

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

Abbreviations and acronyms in English-language media discourse texts and peculiarities of their translation into Ukrainian

**Kukhar Iryna
Pa02-19**

Educational Programme: English
and a Second
Foreign Language:
Oral and Written Translation
Majoring 035 Philology
Research supervisor:
K. V. Ivanenko

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
Київський національний лінгвістичний університет
Факультет германської філології і перекладу
Кафедра теорії і практики перекладу з
англійської мови

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Рецензування _____
(кількість балів, “до захисту” (“на допрацювання”),
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

Абревіатури та скорочення в англійських текстах медійного дискурсу та
особливості їхнього відтворення українською мовою

Кухар Ірина

Студентка групи Па02-19

Керівник курсової роботи
_____ (підпис)

Викладач Іваненко Катерина Василівна

| | |
|---|----|
| CONTENTS | |
| INTRODUCTION..... | 1 |
| CHAPTER 1 | |
| ABBREVIATIONS AND ACRONYMS AS A LANGUAGE PHENOMENON AND TRANSLATION CHALLENGE..... | |
| 1.1 Abbreviations and acronyms as a language phenomenon..... | 4 |
| 1.2 Theoretical background of translating abbreviations and acronyms..... | 8 |
| 1.3 Specifics of media discourse text analysis..... | 15 |
| CHAPTER 2 | |
| MEDIA DISCOURSE ABBREVIATIONS AND ACRONYMS: DISCOURSE FEATURES, TRANSLATION OPTIONS..... | |
| 2.1 Lexical transformations in the translation of media discourse abbreviations and acronyms..... | 22 |
| 2.2 Grammatical transformations in the translation of media discourse abbreviations and acronyms..... | 31 |
| 2.3 Lexical and grammatical transformations in the translation of media discourse abbreviations and acronyms..... | 38 |
| CONCLUSIONS | 42 |
| BIBLIOGRAPHY | 44 |
| LIST OF REFERENCE SOURCES..... | 46 |
| LIST OF DATA SOURCES..... | 47 |
| ANNEX | 48 |
| PE3IOME | 55 |

Завідувач кафедри теорії і
практики перекладу з
англійської мови _____ (підпис)
к.ф.н., доц. Мелько Х.Б.
“10” вересня 2022р

ЗАВДАННЯ
на курсову роботу з перекладу з першої іноземної мови
для студентів IV курсу

студентки IV курсу, групи Па 02-19, факультету германської філології і перекладу спеціальності **035 Філологія**, спеціалізації **035.041 Германські мови та літератури (переклад включно), перша – англійська**, освітньо-професійної програми **Англійська мова і друга іноземна мова: усний і письмовий переклад**

Тема роботи: Абревіатури та скорочення в англійськомовних текстах медійного дискурсу та особливості їхнього відтворення українською мовою

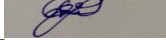
Науковий керівник Іваненко Катерина Василівна

Дата видачі завдання 10 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)

Додаток Е

РЕЦЕНЗІЯ НА КУРСОВУ РОБОТУ З ПЕРЕКЛАДУ З АНГЛІЙСЬКОЇ МОВИ

студентки IV курсу, групи Па02-19, факультету германської філології і перекладу КНЛУ спеціальності 035 Філологія, спеціалізації 035.041 Германські мови та літератури (переклад включно), перша – англійська, освітньо-професійної програми Англійська мова і друга іноземна мова: усний і письмовий переклад
Кухар Ірини Олександрівни

за темою: Абревіатури та скорочення в англомовних текстах медійного дискурсу та особливості їхнього відтворення українською мовою

| | Критерії | Оцінка в балах |
|----|---|-------------------|
| 1. | Наявність основних компонентів структури роботи — загалом 5 балів (усі компоненти присутні – 5, один або декілька компонентів відсутні – 0) | |
| 2. | Відповідність оформлення роботи, посилань і списку використаних джерел нормативним вимогам до курсової роботи — загалом 10 балів (повна відповідність – 10, незначні помилки в оформленні – 8, значні помилки в оформленні – 4, оформлення переважно невірне – 0) | |
| 3. | Відповідність побудови вступу нормативним вимогам — загалом 10 балів (повна відповідність – 10, відповідність неповна – 8, відповідність часткова – 4, не відповідає вимогам – 0) | |
| 4. | Відповідність огляду наукової літератури нормативним вимогам — загалом 15 балів (повна відповідність – 15, відповідність неповна – 10, відповідність часткова – 5, не відповідає вимогам – 0) | |
| 5. | Відповідність практичної частини дослідження нормативним вимогам — загалом 20 балів (повна відповідність – 20, відповідність неповна – 15, відповідність часткова – 10, не відповідає вимогам – 0) | |
| 6. | Відповідність висновків результатам теоретичної та практичної складових дослідження — загалом 10 балів (повна відповідність – 10, відповідність неповна – 8, відповідність часткова – 4, не відповідає вимогам – 0) | |

Усього набрано балів: _____

Оцінка:

«До захисту» _____

(42-70 балів)

(підпис керівника)

«На доопрацювання» _____

(0-41 балів)

(підпис керівника)

” 29 ” _____ вересня _____ 2022 р.

Introduction

Recently, there has been a growing interest in various kinds of abbreviations, which have become a convenient means of propaganda and advertising. This is due to the rapid development of mass media, information exchange, and the simultaneous trend toward information rigidity. Acronyms and abbreviations make it easier to remember long names and, at the same time, functional foreign names without having to decipher or explain them. Since the beginning of the twenty-first century, English has experienced a "neologism boom," which confirms the constant change of the language and its improvement. Simplified language units help to save communication space and convey more information.

The term paper is focused on the specifics of the use of abbreviations and acronyms in English-language media discourse texts and the peculiarities of their reproduction in Ukrainian. Rationale topicality for the study on the identification of contractions in English-language media discourse and the lexical and grammatical features of their translation. The relevance of the work consists in the recognizing of abbreviations as a type of word formation, which leads to the emergence of new types of abbreviations that serve to capture new or updated lexical items. The analysis of English abbreviations and acronyms and their functioning in the language is the central issue of this study. A lot of research is devoted to the topic of abbreviations, but very little attention is paid to such fundamental issues as the problem of word structure and meaning, the problem of morphemes, etc.

Recently, the problem of the recipient's perception of English newspaper abbreviations has become increasingly important. Due to the English language's special tendency to compress, save language and simplify grammatical structures, we have a developed system of abbreviations and broad prospects for its further development. On the one hand, this means endless opportunities for creating new abbreviations and adapting them to the English language system as quickly as possible. However, on the other hand, there are certain difficulties associated with

contradictions in this system and its imperfections. First of all, this concerns the problems of translating abbreviations.

The aspect of translating abbreviations and acronyms in media discourse has always been a burning theme, and it is now a field of interest for many scholars, especially given the growing number of abbreviations in the social sphere. The challenges of abbreviated lexical items attract the attention of many researchers. For them, these are the problems of a specific linguistic phenomenon in modern languages, which focus on the peculiarities of abbreviations and acronyms and their use in texts of various types.

In modern linguistic science, the issues and concepts of "abbreviations" and "acronyms" and their classification have been repeatedly considered by the following researchers: O.L. Harmash, I.V. Korunets, O.G. Kosareva, D.I. Kveselyevych, H.L. Menken, A. Lefebvre, T. MacArthur, etc..

The topic of how to translate English-language abbreviations into Ukrainian is also quite relevant in translation studies. A number of scholars have studied the issues of translation transformations: V.I. Karaban, T.R. Levitskaya, M.M. Polyuzhin, A.D. Kukarina, A.V. Polonsky, D. Robinson, and others.

The aim of the objectives is to prove the use of abbreviations and acronyms in English-language media discourse texts and the peculiarities of their reproduction in Ukrainian. To find the features and differences of English-language abbreviations and acronyms, their translation in a media context, which remains a wide field of research.

The investigation subject of the research is abbreviations and acronyms of media discourse.

The object of the research is English-language abbreviations and acronyms.

The data sources of the research include many textual fragments selected by the method of continuous sampling from newspapers.

Methods used in the research: the term paper uses a comparative analysis of the structural, semantic and functional features of English abbreviations and acronyms. This gave us the opportunity to compare the above-mentioned lexical

items and determine their features in terms of functioning in the language. To determine the quantitative results of the study, we used the method of quantitative analysis, which allowed us to identify the peculiarities of both the use and transfer of abbreviations and acronyms from English into Ukrainian. The descriptive-analytical method and the method of continuous sampling were also used to present the results in this study. Critical analysis was used to determine the characteristics of the linguistic problem of English-language contractions and key approaches to their classification. Theoretical synthesis was used to summarize theoretical information about contractions and their use in English media discourse. As for the study of pragmatic functions of contractions, linguistic analysis was used. In applying translation transformations in the translation of textual fragments selected from newspapers, the transformational analysis was used.

The value of the research. The results achieved in this work are a contribution to the general theory of translation, comparative linguistics, comparative lexicology of the English and Ukrainian languages, and stylistics. The study of the subject of the research resulted in findings that can be used in teaching a practical translation course in higher education institutions in the field of comparative stylistics of the English and Ukrainian languages.

ABBREVIATIONS AND ACRONYMS AS A LANGUAGE PHENOMENON AND TRANSLATION CHALLENGE

1.1 Abbreviations and acronyms as a language phenomenon

With new communication opportunities and certain changes in the international political scene, there is an increasing interpenetration of words that until recently were characteristic of certain social or professional groups. As a result, we increasingly come across all kinds of words, expressions, and abbreviations that belong to different types of discourse, function in different spheres of life, and perform different functions.

