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TERM PAPER

IN TRANSLATION STUDIES

Terminology of modern fashion as a problem of English-Ukrainian translation

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Представлено на кафедру_____
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Рецензування _____

*(кількість балів, «до захисту» («на доопрацювання»),
дата, підпис керівника курсової роботи)*
Захист _____
              (кількість балів, дата, підпис викладача)
Підсумкова оцінка_____

*(кількість балів, оцінка за 4-х бальною
системою, дата, підпис викладача)*

КУРСОВА РОБОТА

З ПЕРЕКЛАДУ

**ТЕРМІНОЛОГІЯ СУЧАСНОЇ МОДИ ЯК ПРОБЛЕМА
АНГЛО-УКРАЇНСЬКОГО ПЕРЕКЛАДУ**

Ластовка Ірина
студентка групи Па01-19

Керівник курсової роботи_____
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кандидат філологічних наук, доцент
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Київ – 2023

Київський національний лінгвістичний університет
Кафедра теорії і практики перекладу з англійської мови

Завідувач кафедри теорії і
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" _29__ " вересня 2022р

ЗАВДАННЯ
на курсову роботу з перекладу з англійської мови
для студентів IV курсу

студентка Ластовка Ірина Геннадіївна IV курсу групи Па 01-19, факультету германської філології та 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**

Тема роботи Термінологія сучасної моди як проблема англо-українського перекладу.
_____

Науковий керівник Никитченко Катерина Петрівна, к.ф.н., доцент кафедри

Дата видачі завдання___29   вересня 2022 року

Графік виконання курсової роботи з перекладу

№ п/п	Найменування частин та план курсової роботи	Терміни звіту про виконання	Відмітка про виконання
1.	Аналіз наукових першоджерел і написання **теоретичної частини** курсової роботи (**розділ 1**)	1–5 листопада 2022 р.	
2.	Аналіз дискурсу, який досліджується, на матеріалі фрагмента тексту; проведення перекладацького аналізу матеріалу дослідження і написання **практичної частини** курсової роботи (**розділ 2**)	7–11 лютого 2023 р.	
3.	Написання **вступу і висновків** дослідження, оформлення курсової роботи і подача завершеної курсової роботи науковому керівнику для попереднього перегляду	28–31 березня 2023 р	
4.	**Оцінювання** курсових робіт **науковими керівниками**, підготовка студентами презентацій до захисту курсової роботи	25–30 квітня 2023 р.	
5.	**Захист** курсової роботи (за розкладом деканату)	2-13 травня 2023 р.	

Науковий керівник_____ (підпис)
Студент_____(підпис)

РЕЦЕНЗІЯ НА КУРСОВУ РОБОТУ
З ПЕРЕКЛАДУ З АНГЛІЙСЬКОЇ МОВИ

студентки __IV__ курсу групи __Па 01-19__ 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**

Ластовки Ірини Геннадіївни
(ПІБ студента)

за темою Термінологія сучасної моди як проблема англо-українського перекладу.

	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 — *загалом10 балів* (повна відповідність – **10**, відповідність неповна – **8**, відповідність часткова – **4**, не відповідає вимогам – **0**)	
4.	Відповідністьоглядунауковоїлітературинормативнимвимогам — *загалом15балів* (повнавідповідність– **15**, відповідністьнеповна– **10**, відповідністьчасткова– **5**, не відповідає вимогам – **0**)	
5.	Відповідність практичної частини дослідження нормативним вимогам — *загалом 20 балів* (повна відповідність – **20**, відповідністьнеповна – **15**, відповідністьчасткова – **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)

”___”_____2023

CONTENTS

INTRODUCTION

The world is constantly developing, nowadays we constantly turn to mass media for new information. Therefore, social networks and the Internet play a big role in the life of a modern person. In this term paper, we will consider the mass media discourse, namely the terminology of the fashion industry. Taking into account the fact that the majority of information is presented in English, there is a need to translate it into other languages. Due to the differences in linguistic, cultural, psychological, and conceptual frameworks, translators face peculiarities or difficulties in rendering the original text in the target language. To achieve the correct translation, translation transformations are used.

The research paper is **focused on** the study of modern fashion terminology in mass media discourse and ways of translation this terminology.

