colin Hines (AP: URL).</i>	<u>«Локалізація: глобальний маніфест»</u> Коліна Хайнса.
22.	<i><u>Planet on Fire</u> by Mathew Lawrence and Laurie Layborne-Langton (AP: URL).</i>	<u>«Планета у вогні»</u> Метью Лоуренса та Лорі Лейборн-Ленгтон
23.	<i>Jackson's <u>Prosperity Without Growth</u> (2009) – a</i>	Книга Джексона <u>«Процвітання без зростання»</u> (2009) – стала знаковою серед

	<i>landmark text of the “degrowth” movement (OE: URL).</i>	прихильників руху «зниження росту»
24.	<i>Post Growth by Tim Jackson review – life after capitalism (OE: URL)</i>	Рецензія на книгу Тіма Джексона <u>«Після зростання»</u> – життя після капіталізму
25.	<i>Since the publication of <u>Growth Without Prosperity</u>, a number of environmental theorists – including Robert Pollin, Leigh Phillips and Kenta Tsuda – have echoed the Treasury official (OE: URL).</i>	З моменту публікації <u>«Зростання без процвітання»</u> низка теоретиків навколишнього середовища, зокрема Роберт Поллін, Лі Філіпс і Кента Цуда, підтримали політика.
26.	<i>In her landmark 2013 book <u>The Entrepreneurial State</u> she invited us to rethink the role that the state could have in the creation of wealth (TK: URL)</i>	У своїй знаковій книзі 2013 року <u>«Підприємницька держава»</u> вона запропонувала нам переосмислити роль держави у створенні багатства.
27.	<i><u>Abolish Silicon Valley</u> by Wendy Liu review – rebooting our reality (PC: URL)</i>	Рецензія на книгу Венді Лью <u>«Скасування Кремнієвої долини»</u> – перезавантаження нашої реальності
28.	<i><u>So Capital and Ideology</u> takes us on a</i>	Отже, автор <u>«Капіталу та ідеології»</u> пропонує нам грандіозний екскурс в

	<i>historical grand tour of the hypocrisy of elites</i> (PM: URL).	історію, щоб допомогти ознайомитися із лицемірством еліти.
29.	<i>Piketty's 2014 book <u>Capital in the 21st Century</u> showed how inequality is baked into our current economic model</i> (PM: URL)	Книга Пікетті 2014 року <u>«Капітал у 21 столітті»</u> показала, як нерівність вписується в нашу поточну економічну модель
30.	<i>Felix Martin is the author of <u>Money: the Unauthorised Biography</u></i> (FM: URL)	Фелікс Мартін є автором книги <u>«Гроші: неавторизована біографія»</u> .
31.	<i><u>Escape from Model Land</u> by Erica Thompson is published by John Murray</i> (FM: URL)	Книга Еріки Томпсон <u>«Втеча з моделі Землі»</u> опублікована у John Murray
32.	<i><u>A Rebel Tycoon</u> by Tom Bower</i> (PS: URL).	<u>«Бунтар»</u> Тома Бауера.
33.	<i><u>Free Market: The History of an Idea</u> is published by Basic</i> (FMT: URL).	Книга <u>«Вільний ринок: історія ідеї»</u> вийшла у видавництві Basic
34.	<i>Jeffrey Fox. <u>How to make big money in your own small business</u></i> (JF: URL)	Джеффри Фокс. «Як заробити великі гроші у власному малому бізнесі»
35.	<i><u>The Corruption of Capitalism</u> by Guy Standing (2017). Standing argues that two groups are central to contemporary capitalism</i> (AP: URL).	<u>«Корупція капіталізму»</u> Гая Стендінга (2017). Стендінг стверджує, що для сучасного капіталізму центральними є дві групи (ДК: URL)

36.	<p><u><i>Burning Up: A Global History of Fossil Fuel Consumption</i></u> by Simon Pirani (2018). Pirani considers the fact that, of all the fossil fuel that we have consumed, more than half has been burned in the past 50 years (AP: URL).</p>	<p><u>«Згорання: глобальна історія споживання викопного палива» Саймона Пірані (2018).</u> Пірані враховує той факт, що з усього викопного палива, яке ми спожили, більше половини було спалено за останні 50 років</p>
37.	<p>This was followed by <u><i>The Value of Everything</i></u> in 2018, which demolished the widely held belief that a narrow economic elite was the wealth creator (TK: URL)</p>	<p>За цим у 2018 році послідувала книга <u>«Цінність усього»</u>, яка зруйнувала широко поширене переконання, що творцем багатства є вузька економічна еліта.</p>
38.	<p><u><i>The Profit System: The Economics of Capitalism</i></u>, co-authored with Francis Green in 1987 (AM: URL)</p>	<p>Книга <u>«Система прибутку: економіка капіталізму»</u>, написана у 1987 році у співавторстві з Френсісом Гріном.</p>
39.	<p>There he examined global economic inequality, writing on migration, hunger, public health and the measurement of world inequality – all issues tackled in his book <u><i>100 Ways of Seeing an Unequal World</i></u> (2001) (AM: URL)</p>	<p>Там він досліджував глобальну економічну нерівність, писав про міграцію, голод, охорону здоров'я та вимірювання світової нерівності – всі ці питання розглянуті в його книзі <u>«100 способів побачити нерівний світ»</u> (2001).</p>