Abbreviation, as an old phenomenon in linguistics, is an inherent part of the technical texts and daily communications and as time goes on, making and using abbreviations is rapidly growing. Today, such linguistic units are widespread not only in specialized publications whose target audience is representatives of certain fields, such as textbooks, scientific publications, media and political discourse, but also in sources whose readers or listeners can be representatives of any profession and any status and any type of activity, such as the media.

One of the specific linguistic units of the language is an abbreviation, which can be found in texts and messages today, regardless of their subject matter and the issues they cover. Today, globalization is actively developing. Therefore, translation of such material does not lose its relevance, but, on the contrary, becomes more and more in demand. The emergence of any new language units that were not previously characteristic of the text entails new problems for translators. They require more detailed analysis and processing. It is therefore not surprising that today more and more attention is being paid to the study of language vocabulary and translation issues. The question of the nature of contraction in the translation of lexical items formed in this way remains relevant.

The issue of translating abbreviations remains relevant, as abbreviations are spreading rapidly and are constantly being updated. This is due to the emergence of

new concepts, for the abbreviation of which new corresponding lexical units are created to save space.

It is worth emphasizing that in all language systems (semantic-grammatical and syntactic, phonetic, lexical, etc.) there is a widespread tendency to economize language. It is manifested at different levels of language units, such as sentences, phrases, words, morphemes, and phonemes. Contraction is a productive type of lexical compression that occurs at all levels of language units. This type of compression is as old as writing, thanks to the principle of economy of language. Obviously, this technique became especially widespread in the twentieth century.

Linguistic analysis of language phenomena is usually not just about replacing one language with another. It is usually a rather complex and multifaceted type of human activity. Any language is like a living organism that undergoes various changes. In general, the process of language formation never stands still, something new is constantly being added, the language is improving and developing. It is especially important that language systems should always move in a certain direction. The focus on the multichannel nature of the language message is the goal of this movement. It means the transmission of a significant amount of information per unit of time. Moreover, since the unit of time is unchanged, the language itself and the means of its expression can be modified.

The basic principle for acronyms and abbreviation in the Internet – it is not necessary to understand the words hidden in the depth of letters but to know the meaning of the whole unit. Many people know the international organizations such as NATO, WTO, WHO, UNESCO, UNICEF [5] and others (even if their knowledge of the English language is limited) but only a few of them know how to interpret these acronyms and abbreviations letter by letter.

Considering the origin and functioning of abbreviations and acronyms, it should be noted that they reflect different eras, literature, personalities, cultures, traditions, and levels of their development. Very often, representatives of various scientific and professional fields are interested in the peculiarities of abbreviations. These are representatives of cultural studies, ethnography, psychology, and historical

literary studies who are trying to solve current linguistic problems. These issues include, in particular, the structural and semantic features of abbreviations and their pragmatic functions.

It is worth noting that today one of the most noticeable trends in language development is the tendency to contract. This linguistic phenomenon became widespread in the 20th century. It is obvious and requires no proof that there has been an active tendency to the widespread use of various abbreviated lexical items in many languages over the past decade. Contractions are widely known in modern languages. An important part of the vocabulary, they are found at all lexical levels and are widely used in both spoken and written language. The growth in the number of abbreviated lexical items in modern languages is one of the consequences of the scientific and technological revolution, which has resulted in a large number of new specialized concepts that need a name to gain a foothold in the language.

In the Middle English period, words formed by truncation began to appear. For example, rep (reputation), pos, pozz (positive), mob (mobile) and others. Even in Old English, there were graphic abbreviations and substitutions, for example, 4 instead and, Y instead of Jaet (that), of instead over.

The abbreviation became widely used in English in the late 19th century. American linguist A. Marquardt dates the appearance of some common truncations: fan - fanatic - enthusiast, fan - 1896; gym - gymnasium - gymnasium - gymnasium - 1897; gas - gasoline - gasoline, fuel - 1905; movie - moving pictures - movies - 1906.

In the second half of the 19th century, initial-type abbreviations began to spread in the English language, and lexical abbreviation began to develop. It was then, in 1886, that the first dictionary of English abbreviations appeared, consisting of 2500 abbreviations common at that time.

The newest method of word formation is abbreviation. Abbreviations that have acquired the status of words are formed most intensively. In addition, abbreviation as a process of abbreviation is one of the special substantive methods of noun word formation. It performs the following functions of text compression, creating short nominations.

The creation of new abbreviations has become a constant phenomenon in the English language, which is constantly improving. Many researchers have noticed that their number is growing. Today, translators are faced with the main tasks of identifying problems that need to be studied at this stage. They include: determining the causes of contractions, the reason for causing them, the role of the contraction process in the word-formation system of the language, classification of structural features in terms of semantics, directions of their development, etc. [64: 38].

Identifying the most expressive and concise form of information transfer is important. It is worth noting that when pronounced in a timely manner, an abbreviation is about five times shorter than the concept it corresponds to, and when written, the savings are even greater. It is important to note that the benefits of such savings remain as long as the abbreviations are understood by the interlocutors and translators.

It is worth noting that the English language is currently experiencing a period of rapid growth in the number of new words, i.e. neologisms. The process of language improvement leads to an increase in the language's vocabulary and savings in word formation and nominalization. It is proved that the phenomenon of lexical unit reduction is one of the most striking manifestations of the rationalization of speech activity.

The replacement of a lexical unit plays a leading role in the process of word formation, thus contributing to the optimization of word formation processes. The formation of a shorter version of a lexical item is due to the desire to reduce the duration of the speech process in order to use it as an independent lexeme.

V. Korunets, highlights that abbreviations are a means of creating new words, i.e. neologisms [29: 78]. More and more linguists are of the opinion that contraction is one of the main means of neologisms.

According to Matiello (2013), alphabetism includes acronym and initialism and she defines acronyms and initialisms as words made by “initial letters of a phrase, title, compound or list”

According to I. Arnold, contractions are widespread in English mainly as a form of assimilation of borrowed words. As a result, these foreign language words come closer to English words in terms of their sound (with their characteristic monosyllabic nature). The pronunciation of these words varies depending on the type of abbreviations [1: 34]. We can state with certainty that the problem of using abbreviations in speech or text is quite relevant for a linguist. Even when the use of commonly used lexical abbreviations (acronyms), serious questions may arise. serious questions may arise. For example, AIC - Aeronautical Information Circular - aeronautical information circular (AIC).

Abbreviations increase the speed of information retrieval. Modern English abbreviations are progressing rapidly, which is due to the thoughtfulness of their structure and the productivity of their creation.

In addition, it is worth noting their semantic capacity, compactness, and informativeness. Given that English is the most widely spoken language of the media and the Internet today, abbreviations are often used in media communication.

In newspaper and news articles, you can often find both terms and abbreviations. They usually relate to political nomenclature, names of certain institutions, parties, positions, organizations, as well as economics and international relations [68: 342]. When writing newspaper articles, full names should usually be replaced with abbreviated equivalents so as not to complicate their understanding. In general, it should be noted that letter abbreviations are used more often in the English-language press, as they are more accessible to the reader.

For the most part, there is a tendency to create economical structures and reduce existing structures.

Among the frequent common linguistic techniques used by the English-language press are the following: bringing abbreviations closer to ordinary words, unusual decoding of lexical abbreviations (acronyms), homonymy, polysemy, formation of full units from abbreviated ones, use of a significant number of abbreviations, abbreviation of proper names with proper abbreviations. It should be

agreed that it is difficult to do without abbreviations in journalistic literature, which become familiar to readers (specialists in a particular field).

1.2. Theoretical background of translating abbreviations and acronyms

There are many problems with the use of abbreviations. Problems can arise when transferring them from one language to another.

I would like to note that abbreviations often cause problems and difficulties for translators. The only way to make translation easier is when the abbreviations or terms you need to work with are used in the target language, so you can borrow them directly and they don't need any additional explanation.

During the research, it is necessary to take into account the abbreviations of different types and areas of use. The study showed that for a correct and adequate translation process, a translator must be well-rounded. In turn, this requires basic knowledge in various fields, including culture, medicine, economics, sports, and politics.

Analyzing English-language newspaper texts, it should be noted that they are rarely translated verbatim. As a rule, when Ukrainian newspapers publish information from the foreign language press, such information is adapted. The adaptation takes into account the stylistic norms of the Ukrainian language. Moreover, the translation is replaced by a brief annotation of the material. The frequent use of abbreviations in journalism sometimes creates the impression of insularity and isolation. However, there is no denying the fact that in order to read a text easily, you need to use colloquial vocabulary and understandable abbreviations. It is obvious that English abbreviations that have no analogues in Ukrainian require a detailed explanation of their meaning. Therefore, comparing an article in an English-language periodical with a Ukrainian translation indicates the existence of a synthesis of ways to convey the original, such as finding a match or equivalent.

In my opinion, the main and most important task when translating abbreviations is to convey the meaning to the reader in the most understandable and accessible form. The style of the English-language press is particularly laconic, so

translating the latest acronyms requires certain skills. To do this, a translator must constantly familiarize himself or herself with the latest trends in acronym translation.

It is widely known that the texts of mass media discourse are almost never are never fully translated. Media discourse includes the main content of newspaper texts. A translator needs to work with English-language newspaper material of an informational type. The translator must study the stylistic features in order to translate the text without "defects". We all know that it is through the flow of information in newspapers and news that we can reach people and influence their actions.

For a translator to be successful, you need to pay special attention to the peculiarities of the English-language press:

1. The personalized nature of a number of materials.
2. Emotional coloring by means of the use of jargon and periphrases.
3. Formality of titles and references.
4. Specificity of newspaper headlines.
5. Lexical features of newspaper and information materials.
6. The use of abbreviations, acronyms and terms [75: 89].