The relevance of the research lies in the importance of translating the terminology of modern fashion. After all, taking into account the fact that the fashion industry is developing rapidly, it is necessary to translate already existing terms as well as neologisms.

The aim of the research is to study and analyze the modern fashion terminology on the basis of media discourse**.**

To achieve this goal, we formed the following **objectives**:

- to consider modern fashion terms as a linguistic phenomenon;
- to study the classification of terms;
- to perform translator's analysis of the article of mass media discourse;
- to define lexical, grammatical and lexical-grammatical translation transformations used in the translation of the text of the mass media discourse.

The object of the research is terminology of modern fashion.

The subject of the research is the linguistic and pragmatic characteristics of realities in the English-language media discourse and ways of their reproduction in

the Ukrainian language.

As **data sources** were used texts and articles of mass media discourse, dictionaries. It total, 50 sentences were analyzed.

To achieve the goal and objectives of the research, the following **research methods** were used: method of quantitative calculations, comparative method, method of discursive analysis, translation analysis.

Theoretical value of research is based on the study of terminology of modern fashion. The results could be used as theoretical basis for scientific works.

Practical value of research is based on the translator's analysis of the ways of translation the fashion terms in mass media discourse. The results and the analysis of modern fashion terms could be used as practical material.

The structure of the research paper includes the Introduction, two Chapters, Conclusions, Bibliography, List of Reference Sources, List of Data Sources, Annex and Summary. In Chapter 1 we consider the theoretical background, namely terminology and classification of terms. In Chapter 2 we perform a translator's analysis of media texts containing fashion terms. Conclusions include the main points of the term paper and a comparison of results.

CHAPTER 1
THEORETICAL FUNDAMENTALS OF TERMINOLOGY IN LINGUISTICS AND TRANSLATION STUDIES

1.1 Definition and classification of terms

The term, like all other language universals, is difficult to define. There are a lot of different attempts to define terms due to the complexity and debate of such a task in linguistics.

V. Karaban defines the term "as a linguistic sign representing the concept of a special, professional branch of science or technology" [10: 65]. He notes that scientific and technical terms are essential components of scientific and technical texts.

I. Kvitko, relying on various definitions, offers such a definition, in which the term is "a word or verbal complex that corresponds to the concept of a certain organized field of knowledge (science, technology), entering into systemic relations with other words and verbal complexes and form together with them in each case and at a certain time a closed system, which is characterized by high informativeness, ambiguity, accuracy and expressive neutrality" [11: 76].

A short explanatory dictionary gives the following definition: a term (from the Latin Terminus – limit, end) "is a special word or phrase that is accepted in a certain professional field and is used in special conditions. The term is a verbal definition of a concept that is included in the system of concepts of a certain area of professional knowledge, which denotes the concept of a certain field of knowledge or human activity" [1: 98].

The large explanatory dictionary of the modern Ukrainian language, in turn, offers the following definition: a term is "a word or phrase that means a clearly defined special concept of any field of science, technology, art, social life, etc." [1: 99].

Speaking of terminology, linguists usually distinguish between:

a) a section of linguistics that studies terms (in this sense, the word "terminology" is increasingly used);

b) professional vocabulary consisting of all words of a certain language (we say, for example, "German terminology");

c) special vocabulary or industry terminology serving a certain branch of science or technology ("linguistic terminology", "construction terminology", etc.).

Branch terminologies are called - term systems. The systematic nature of the terminology is determined by two types of connections that give sets of terms a systematic character:

• logical connections (if there are systematic logical connections between the concepts of a certain science - and they exist in every science - then the terms that name these concepts must also be systematically connected);

• linguistic connections (although the terms denote scientific concepts, they remain units of natural human language, and therefore, they are characterized by all those connections that are characteristic of commonly used words - synonymous, antonymic, word-forming, polysemic, grammatical, generic, etc.).

Thus, the terminology is not a chaotic set of words, but a system of special names organized at the logical and linguistic levels. Systematicity is one of the most important conditions for the existence of the term. A term can exist only as an element of a term system if the latter is understood as an ordered collection of terms that adequately express a system of theory concepts describing a certain special field of human knowledge or activity.