40.	<i><u>Losing Earth: The Decade We Could Have Stopped</u> by Nathaniel Rich (2019). It can be shocking to see how long the business and political elite have known about the reality of the climate crisis (AP: URL).</i>	« <u>Втрата Землі: Десятиліття, яке ми могли зупинити</u> » Натанієля Річа (2019). Правда про те, як довго представники бізнесу та політичної еліти були обізнані із реальністю кліматичної кризи може вас шокувати.
41.	<i><u>The Limits to Growth</u> (AP: URL).</i>	« <u>Обмеження росту</u> ».
42.	<i><u>A Planet to Win: Why We Need a Green New Deal</u> (2019). This is a persuasive and accessible guide to how a GND could be made a reality (AP: URL).</i>	« <u>Планета для перемоги: навіщо нам потрібна нова екологічна угода</u> » (2019). Це переконливий і доступний посібник про те, як GND можна зробити реальністю.
43.	<i><u>Steady State Economics</u> by Herman E Daly (1977). Published more than 40 years ago, this book arrived long before the current conversation around the climate crisis (AP: URL).</i>	« <u>Стаціонарна економіка</u> » Германа Е. Дейлі (1977). Оpubлікована понад 40 років тому, ця книга з'явилася задовго до розмов про кліматичну кризу
44.	<i>In the late 70s he became a lecturer in economics at Kingston University in south-west London, and his publications while working</i>	Наприкінці 70-х років він став викладачем економіки в Кінгстонському університеті на південному заході Лондона, де в 1983 році опублікував книгу « <u>Важкі часи: Світова економіка в сум'ятті</u> (Аргументи на користь

	<i>there included <u>Hard Times: The World Economy in Turmoil (Arguments for Socialism)</u>, published in 1983 (AM: URL)</i>	<u>соціалізму)»</u>
45.	<i><u>The Money Makers</u> by Eric Rauchway (2015). Roosevelt's New Deal was an inspiration for the expansive, state-led investment (AP: URL).</i>	«Ділки грошей», Еріка Раучвей (2015). «Новий курс» Рузвельта був джерелом натхнення для експансивних державних інвестицій.
46.	<i>“Disruption is back with a vengeance” declares a headline on the website of the publisher Kogan Page, above such titles as <u>The Post-Truth Business and Human/Machine</u> <...> that established Kogan Page as Britain's foremost publisher of business books (LT: URL).</i>	«Руйнація повертається з подвійною силою», — так названа рубрика на веб-сайті видавця Когана Пейджа у якій розповідається про книги <u>«Бізнес постправди»</u> і <u>«Людина / Машина»</u> <...>, які зробили Когана Пейджа провідним британським видавцем ділових книг
47.	<i>Derbyshire and then graduating from Worcester College, Oxford, he spent two years in graduate school at Harvard University before returning to Britain to become a fellow at Jesus College,</i>	Навчався у Дербіширі, а потім, після закінчення Вустерського коледжу (Оксфорд) провів два роки в аспірантурі Гарвардського університету. Після цього він повернувся до Британії, де в Оксфорді став стипендіатом коледжу Ісуса та написав свою першу книгу <u>«Промисловість і недорозвинення»</u> (1971).

	<i>Oxford, where he wrote his first book, <u>Industry and Underdevelopment</u> (1971) (AM: URL)</i>	
48.	<i>He has succeeded: <u>Value(s) is something of a landmark achievement</u> (WH: URL).</i>	Він досяг успіху: <u>«Цінність чи цінності»</u> є майже знаковою книгою.
49.	<i><u>Value(s): Building a Better World for All</u> by Mark Carney is published by William Collins (WH: URL).</i>	Книгу Марка Карні <u>«Цінність чи цінності: Побудова кращого світу для всіх»</u> видано у видавництві William Collins .
50.	<i>As a result of Manko's painstaking research and astute grasp of business operations, readers of <u>Ding Dong! Avon Calling!</u> see the inside of an organisation (LS: URL)</i>	В результаті кропітких досліджень Манко та її проникливого розуміння бізнес-операцій, читачі книги <u>«Вам телефонує Avon»</u> побачили організацію зсередини.

РЕЗЮМЕ

В курсовій роботі розглядається специфіка українського перекладу назв англійськомовних бізнес-книг (на матеріалі літературно-критичних текстів Інтернет-мережі). Представлений аналіз способів перекладу назв англійськомовних бізнес-книг на основі перекладу рецензій, розміщених на сайтах книговидавництв та в інтернет-газетах. Теоретичний та практичний дозволив дослідити особливості бібліонімів, специфіку бізнес дискурсу та визначити найчастотніші трансформації, що використовуються при перекладі назв англійськомовних бізнес-книг у літературно-критичних текстах Інтернет-мережі. Результати дослідження унаочнено в діаграмах.

Ключові слова: бізнес-дискурс, літературно-критичні тексти, перекладацькі трансформації, ономастична лексика, бібліонім.