A very interesting and rather special type of abbreviations is telescopisms. They are fragments of complex words. This subset of abbreviations is difficult to translate. But even now it is not a problem, because there are a lot of dictionaries that translate telescopisms.

I would like to assure you that translating abbreviations, as with any translation, there are a number of possible problems. An acronym may have several definitions. However, in most cases, they can be correctly interpreted based on the context. The full version should be used to preserve the informational content of the sentence in the absence of the necessary equivalent in Ukrainian to convey English abbreviations. Thus, before proceeding with the translation of English abbreviations into Ukrainian, it is necessary to take into account cultural differences; the degree of distribution of the abbreviation; the degree of time since the abbreviation appeared

and was used in the language; generational conflict; the availability of a suitable analog for the abbreviation in the language, and, if not, the creation of your own.

Given that the issue of translating abbreviations is currently the main task, it is necessary to clearly define the term "translation".

V. I. Karaban suggests the following methods of translation:

1) Translation by appropriate abbreviation.

This method is used when there are such abbreviations in the target language and in the source language. In this case, the translation does not cause problems for the translator, for example: ITA - Intercollegiate Tennis Association, ECG or EKG: electrocardiogram – ЕКГ (Електрокардіограма) [71: 89].

2) Translating the word or phrase into the appropriate form. This method is used only when there is no corresponding abbreviation in the target language. This method is used to translate such concepts and phenomena as SDF (system diagnostics facility) – апаратне забезпечення діагностичної системи., B&W, which чорно-біле кіно. [76: 36].

3) Transcription. This method of translation is used when there is no the target language does not have the necessary concept, and the abbreviation needs to be conveyed as accurately as possible. In other words, the transcription method means that the translator tries to convey the English word using English letters. Using this method of translating abbreviations, the translator makes an analog of the English word in Ukrainian.

4) Transliteration of the full original form of the abbreviation. This method of translation is used quite rarely, for example, when the abbreviation refers to a company or other enterprise. For example, BOAC (British Overseas Airways Company) is an airline company that is called in Ukrainian is called [Брітіш оверсіс ервейтс компані], EAGLE (elevation angle guidance equipment) - Ігл. GATT – ГАТТ; UPI (United Press International) – агенство ЮПІ.

5) Descriptive translation. The essence of the descriptive method of translating English abbreviations (or explication) is that the lexico-grammatical transformation, in which the lexical unit of the source language is changed into a phrase that explains

this unit [25: 128]. QB (Quarterback) – помічник тренера в американському футболі.

6) Creation of new Ukrainian abbreviations. A method when a translator works in close contact with specialists in the field. There are many cases when initials are given in texts only after after the full form of the name has been given first. For example, N. (N. Strang – Н. Стренг), M. (M. Berry – М. Бєррі).

It is fair to say that abbreviations are quite difficult to understand and translate in English-language journalistic texts. In order to understand and translate them perfectly, you need to be well versed in the subject matter of the text. It is logical that familiarizing yourself with the basic patterns of abbreviations and the principles of their formation greatly facilitates the understanding and translation of abbreviations.

The main task in translation is to develop an effective strategy for conveying the meaning of an abbreviation from English into Ukrainian. To do this, all factors must be taken into account: namely, the recent appearance of the abbreviation and its absence in dictionaries; cultural differences; the absence of a phenomenon that conveys abbreviations in the language in general; ignorance of the abbreviation, etc. [19: 303].

Based on this, it can be noted that decoding is widely used when working with abbreviations and is understood as the process of establishing the unabridged form; the unabridged form of a particular abbreviation. It should be added that the meaning of abbreviations does not always coincide with the meaning of the original form of a word or phrase. That is why decryption is a way of identifying the unabridged form of a word and determining the meaning of this abbreviation in a particular context [42: 99].

In order to be able to decipher abbreviations, the following methods are used:

1. Context analysis. The first time an abbreviation is used in a text are accompanied by a decoding. If the abbreviation is not is not provided, it is important to read the full text [17: 320].

2. Use of special reference materials (dictionaries and other reference books). Using dictionaries to determine the meaning of abbreviations may seem to be the

most effective way. However, this method has its own specifics. Because abbreviations are among the most fluid elements of the lexicon, dictionaries of abbreviations become outdated faster than other dictionaries [25: 128].

In order to accurately make the translation appropriate, the following rules should be followed:

a) determine, in accordance with the context, which field of knowledge the abbreviation belongs to before using the dictionaries;

b) bilingual terminology and general dictionaries are required to make a correct translation;

c) decoding can be found in monolingual dictionaries, but there is a possibility of error [15: 200].

3. Analysis of the structure of abbreviations. This method is used only with abbreviations with a complex structure. In addition to letters, abbreviations may include other characters, such as dots, slashes, etc. The absence or presence of characters in abbreviations usually does not affect their meaning. Other signs in abbreviations mean: parentheses provide additional information to the main part; hyphens indicate the boundaries of words or phrases in the unabbreviated form [36: 135].

4. Use of various analogies. This method is related to the analysis of the structure of abbreviations and uses an auxiliary method, as it provides an inaccurate meaning of the abbreviation. It was mentioned earlier that context analysis is a prerequisite for understanding any text. The method of analogy requires structure analysis, so the method of combination is actually used [5: 66].

It is very important for a translator to be able to translate new abbreviations, and a translator must have skills in this area. It is mandatory for a translator to have knowledge of his or her own country, according to the topic with which he or she is working. He or she should be familiar with historical facts and events, the current political situation in the world to avoid misunderstandings. Moreover, in order to adequately translate English-language press abbreviations, a

translator needs to be well-rounded and have basic knowledge of political, sports, medical, economic and cultural fields.

The main content of English-language press materials is made up of newspaper and information texts. A translator must be well versed in the stylistic features of socio-political vocabulary. After all, quite often one has to work with informational articles from English and American newspapers [11: 459].

According to this, a newspaper is a means of transmitting information and communication, as well as influencing a wide readership. By the way, the general classification of English-language periodicals is quite diverse, ranging from serious publications to the yellow press. In order to perform an adequate translation, it is necessary to take into account various peculiarities of the English-language (in particular, American) press. These include: the use of abbreviations, acronyms and terms; the colloquial nature of materials; the official nature of addresses and titles; emotional coloration (use of jargon, periphrases, etc.); lexical

peculiarities of newspaper and information materials; specific features of newspaper headlines.

A special place of difficulty for translation is occupied by contractions, which were mentioned above, these are telescopisms (composed of fragments of complex words). Their main characteristic is their recent appearance in the language [68:83]. The reason why the translation of such abbreviations is possible only with the help of a dictionary is that they have recently appeared and have not been fully researched. It can be concluded that most modern abbreviations are homonymous. For example: Dharma & Greg (телепередача), Donald & Goofy (персонаж Disney), Doom & Gloom. In the above examples, it is quite difficult to determine the meaning of an abbreviation by its form, which can be a challenge for translation. In addition to the main ways of rendering abbreviations, we will also use other translation transformations.

It should be noted that V. N. Komisarov divides transformations into lexical and grammatical. His opinion is shared by T. R. Levitskaya, PhD.

Scholars include lexical and semantic substitutions (specification, modulation, generalization); transcription and transliteration; calquing. Grammatical transformations include: grammatical changes: replacement of parts of speech, sentence member, word form; combining sentences and literal translation, sentence division [74: 98].

By the way, there are abbreviations that have a corresponding translation abbreviation. However, translating them is not a difficult task for a translator. There are no problems with translating these types of abbreviations because they are presented in common dictionaries. Such abbreviations include the common abbreviations DVD, spa, MP3, etc. [37: 12].

After analyzing and defining all the concepts, I can confidently state that before proceeding with the translation of abbreviations, the following should be taken into account: the need to take into account cultural differences; the presence of a suitable analogue of abbreviations in the language (if not, the creation of its own analogue); the degree of prevalence; the degree of time since the appearance and use of the abbreviation in the language, as well as the peculiarities of the transmission of English-language youth slang into Ukrainian. Then, when performing the translation, you need to follow the rules to reveal the full meaning of the abbreviation.

1.3. Specifics of media discourse text analysis

Today, the text of media discourse has become the main key to contemporary culture. Newspaper, magazine, and news texts perfectly reflect the status of the latest culture of media discourse. It is clear that media text does not end with journalistic text, PR text, and advertising text. In general, media discourse is not only a text created on the basis of digital technologies.

A special characteristic of this discourse is that the text of media discourse enters into a relationship with the main text in the absence of the main and operational process.

Media discourse is an interaction focused on communication through spoken or written forms of communication. It would be accurate to say that media discourse is a

public form of interaction. They are neither specialized nor incidental (just like incidental speaking or writing); they are neither private nor informal. Obviously, these key parameters may seem basic and unimportant, but they are of great importance for researching, describing and understanding media discourse.

Since media discourse is only gaining relevance. Let's look at the areas of its study. The main direction is a critical examination of media discourse from a critical position, namely, critical discourse analysis. It is extremely important that we regularly analyze the information we receive from the media. Media discourse is public, which means that it is under the scrutiny of many conversation analysis experts. Media discourse in the form of recordings is of interest to discourse analysts, especially since newspapers, radio stations, television programs, etc. are available online. Advances in technology have greatly compensated for the variability that used to characterize media discourse, especially radio and television. If you wanted to record something, you had to do it in real time.

Media discourse is oriented toward an absent reader, listener, or viewer. Despite the fact that the discourse is aimed at these addressees, they usually cannot always react immediately to the producer of the discourse.

It is necessary to distinguish between media discourse and other independent types of discourse, such as political, religious, and scientific. The difference between them is determined by differences in the characteristics of discourse: different language practices and communicative situations of their realization. According to the second direction, media discourse refers to any type of discourse that is carried out within the mass information generated by the mass media. Thus, we can talk about political, religious, pedagogical and other media discourses.

In the process of media discourse, information is transformed into meaning, and knowledge is transferred from one level to another. There is an integration of types of information or the formation of special knowledge that is relevant only in relation to conditional reality. Media discourse is a type of communicative activity of mass communication subjects, which is why it is guided by specific goals, according to which it acquires a certain semantic color. The purpose of media discourse may

include: explaining descriptions; correcting the addressees reality; influencing the addressees consciousness; characterizing reality; predicting the state of affairs, etc.

Media discourse is designed for the public. This determines the use of common vocabulary. Mainly, socially significant and socially fixed linguistic means, as well as socio-political terminology. When considering the issue of periodization of media texts, it is worth focusing on the fact that all types of media should be evaluated as an integrated flow of public information. In fact, the division of media texts into types is made according to the degree of dominance of one of the two main functions of the media - informative or analytical. The content of informative media discourse is based on reporting, recording a fact as an event; the peculiarity of analytical media discourse is the interpretation of facts, their analysis and generalization.

Mass media have a powerful informational impact on the state of public consciousness. Everyone knows that people get their opinions about the world as a whole, their perceptions of it, from newspapers, magazines and television programs. Characteristic features of the media are general accessibility, a huge and probably infinite number of users; indirect, separated in space and time interactivity of communication participants; one-sided direction of influence from the communicator to the recipient, and the lack of possibility to change their roles. At the same time, media resources are not intended to be limited to broadcasting information and messages, but are also permanent participants in social, political and economic processes, participants that construct reality and generate moods.

The unity of purpose in media discourse usually implies that it is focused on a certain area. In other words, media discourse typifies, exemplifies, and anticipates what is seen as a real object. The concept of the thematic sphere of English-language media discourse includes ideas. These ideas create a certain thematic and content "core" of the discourse. The task set by the media discourse for implementation in its own discourse space and concretization in communication strategies.

Social status, status-role and situational-communicative traits of communicators, circumstances of broadcasting and interpreting inaccurate messages, information transfer strategies and communication methods - all of this, of course,

affects the interpretation of messages, but, in this regard, are elements of the content structure of discourse.

The subject matter finds its specific expression in media discourse in sign forms, with the participation of linguistic units, linguistic acts and expressive means that form a textual integrity. Media texts as subdivisions of media discourse are characterized by an ambivalent nature in media discourse. Depending on the context, the same media text can receive semantic accents. They highlight such important contexts for understanding a particular statement as grammatical, existential, situational, socio-historical, and others. The media discourse considers society as a whole. This results in the formation of commonly used emotional and evaluative vocabulary, mainly socially significant and socially fixed linguistic means, and socio-political terminology. The content of information media discourse is based on a message that states a fact as an event.

Let's analyze an excerpt from the article.

Ukraine war: Zelensky takes fighter jet bid to EU leaders

Ukraine's leader has called on EU leaders to provide fighter jets and arms for the war against Russia, on his second trip abroad since the war began.

"We have to enhance the dynamics of our co-operation, we have to do it faster than the aggressor," said Volodymyr Zelensky.

He was earlier given a standing ovation at the European Parliament in Brussels.

Several EU leaders have already stressed that a decision on warplanes would be a collective move.

Some are keen to avoid having the debate being played out in public, while there is also concern about escalation and playing into Russian narratives.

The Kremlin warned on Thursday that the line between direct and indirect Western involvement in the conflict was disappearing.

Mr Zelensky said that certain agreements had been made that were positive but not yet public, and presidential office adviser Mykhaylo Podolyak later told

Ukrainian TV that long-range missiles and attack aircraft would be supplied this year, although it was up to negotiations.

The UK said no decision on providing jets in the long term had yet been made but it would provide training for Ukrainian pilots on the aircraft it already had.

Poland's prime minister, Mateusz Morawiecki, said his country could only act "within the entire formation of Nato", while Dutch Prime Minister Mark Rutte said the issue had to be discussed behind closed doors. European Parliament President Roberta Metsola called on EU states to consider Kyiv's request for jets quickly.

In his speech to the Parliament in Brussels, Mr Zelensky repeatedly linked Ukraine to a European way of life. Ukraine has applied to join the EU and is urging the bloc's leaders to throw its weight behind a swift course to accession, which usually takes many years.

"Ukraine is going to be a member of the European Union," he told MEPs. Together with Europe, he said Ukrainians were defending themselves against the "biggest anti-European force of the modern world". That theme was repeated at the later summit with EU leaders, where he stressed that Europe could not be free without a free Ukraine.

The Ukrainian leader had earlier travelled from Paris with France's Emmanuel Macron, where he had also held talks with Germany's Olaf Scholz. Before visiting Paris, he had been assured by UK Prime Minister Rishi Sunak that nothing was off the table.

Mr Zelensky said Germany and France had the potential to be "game-changers" in the war. The sooner Ukraine received heavy, long-range weapons and modern planes, "the quicker this Russian aggression will end", he explained.

Although President Macron has previously signalled some openness to providing fighter jets, Mr Scholz has not.

The French leader vowed Ukraine could count on his support, with France "determined to help Ukraine to victory and the re-establishment of its legitimate rights". Chancellor Scholz added: "The position is unchanged: Russia must not win this war."

Because of the 11-month long Russian invasion, Mr Zelensky rarely leaves his own country and a senior Ukrainian official said that the purpose of his trip was to obtain results.

He argues that fighter jets and long-range missiles are important in addition to the Leopard 2 tanks that Western nations have recently committed to supplying. While Mr Zelensky said he had discussed the issue of combat planes in Paris, he warned there was "very little time" to provide much-needed weaponry.

The Dutch prime minister said that many sensitive issues had to be discussed before a decision could be made on supplying fighter jets. "The pros and cons - you have to make absolutely sure that you are not getting into an Article Five direct confrontation between Nato and Russia," Mr Rutte told the BBC.

Moscow has repeatably warned the West against weapons deliveries since the war began, frequently threatening to retaliate against what it calls "provocations".

Asked by reporters in Moscow about the growing debate over sending warplanes to Ukraine, Kremlin spokesman Dmitry Peskov said Russia saw it as evidence of the growing involvement of the UK, France and Germany in the conflict.

"We regret this and state that such actions of these countries lead to the escalation of tension around this conflict, prolong it and make it more painful and torturous for Ukraine," said Mr Peskov.

Chancellor Scholz agreed only recently to allow German Leopard tanks and has warned against getting involved in a "public bidding war" of weapons systems for Ukraine.

Text analysis

The article in question has the following title: "War in Ukraine: Zelensky offers EU leaders fighter jets".

The extra-linguistic factors are pictures.

The text belongs to the discourse of the mass media. The discourse of the print press and electronic media in particular.

The communicative intention of this text is to make the reader aware of what is happening in the world. Namely, what is happening between Ukraine and the aggressor country of Russia.

The text belongs to the grey zone between artifactual and factual texts; it first reflects and then changes the world. The main purpose of the text is to familiarize the reader with the situation in Ukraine. Also, one of the participants in the meeting, namely President Zelensky, emphasized and asked for help in his speech. He called on EU leaders to provide fighter jets and weapons.

Stylistic characteristics of the text

1) Analysis of tropes and figures of speech

Epithet is a stylistic device that describes the characteristic features of a person, a thing or a place.

The epithet “standing ovation” is used in this text to make sure in the address that the president of Ukraine is an important person.

The following epithets are also used in the text: Ukraine's leader, our co-operation, EU leaders, presidential office adviser, long-range missiles, Poland's prime minister, Dutch Prime Minister, modern world, long-range weapons and modern planes, senior Ukrainian official, Western nations, much-needed weaponry, growing debate, growing involvement, escalation of tension, public bidding war.

The metonymy “the quicker this Russian aggression will end” is used in this sentence to emphasize the expectation that action must be taken quickly, that it is all over.

The metonymy “France determined to help Ukraine to victory and the re-establishment of its legitimate rights”.

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

Subject field words: EU, war, Volodymyr Zelensky, debate, public, prime minister, Parliament, aggression, weapons.

Acronyms: BBC, Nato, UK, EU, TV, MEPs.

Internationalisms: aggressor, Parliament, public, office, prime minister, President, bloc, provocation, escalation, conflict, summit , system.

Weasel words: The French leader vowed Ukraine **could** count on his support...

Poland's prime minister, Mateusz Morawiecki, said his country **could** only act "within the entire formation of Nato".

Chapter 2

MEDIA DISCOURSE ABBREVIATIONS AND ACRONYMS: DISCOURSE FEATURES, TRANSLATION OPTIONS

2.1 Lexical transformations in the translation of media discourse abbreviations and acronyms

Lexical transformations in the translation of media discourse abbreviations and acronyms change the semantic structure of the word being translated. Lexical transformations are divided into formal and lexical and semantic ones. This group includes the words transliteration, transcription, loan transliteration, transcoding and lexical-semantic transformation, as well as the words generalization, and modulation.

For adequate reproduction of abbreviations in the translation of media discourse, it is necessary not only to be fluent in the source (English) and target languages (Ukrainian).

A translator also needs to be able to perform various translation transformations to ensure that the translation accurately conveys all the information contained in the source text, while adhering to the relevant norms of the target language. The main thing to pay attention to is preserving the stylistic features of the source text, regardless of its genre, which is one of the most important tasks of any translation.

Transliteration - reproduction of the letters of the SL lexical item by the TL graphemes. Transliteration can be used to explain abbreviations on maps, social media, etc. Transliteration is a standard transcription for abbreviating phrases in general. Prominent examples of transliteration are AFAIK (as far as I know), BTV (by the way), FYI (for your information), IOW (in other words).

In the Ukrainian we translate these phrases with the help of transliteration: AFAIK (наскільки я знаю), BTV (до речі), FYI (для вашої інформації).

ARTRAC Industries supplies the best quality military and naval parts and services at a reasonable cost.

АРТРАК надає військово-морські та армійські запчастини та послуги найвищої якості за розумною ціною.

The North Atlantic Treaty Organization (NATO) was formed in 1949.

НАТО була створена в 1949 році.

НАТО була створена в 1949 році.

The World Health Organization (WHO) is responsible for global public health.

ВООЗ відповідає за глобальну охорону здоров'я.

The Federal Bureau of Investigation (FBI) is a federal law enforcement agency in the United States.

ФБР - федеральний правоохоронний орган у США.

The United Nations Educational, Scientific and Cultural Organization (UNESCO) promotes international cooperation in education, science, and culture.

ЮНЕСКО сприяє міжнародному співробітництву в галузі освіти, науки та культури.

The National Aeronautics and Space Administration (NASA) is a space agency of the United States government.

Transcription of the original form, it is permissible in cases where it is abbreviated name of the company, society, corporate names, and so on in target language. For examples, corporate names *Assoc.* (*Association*) is translated in Ukrainian as *Асоціація*, *Co.* (*Company*)- *компанія*, *Corp.* (*Corporation*) – *корпорація*, *Ltd.* (*Limited*) – *лімітована*, *Mfg.* (*Manufacturing*) – *мануфактура*.

E.g. Diplomats and foreign nationals evacuated from Sudan.

Дипломати та іноземні громадяни евакуйовані з Судану.

In this sentence the word 'Sudan' is substituted by the lexeme 'Судан' in the Ukrainian variant with the help of transliteration.

E.g. FORTRAN was the first high-level programming language to be used in practice, to have a translator, and to be further developed.

ФОРТРАН був першою мовою програмування високого рівня, яка була використана на практиці, мала перекладач і продовжувала розвиватися.

The abbreviation 'FORTRAN' translate with the help of transliteration.

UNESCO is the specialized agency of the United Nations educational, scientific and cultural organization.

ЮНЕСКО - спеціалізована установа Організації Об'єднаних Націй з питань освіти, науки і культури.

The abbreviation 'UNESCO' translate with the help of transliteration.

Transplantation is the transfer of an abbreviation in its original form in Latin letters. This method is especially widely used to translate the names of aircraft, engines, navigation devices.

E.g. The Su-25 is a Soviet attack aircraft, an armored subsonic warplane.

Су-25 - радянський штурмовик, броньований дозвуковий бойовий літак.

E.g. On March 23, Slovakia began transferring MiG-29 fighters to Ukraine. Four aircraft have already been delivered to the country.

23 березня Словаччина розпочала передачу Україні винищувачів МіГ-29. Чотири літаки вже доставлені в Україну.

Loan translation is technique to transfer non-equivalent vocabulary by replacing its component parts - morphemes or words (in the case of stable combinations of words) their direct lexical correspondences in the target language

The USA (*United States of America*) is sometimes referred to as "*Estados Unidos de América*" in Spanish-speaking countries, which directly translates to "*United States of America*."

В іспаномовних країнах США (Сполучені Штати Америки) іноді називають "*Estados Unidos de América*", що безпосередньо перекладається як "*Сполучені Штати Америки*".

Explanation: The loan translation transformation in the sentence for the acronym USA (United States of America) involves using the direct translation of the country's name in Spanish. This highlights how the name of a country can be translated directly to other languages, although the resulting translation may not always capture the same cultural and historical nuances as the original name.

NASA (*National Aeronautics and Space Administration*) in French is "*Administration nationale de l'aéronautique et de l'espace*," which directly translates to "*National Administration of Aeronautics and Space*."

NASA (Національне управління з аеронавтики і дослідження космічного простору) французькою мовою - "*Administration nationale de l'aéronautique et de l'espace*", що безпосередньо перекладається як "*Національне управління з аеронавтики і дослідження космічного простору*".

Explanation: In the sentence for NASA (National Aeronautics and Space Administration), the loan translation transformation involves translating the acronym into French by directly translating each word in the acronym. This highlights how acronyms can be translated into other languages by breaking them down into their constituent words and translating each word individually.

NATO (*North Atlantic Treaty Organization*) in German is "*Organisation des Nordatlantikvertrags*," which directly translates to "*Organization of the North Atlantic Treaty*."

NATO (Організація Північноатлантичного договору) німецькою мовою - "Organisation des Nordatlantikvertrags", що безпосередньо перекладається як "Організація Північноатлантичного договору".

Explanation: The loan translation transformation in the sentence for NATO (North Atlantic Treaty Organization) involves translating the acronym into German by using the direct translation of the words in the acronym. This highlights how acronyms can be translated into other languages using the same approach as for other words, by translating each word individually and then combining them.

The calque has become a way of translating numerous borrowings in intercultural communication and media discourse.

E.g. An AAO is the transportation of ground forces by helicopters to capture and hold critical sections of territory that have not been fully secured or to directly engage enemy forces behind enemy lines.

Повітряно-штурмова операція - це переміщення наземних збройних сил за допомогою гелікоптерів з метою захоплення та утримання ключових ділянок місцевості, які не були повністю захищені, або для безпосереднього ураження сил противника в тилу ворога.

We use generalization when something in a translation is usually expressed in terms of concepts with a broader meaning or when retaining the original concepts with a narrower meaning would lead to an awkward translation.

The USA is a powerful nation with a diverse population and a significant impact on global affairs.

США - потужна держава з багатонаціональним населенням і значним впливом на світову політику.

The generalization transformation in the sentence for the acronym USA (United States of America) involves describing the country in more general terms, highlighting its overall impact and influence on the world.

UNESCO is a vital agency of the United Nations that promotes education, science, and culture worldwide.

ЮНЕСКО є життєво важливою установою Організації Об'єднаних Націй, яка сприяє розвитку освіти, науки та культури в усьому світі.

In the sentence for UNESCO (United Nations Educational, Scientific and Cultural Organization), the generalization transformation involves describing the agency of the United Nations in more general terms, emphasizing its role in promoting education, science, and culture worldwide.

Some examples of substantiation transformation for the sentences with acronyms:

USA (United States of America) is a country located in North America.

Substantiation transformation: *The United States of America (USA) is located in North America.*

Explanation: In the original sentence, the acronym "USA" is defined in parentheses as "United States of America." The substantiation transformation simply reverses the order of the definition and acronym, making it clearer that "USA" is a shortened form of "United States of America."

FIFA is a governing body that oversees international football tournaments and sets standards for the sport, promoting fair play and sportsmanship among players and fans alike.

ФІФА- це керівний орган, який здійснює нагляд за міжнародними футбольними турнірами та встановлює стандарти для цього виду спорту, просуваючи чесну гру та спортивну майстерність як серед гравців, так і серед вболівальників.

Explanation: In the original sentence, the acronym "FIFA" is defined in parentheses as "Fédération Internationale de Football Association." The substantiation transformation simply reverses the order of the definition and acronym,

making it clearer that " *FIFA* " is a shortened form of " Fédération Internationale de Football Association ”

Transcoding combined with literal translation. This is a combination of transcription and literal translation

Example: *MILES* is used by the United States military and other armed forces around the world for training purposes.

МАЙЛС використовується збройними силами США та інших збройних сил по всьому світу в навчальних цілях.

MILES (комплексна лазерна система імітації бою). The word 'MILES' is usually translated as (ікомплексна лазерна система імітації бою). However, in the military environment, tracers often refer to it as "MILES" because of the shortness and, therefore, convenience of the word.

E.g. *SAGE* is a computer algebra system that covers many areas of mathematics, including algebra, combinatorics, computational mathematics, and mathematical analysis.

СЕЙДЖ - це система комп'ютерної алгебри, яка охоплює багато областей математики, включаючи алгебру, комбінаторику, обчислювальну математику та математичний аналіз.

In this sentence, the abbreviation 'SAGE' translate with the help of lexical transformation of transcription.

E.g. Ukraine's Defense Minister Oleksiy Reznikov confirmed that Western PVO *NASAMS* and the *ASPIDE* guided missiles for air targets have already arrived in the country.

Міністр оборони України Олексій Резніков підтвердив, що західні ПВО «*НАСАМС*» і керовані ракети «*АСПІД*» для ураження повітряних цілей уже прибули в країну.

In this example, translate ‘NASAMS’ and ‘ASPIDER’ with help of transcription.

E.g ABC is was founded in 1943.

Ей-Би-Сі заснована в 1943 році.

In this example, translate ‘ABC’ with help of transcription. But there is another way to translate this abbreviation. We decipher the word, get the *American Broadcasting Company* and translate it into Ukrainian.

The result: *Американська телерадіомовна компанія заснована в 1943 році.*

Modulation transformation is a rhetorical technique used in media discourse to change the way information is presented to the audience. In media discourse, modulation transformation can be used to influence public opinion or shape the way a particular issue is perceived by the audience. It can involve using the authority of an organization, emphasizing the significance of a particular event or issue, or appealing to the emotions of the audience. For example, a news report on a natural disaster may use modulation transformation to emphasize the severity of the situation and highlight the need for immediate action.

The CDC has warned of a new variant of the virus, but experts say that current vaccines are still effective against it.

ЦКЗ попередив про появу нового варіанту вірусу, але експерти стверджують, що нинішні вакцини все ще ефективні проти нього.

The modulation transformation in the sentence for the acronym CDC (Centers for Disease Control and Prevention) involves using the authority of the organization to emphasize the importance of the information being conveyed.

The UN has called for an immediate ceasefire in the region, urging all parties to prioritize diplomacy and dialogue over violence.

ООН закликала до негайного припинення вогню в регіоні, закликаючи всі сторони віддати перевагу дипломатії та діалогу, а не насильству.

In the sentence for the UN (United Nations), the modulation transformation involves using the organization's moral authority to urge parties to prioritize diplomacy over violence. This highlights the importance of the organization's role in promoting peaceful resolutions to conflicts and maintaining global stability

The FBI is investigating a series of cyberattacks on major corporations, highlighting the need for stronger cybersecurity measures.

ФБР розслідує серію кібератак на великі корпорації, підкреслюючи необхідність посилення заходів кібербезпеки.

The modulation transformation in the sentence for the FBI (Federal Bureau of Investigation) involves using the organization's expertise to highlight the importance of cybersecurity measures. This emphasizes the significance of the organization's role in protecting national security and investigating criminal activities.

2.2 Grammatical transformations in the translation of media discourse abbreviations and acronyms

Taking into account the fact that English and Ukrainian languages belong to different types of languages of the Indo-European family, their grammatical structure differs not only at the level of word order in a sentence, but but also in the categories of number and other grammatical forms and structures, which in turn causes great difficulties for the translator. The grammatical meaning in the source language may not be fully reflected in the target language, so the translator uses grammatical transformations. The presence of such grammatical features as forms of degrees of comparison of adjectives or the number of nouns, with the ability to convey them in plural and singular according to similar principles, is manifested in both languages. I. Kobiakova in her work pointed out the basic principles of translation of subordinate attributive clauses with a joining function in English and Ukrainian. These techniques include : using a compound or complex sentence in the target language, using sentence splitting, compression, and the use of an introductory word. Under certain conditions, these techniques are quite effective and help to avoid difficulties in translation.

The analysis of languages covers not only linguistic features and traits, but also comparisons and distinctions between different groups of language families. Note that we can include the string "translation" in the analysis so that some points can be transferred to both languages.

At the moment, there are many grammatical transformations translation of media discourse abbreviations and acronyms. They all differ in usage, although they are all similar to each other. In order to translate a text, you need to choose the right grammatical transformation and use it. When translating, the source and target languages may differ.

When translating media texts, it is worth using grammatical transformations such as transposition, replacement, addition, omission.

Transposition works at the grammatical level and consists in replacing one part of speech with another without changing the meaning. The translator rearranges the words in any order to achieve equivalence of the translation. With this transposition, expressions sound more literary.

Transposition is the movement of words in phrases and sentences, frequently caused by differences in the structural expression of topic and rheme in different languages.

Examples of grammatical transformations of transposition:

NATO members are Belgium, Canada, Denmark, France, France, Iceland, Italy, Luxembourg, the Netherlands, Norway, Portugal, the United Kingdom, and the United States of America.

Бельгія, Канада, Данія, Франція, Ісландія, Італія, Люксембург, Нідерланди, Норвегія, Португалія, Велика Британія і Сполучені Штати Америки є членами НАТО.

Thanks to UNESCO, about 300 cultural institutions in Ukraine have received assistance from international partners.

Близько 300 закладів культури України отримали допомогу від міжнародних партнерів завдяки ЮНЕСКО.

A CAPTCHA is a computer test used to determine whether a system user is a human or a computer.

Комп'ютерний тест, який використовується для того, щоб визначити, ким є користувач системи людиною чи комп'ютером називається КАПЧА.

The EU is an economic and political union of 27 member states located in Europe.

Економічний і політичний союз 27 країн-членів, розташованих в Європі це ЄС.

The global Core community has created a metaverse of free games and worlds to explore.

Метавсесвіт безкоштовних ігор і світів для дослідження, створений глобальною спільнотою Core.

To operate a HPP, a drop in the height of the riverbed is required.

Потрібен перепад висоти річища річки для роботи ГЕС.

The UN ensures peace and development of cooperation among the world's states.

Мир та розвиток співробітництва між державами світу забезпечує ООН.

In 2019, the BBC reported that the number of coronavirus cases was growing rapidly every day.

В 2019 кількість хворих на коронавірус стрімко зростає з кожним днем повідомляло BBC.

Replacement or grammatical substitution is a method of translation in which a grammatical unit in the source language is transformed into a unit in the target language with a different grammatical meaning.

The FDA has issued a warning about the use of certain medications, including SSRIs (selective serotonin reuptake inhibitors), which have been linked to an increased risk of suicidal thoughts and behaviors.

Управління з контролю за якістю харчових продуктів і медикаментів США видало попередження про використання певних ліків, зокрема СИЗС (селективних інгібіторів зворотного захоплення серотоніну), які пов'язані з підвищеним ризиком виникнення суїцидальних думок і поведінки.

Grammatical replacement transformation is used to replace the full name of an organization or technical term with an acronym or abbreviation. This technique is

commonly used in media discourse to save space and make the information more concise. However, it can also make the information more difficult to understand for readers who are not familiar with the acronym or abbreviation.

Addition transformation is a linguistic technique that involves adding information to a sentence in order to clarify or expand its meaning. This technique is often used in media discourse with acronyms or abbreviations to ensure that the information is clear and understandable to a wide audience.

Examples:

The WHO has issued new guidelines on COVID 19 prevention measures, including the use of masks and social distancing.

ВООЗ опублікувала нові рекомендації щодо заходів профілактики COVID-19, включаючи використання масок та соціальне дистанціювання.

The FCC has approved the merger of two major telecommunications companies, which is expected to have a significant impact on the industry.

ФКС схвалила злиття двох великих телекомунікаційних компаній, що, як очікується, матиме значний вплив на галузь.

The EPL has announced the dates for the upcoming season, which will feature several high-profile matches and new teams.

В АПЛ оголосили дати майбутнього сезону, в якому відбудеться кілька гучних матчів і з'являться нові команди.

The NBA playoffs are heating up, with several teams vying for a chance to compete in the finals.

Плей-офф НБА набирає обертів, і кілька команд змагаються за шанс зіграти у фіналі.

The IMF has released a new report on the global economy, which highlights the challenges faced by developing countries in the wake of the pandemic.

МВФ опублікував новий звіт про світову економіку, в якому висвітлено виклики, з якими стикаються країни, що розвиваються, після пандемії.

Explanation: In each of these sentences, the addition transformation is used to provide more information about the acronym or abbreviation. The full name of the organization or league is added in parentheses after the acronym, allowing the reader to understand the meaning of the acronym if they are not familiar with it. This is a common practice in media discourse to ensure that the information is clear and accessible to a wide audience.

Omission is an action consisting of the absence of something or someone that should have been included, or the omission of something or someone that should have been included but was not

The Universal Design Compensation Tool (UDCT) ensures equitable compensation for all employees, regardless of position.

Універсальний інструмент компенсації за дизайн забезпечує справедливу компенсацію для всіх працівників, незалежно від посади.

The Level of Experience Compensation Tool (LOECT) considers an employee's experience level and adjusts compensation accordingly.

Інструмент компенсації за рівень досвіду враховує рівень досвіду працівника та відповідно коригує компенсацію.

The Young and Experienced Compensation Tool (YEECT) recognizes the value of both younger and older employees.

Інструмент компенсації молодим та досвідченим працівникам визнає цінність як молодих, так і старших працівників.

The Reduced Pay Disparity Campaign (RPC) aims to reduce income inequality among employees.

Кампанія по зменшенню нерівності в оплаті праці спрямована на зменшення нерівності в доходах серед працівників.

The Safe Handling Compensation Tool (SHCT) factors in physical demands of a job and ensures fair compensation for exertion.

Інструмент компенсації за безпечне поводження враховує фізичні вимоги до роботи та забезпечує справедливу компенсацію за навантаження.

In the above examples, there is a grammatical transformation as an omission.

The FBI is investigating a potential security breach at a major U.S. corporation.

ФБР розслідує потенційне порушення безпеки в одній з найбільших американських корпорацій.

The CIA has released a report outlining the current state of global security threats.

ЦРУ оприлюднило доповідь, в якій викладено поточний стан глобальних загроз безпеці.

The NBA playoffs continue this week, with several teams facing elimination.

Цього тижня триває плей-офф НБА, в якому кілька команд можуть вилетіти.

The UN has announced plans to increase funding for humanitarian aid programs in war-torn regions.

ООН оголосила про плани збільшити фінансування програм гуманітарної допомоги у постраждалих від війни регіонах.

NASA's latest space mission has successfully landed on Mars and is now exploring the planet's surface.

Остання космічна місія НАСА успішно приземлилася на Марсі і зараз досліджує поверхню планети.

In each of these sentences, omission transformation is used to omit the full name of an organization or technical term and replace it with an acronym or abbreviation. This technique is commonly used in media discourse to save space and make the information more concise. However, it can also make the information more difficult to understand for readers who are not familiar with the acronym or abbreviation.

2.3 Lexical and grammatical transformations in the translation of media discourse abbreviations and acronyms

In order to translate a media discourse text, you need to be proficient in various transformations to match the meaning of the original text.

There are several groups of transformations translation of media discourse abbreviations and acronyms that are responsible for achieving the desired effect of equality through changes in both lexical and grammatical structures. The translator uses a variety of translation options to replace words, various text components, and other semantic transformations if the source language context is not appropriate.

Among lexical and grammatical transformations translation of media discourse abbreviations and acronyms, there is a group of transformations aimed at semantic transformations. Accordingly, the meaning of a word or phrase in the source language may be more accurate, universal, or slightly modified in order to find an equivalent in the target language.

There are also a number of transformations that achieve the desired degree of adequacy with the help of certain grammatical and lexical corrections. Transformations include a different presentation of ideas, a new position, and various modifications of semantics when a direct translation of the original text is not possible. Among the lexical and grammatical transformations translation of media discourse abbreviations and acronyms are the following: antonymic translation, and compensation.

The technique of antonymic translation is to render a concept with the opposite, often with negation, the antonym of the Ukrainian equivalent of the word in question.

The CIA and FBI have opposing views on the effectiveness of certain surveillance techniques.

ЦРУ та ФБР мають протилежні погляди на ефективність певних методів спостереження.

The NFL and the NFL Players Association have conflicting opinions on how to address player safety concerns.

НФЛ та Асоціація гравців НФЛ мають суперечливі думки щодо того, як вирішувати проблеми безпеки гравців.

The WHO and some governments disagree on the best way to handle the COVID-19 pandemic.

ВООЗ та уряди деяких країн не можуть дійти згоди щодо найкращого способу боротьби з пандемією COVID-19.

The NRA and gun control advocates have vastly different beliefs on the issue of gun ownership and regulation.

НРА та прихильники контролю над зброєю мають кардинально різні погляди на питання володіння зброєю та її регулювання.

The ACLU and some lawmakers have opposing views on the balance between individual privacy and national security.

Американський союз громадянських свобод та деякі законодавці мають протилежні погляди на баланс між приватним життям та національною безпекою.

Explanation: In each of these sentences, Antonymic Translation Transformation is used to express opposite or conflicting views between different organizations or groups. This technique can be used to provide balance to an article or to show multiple perspectives on a given topic. However, it can also create confusion or disagreement among readers who hold differing opinions.

Compensation is a method of translation in which the elements of the original content that have been lost in translation are conveyed in the text in some other way to compensate for the semantic loss. In other words, it is the replacement of an untranslated element of the original with a similar or some other element that

compensates for the loss of information and is capable of producing a similar effect on the reader.

Compensation is a method of translation in which the elements of meaning that were lost in the translation of a source language unit in the original are conveyed in the translation text by some other means, and not necessarily in the same place in the text as in the original. This way, the lost meaning is filled in ("compensated"), and, in general, the meaning of the original is reproduced with greater completeness. In this case, grammatical means of the original are often replaced by lexical ones and vice versa.

Compensation transformation involves expanding or explaining an acronym within a sentence.

For example, "NASA launched a new satellite" can be transformed into "The National Aeronautics and Space Administration launched a new satellite" (*НАСА запустило новий супутник*) to compensate for the use of the acronym.

The CEO of IBM announced a new product launch, per reports in the media.

Генеральний директор IBM оголосив про запуск нового продукту, згідно з повідомленнями в засобах масової інформації.

(compensated: The Chief Executive Officer of International Business Machines announced a new product launch.)

The NFL has implemented a program to compensate former players who have experienced long-term health effects from playing football.

НФЛ запровадила програму компенсації колишнім гравцям, які зазнали довготривалих наслідків для здоров'я від гри у футбол.

The FDA has proposed compensation for individuals who have suffered adverse reactions from certain medications.

ФДА запропонувала компенсацію особам, які постраждали від побічних реакцій на певні ліки.

The UN has established a fund to provide compensation to victims of human rights abuses and war crimes.

ООН створила фонд для надання компенсації жертвам порушень прав людини та воєнних злочинів.

In each of these sentences, compensation transformation is used to indicate an action taken by an organization to provide financial or other compensation to those who have been affected by a particular issue. This technique can be used to demonstrate a commitment to addressing a problem and to provide support for those who have suffered as a result. However, it can also be controversial, as some may argue that the compensation is not enough or that it does not adequately address the root causes of the issue.

CONCLUSIONS

This study is concerned with the analysis of abbreviations and acronyms in English-language media discourse and the peculiarities of their translation into Ukrainian.

The results of the study demonstrate that acronyms and abbreviations are frequently used in English-language media discourse texts to save space, convey complex ideas or concepts, and create a sense of familiarity among readers. However, they can pose challenges for translators when translating into Ukrainian or other languages, as they may not have a direct equivalent in the target language, and the translation may not accurately convey the intended meaning.

One of the peculiarities of translating abbreviations and acronyms is that some of them are culture-specific or industry-specific, which means that they may not be familiar to readers or translators who are not part of that culture or industry. In such cases, translators may need to provide explanations or provide a translation in brackets to ensure that the target audience understands the text.

Another challenge in translating abbreviations and acronyms is that they may have different meanings in different contexts. Therefore, translators need to be familiar with the context in which the abbreviation or acronym is used to ensure that the translation accurately conveys the intended meaning.

Overall, translators need to carefully consider the use of abbreviations and acronyms in English-language media discourse texts when translating into Ukrainian. They should aim to strike a balance between accurately conveying the intended meaning and ensuring that the translation is understandable and accessible to the target audience.

In conclusion, the translation of acronyms and abbreviations in media discourse can be challenging, as they may not have a direct equivalent in the target language and their meaning may be culture-specific or industry-specific. Translators need to be familiar with the context in which the acronym or abbreviation is used and

ensure that the translation accurately conveys the intended meaning. In some cases, translators may need to provide explanations or a translation in brackets to ensure that the target audience understands the text.

Translators use many different transformations for translating abbreviations and acronyms. In my opinion, the most popular type of transformation used by translators is lexical transformation, namely transliteration, transcoding, and generization. Ultimately, the goal of translating acronyms and abbreviations in media discourse is to strike a balance between accurately conveying the intended meaning and ensuring that the translation is accessible and understandable to the target audience.

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URL: <https://www.bbc.com/news/uk-england-merseyside-65239258>

ANNEX

| Original | Ukrainian Translation |
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| <p>1. The UK said no decision on providing jets in the long term had yet been made but it would provide training for Ukrainian pilots on the aircraft it already had.</p> | <p>1. Великобританія заявила, що рішення про надання літаків у довгостроковій перспективі ще не прийнято, але вона забезпечить підготовку українських пілотів на літаках, які вже є у неї в наявності.</p> |
| <p>2. The pros and cons - you have to make absolutely sure that you are not getting into an Article Five direct confrontation between Nato and Russia," Mr Rutte told the BBC.</p> | <p>2. Плюси і мінуси - ви повинні бути абсолютно впевнені, що ви не потрапляєте в пряму конфронтацію між НАТО і Росією за статтею п'ятою", - сказав пан Рютте в інтерв'ю Бі-Бі-Сі.</p> |

3. Several EU leaders have already stressed that a decision on warplanes would be a collective move.

4. The United Nations Educational, Scientific and Cultural Organization (UNESCO) promotes international cooperation in education, science, and culture.

5. [ARTRAC](#) Industries supplies the best quality military and naval parts and services at a reasonable cost. The World Health Organization

6. ([WHO](#)) is responsible for global public health. .

7. The Federal Bureau of Investigation ([FBI](#)) is a federal law enforcement agency in the United States.

8. [FORTRAN](#) was the first high-level programming language to be used in practice, to have a translator, and to be further developed.

9. [UNESCO](#) is the specialized agency of the United Nations educational, scientific and cultural organization.

10. Slovakia began transferring [MiG-29](#) fighters to Ukraine. Four aircraft have already been delivered to the country.

11. The [USA](#) (United States of America) is sometimes referred to as

3. Кілька лідерів ЄС вже підкреслили, що рішення щодо військових літаків буде колективним кроком.

4. Організація Об'єднаних Націй з питань освіти, науки і культури (ЮНЕСКО) сприяє міжнародному співробітництву в галузі освіти, науки і культури.

5. [АРТРАК](#) надає військово-морські та армійські запчастини та послуги найвищої якості за розумною ціною.

6. [ВООЗ](#) відповідає за глобальну охорону здоров'я

7. [ФБР](#) - федеральний правоохоронний орган у США.

8. [ФОРТРАН](#) був першою мовою програмування високого рівня, яка була використана на практиці, мала перекладач і продовжувала розвиватися.

9. [ЮНЕСКО](#) - спеціалізована установа Організації Об'єднаних Націй з питань освіти, науки і культури.

10. Словаччина розпочала передачу Україні винищувачів [MiG-29](#). Чотири літаки вже доставлені в Україну.

11. В іспаномовних країнах [США](#) (Сполучені Штати Америки) іноді

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| <p>"Estados Unidos de América" in Spanish-speaking countries, which directly translates to "United States of America."</p> <p>12. Ukraine is going to be a member of the European Union," he told MEPs. Together with Europe, he said Ukrainians were defending themselves against the "biggest anti-European force of the modern world</p> <p>13. NASA (National Aeronautics and Space Administration) in French is "Administration nationale de l'aéronautique et de l'espace," which directly translates to "National Administration of Aeronautics and Space."</p> <p>14 NATO (North Atlantic Treaty Organization) in German is "Organisation des Nordatlantikvertrags," which directly translates to "Organization of the North Atlantic Treaty."</p> <p>15 An AAO is the transportation of ground forces by helicopters to capture and hold critical sections of territory that have not been fully secured or to directly engage enemy forces behind enemy lines.</p> | <p>називають "Estados Unidos de América", що безпосередньо перекладається як "Сполучені Штати Америки".</p> <p>12 Україна буде членом Європейського Союзу", - сказав він депутатам Європарламенту. Разом з Європою, за його словами, українці захищають себе від "найбільшої антиєвропейської сили сучасного світу".</p> <p>13 NASA (Національне управління з авіації і дослідження космічного простору) французькою мовою - "Administration nationale de l'aéronautique et de l'espace", що безпосередньо перекладається як "Національне управління з авіації і дослідження космічного простору".</p> <p>14. НАТО (Організація Північноатлантичного договору) німецькою мовою - "Organisation des Nordatlantikvertrags", що безпосередньо перекладається як "Організація Північноатлантичного договору".</p> <p>15 Повітряно-штурмова операція - це переміщення наземних збройних сил за допомогою гелікоптерів з метою захоплення та утримання ключових ділянок місцевості, які не були повністю захищені, або для безпосереднього</p> |
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| <p>16 The USA is a powerful nation with a diverse population and a significant impact on global affairs.</p> <p>17 NATO is a prominent military alliance that plays a crucial role in maintaining global security and stability.</p> <p>18 UNESCO is a vital agency of the United Nations that promotes education, science, and culture worldwide.</p> <p>19 MILES is used by the United States military and other armed forces around the world for training purposes.</p> <p>20 SAGE is a computer algebra system that covers many areas of mathematics, including algebra, combinatorics, computational mathematics, and mathematical analysis.</p> <p>21 Ukraine's Defense Minister Oleksiy Reznikov confirmed that Western PVO NASAMS and the ASPIDE guided missiles for air targets have already arrived in the country.</p> <p>22 EAGLE is responsible for managing the communications and task assignments.</p> <p>23 ABC is was founded in 1943.</p> | <p>ураження сил противника в тилу ворога.</p> <p>16 США - потужна держава з багатонаціональним населенням і значним впливом на світову політику.</p> <p>17 НАТО- провідний військовий альянс, який відіграє вирішальну роль у підтримці глобальної безпеки і стабільності.</p> <p>18 ЮНЕСКО є життєво важливою установою Організації Об'єднаних Націй, яка сприяє розвитку освіти, науки та культури в усьому світі</p> <p>19 МАЙЛС використовується збройними силами США та інших збройних сил по всьому світу в навчальних цілях</p> <p>20 СЕЙДЖ - це система комп'ютерної алгебри, яка охоплює багато областей математики, включаючи алгебру, комбінаторику, обчислювальну математику та математичний аналіз.</p> <p>21 Міністр оборони України Олексій Резніков підтвердив, що західні ПВО «НАСАМС» і керовані ракети «АСПІД» для ураження повітряних цілей уже прибули в країну</p> <p>22 Ігл відповідає за управління комунікаціями та розподіл завдань</p> <p>23 Ей-Бі-Сі заснована в 1943 році.</p> |
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| <p>24 The CDC has warned of a new variant of the virus, but experts say that current vaccines are still effective against it.</p> <p>25 The FBI is investigating a series of cyberattacks on major corporations, highlighting the need for stronger cybersecurity measures.</p> <p>26 A CAPTCHA is a computer test used to determine whether a system user is a human or a computer.</p> <p>27 The EU is an economic and political union of 27 member states located in Europe.</p> <p>28 The global Core community has created a metaverse of free games and worlds to explore.</p> <p>29 To operate a HPP, a drop in the height of the riverbed is required.</p> <p>30 In 2019, the BBC reported that the number of coronavirus cases was growing rapidly every day.</p> <p>31 The UN ensures peace and development of cooperation among the world's states.</p> <p>32 The FDA has issued a warning about the use of certain medications,</p> | <p>24 ЦКЗ попередив про появу нового варіанту вірусу, але експерти стверджують, що нинішні вакцини все ще ефективні проти нього.</p> <p>25 ФБР розслідує серію кібератак на великі корпорації, підкреслюючи необхідність посилення заходів кібербезпеки.</p> <p>26 Комп'ютерний тест, який використовується для того, щоб визначити, ким є користувач системи людиною чи комп'ютером називається КАПЧА</p> <p>27 Економічний і політичний союз 27 країн-членів, розташованих в Європі це ЄС.</p> <p>28 Метавсесвіт безкоштовних ігор і світів для дослідження, створений глобальною спільнотою Коре.</p> <p>29 Потрібен перепад висоти річища річки для роботи ГЕС.</p> <p>30 В 2019 кількість хворих на коронавірус стрімко зростає з кожним днем повідомляло BBC.</p> <p>31 Мир та розвиток співробітництва між державами світу забезпечує ООН.</p> <p>32 Управління з контролю за якістю харчових продуктів і медикаментів</p> |
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| <p>including SSRIs (selective serotonin reuptake inhibitors), which have been linked to an increased risk of suicidal thoughts and behaviors.</p> <p>33 The WHO has issued new guidelines on COVID 19 prevention measures, including the use of masks and social distancing.</p> <p>34 The FCC has approved the merger of two major telecommunications companies, which is expected to have a significant impact on the industry.</p> <p>35 The EPL has announced the dates for the upcoming season, which will feature several high-profile matches and new teams.</p> <p>36 The NBA playoffs are heating up, with several teams vying for a chance to compete in the finals.</p> <p>37 The IMF has released a new report on the global economy, which highlights the challenges faced by developing countries in the wake of the pandemic.</p> <p>38 The Universal Design Compensation Tool (UDCT) ensures</p> | <p>США видало попередження про використання певних ліків, зокрема СІЗС (селективних інгібіторів зворотного захоплення серотоніну), які пов'язані з підвищеним ризиком виникнення суїцидальних думок і поведінки.</p> <p>33 ВООЗ опублікувала нові рекомендації щодо заходів профілактики COVID-19, включаючи використання масок та соціальне дистанціювання.</p> <p>34 ФКС схвалила злиття двох великих телекомунікаційних компаній, що, як очікується, матиме значний вплив на галузь.</p> <p>35 В АПЛ оголосили дати майбутнього сезону, в якому відбудеться кілька гучних матчів і з'являться нові команди.</p> <p>36 Плей-офф НБА набирає обертів, і кілька команд змагаються за шанс зіграти у фіналі.</p> <p>37 МВФ опублікував новий звіт про світову економіку, в якому висвітлено виклики, з якими стикаються країни, що розвиваються, після пандемії.</p> <p>38 Універсальний інструмент компенсації за дизайн забезпечує</p> |
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| <p>equitable compensation for all employees, regardless of position.</p> <p>39 The Level of Experience Compensation Tool (LOECT) considers an employee's experience level and adjusts compensation accordingly.</p> <p>40 The Young and Experienced Compensation Tool (YEECT) recognizes the value of both younger and older employees.</p> <p>41 The Reduced Pay Disparity Campaign (RPC) aims to reduce income inequality among employees.</p> <p>42 The Safe Handling Compensation Tool (SHCT) factors in physical demands of a job and ensures fair compensation for exertion.</p> <p>43 The FBI is investigating a potential security breach at a major U.S. corporation.</p> <p>44 The CIA has released a report outlining the current state of global security threats.</p> <p>45 The NBA playoffs continue this week, with several teams facing elimination.</p> <p>46 The UN has announced plans to increase funding for humanitarian aid programs in war-torn regions.</p> | <p>справедливу компенсацію для всіх працівників, незалежно від посади.</p> <p>39 Інструмент компенсації за рівень досвіду враховує рівень досвіду працівника та відповідно коригує компенсацію.</p> <p>40 Інструмент компенсації молодим та досвідченим працівникам визнає цінність як молодих, так і старших працівників.</p> <p>41 Кампанія по зменшенню нерівності в оплаті праці спрямована на зменшення нерівності в доходах серед працівників.</p> <p>42 Інструмент компенсації за безпечне поводження враховує фізичні вимоги до роботи та забезпечує справедливу компенсацію за навантаження.</p> <p>43 ФБР розслідує потенційне порушення безпеки в одній з найбільших американських корпорацій.</p> <p>44 ЦРУ оприлюднило доповідь, в якій викладено поточний стан глобальних загроз безпеці.</p> <p>45 Цього тижня триває плей-офф НБА, в якому кілька команд можуть вилетіти.</p> <p>46 ООН оголосила про плани збільшити фінансування програм гуманітарної допомоги у постраждалих від війни</p> |
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| <p>47 NASA's latest space mission has successfully landed on Mars and is now exploring the planet's surface.</p> <p>48 Finland has joined the Nato security alliance.</p> <p>49 Fifa has received four bids to host the Women's World Cup in 2027.</p> <p>50 Unesco World Heritage status would boost Birkenhead Park – campaigners.</p> | <p>регіонах.</p> <p>47 Остання космічна місія НАСА успішно приземлилася на Марсі і зараз досліджує поверхню планети.</p> <p>48 Фінляндія приєдналася до безпекового альянсу НАТО.</p> <p>49 ФІФА отримала чотири заявки на проведення Чемпіонату світу з футболу серед жінок у 2027 році.</p> <p>50 Статус Всесвітньої спадщини ЮНЕСКО сприятиме розвитку парку Біркенхед - учасники кампанії.</p> |
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Резюме

Курсову роботу присвячено специфіці використання абревіатур та скорочень в англomовних текстах медійного дискурсу та особливості їхнього відтворення українською мовою. У ході роботи висвітлено основні особливості перекладу англomовних текстів медійного дискурсу з використанням абревіатур та скорочень. Крім того у курсовій роботі наведені приклади абревіатур та скорочень англomовного та українськомовного медійного дискурсу.

Ключові слова:, абревіатура, скорочення, класифікація, медійний дискурс, переклад, лексема. лінгвістика, дискурс, комунікація, медіа, контекст, текст, інформація.