Among the main features of the term (or the requirements that are put forward to terms), the following can be noted:

1. Systematicity. As already indicated, the term is part of a certain terminological system in which it has a terminological meaning. Outside of its terminological system, the term can have a completely different meaning.

2. Availability of a definition. Each scientific term has a definition that clearly outlines and limits its meaning.

3. Accuracy. The term should convey as fully as possible the essence of the

concept it denotes. An imprecise term can be a source of misunderstandings between specialists, so it is sometimes said that scientists first agree on terms, and only then start a discussion.

4. Conciseness. It is very convenient to use short terms, but it is not always possible to create a short term that would also be accurate.

5. Unambiguity. If the majority of words in the common language are ambiguous, then the majority of terms are unambiguous, which is determined by their purpose. However, an important clarification should be made here: ambiguity takes place within the limits of one term system because, at the level of several sublanguages, the polysemy of terms is a fairly common phenomenon.

6. Independence from the context.

7. Absence of synonyms. Terminology should not be characterized by synonymy, which hinders mutual understanding.

8. Compliance with the rules and norms of a certain language.

9. Expressive neutrality. Most of the terms are devoid of emotional and expressive coloring. But the reasons for the certain intensity of some semantic component terms may be efforts to emphasize the elitism of the speaker's ideas, or efforts to hide his intentions.

10. Sweetness. The term must be melodious (i.e. the requirement of euphony), so the creation of terms derived from dialectics, jargonizes or barbarisms should not be encouraged.

In modern German-language linguistic literature, similar features of the terms are distinguished:

1. The term must have a clear definition. Within the limits of one scientific theory or technical field, the terms are hidden by conceptually defined special words.

2. The definition of the term constitutes a specific context, preferably in the form of a sentence with a nominal predicate, in which the term itself is the subject.

3. The term is an element of a certain terminological system. Essential criteria for a term within one terminological system are a) unambiguity, b) accuracy, and c) determination of its place in this terminological system.

4. The content of the term tends to the highest degree of conceptual abstractness.

5. The term is characterized by a tendency towards stylistic neutrality and prevention of connotations.

6. Today, people are abandoning the idea that the terms are or should be unambiguous [1: 101 —104].

7. By origin, many terms are internationalism or created as artificial words from elements of ancient Greek and Latin languages.

Having listed the main characteristics that modern terminologists put forward for terms, it should be noted that these characteristics are more desirable than mandatory for a large number of terminological units. The opinion that the accuracy and unambiguity of terms, as well as the existence of full equivalent terms in other languages, is not a rule, but rather an exception to it, has gained popularity.

So, the term, which functions in various fields of science and technology, can be ambiguous. A translator of scientific and technical literature who deals with texts on a specific subject must have a good understanding of the nature of the treatment of scientific and technical terms in the texts. The translator is faced with the task of determining whether a term belongs to a certain field and finding a suitable translation of this term.

Depending on the degree of specialization, the terms can be divided into three main groups:

1. General scientific terms, that is, terms that are used in almost all branch terminology, for example, system, trend, law, concept, theory, etc. It should be noted that such terms within certain terminology can specify their meaning, e. g.: currency system, drainage system. This category also includes general technical terminology (*device, unit*).

2. Interdisciplinary terms are terms that are used in several related or distant fields. Thus, economic science has terminology common to other social and natural sciences, for example, depreciation, environmental costs, and private property.

3. Narrow industry terms are terms specific only to a certain industry, for

example, leasing, drain, and chip.

In the speech of specialists, in addition to terms, other special units professionalisms and nomenclature names are widely used.

Professionalisms are words or expressions inherent in the language of people of a certain professional group. Professionalisms define special concepts, tools or labor products, production processes, and folk crafts. They have a clear local character and are characterized by some emotionality, which is caused by the peculiarities of colloquial speech. The essential difference between terms and professionalisms is that terms are the official scientific names of concepts, and professionalisms arise as colloquial, informal substitutes for terms. Professionalisms can be used in informal professional communication, but they are non-normative in professional documents, texts, and in official oral speech.

Nomenclature (from Latin *nomenclature* - list, list of names) is a set of names of specific objects in a certain field of science, technology, art, etc. They must be distinguished from terms denoting abstract scientific concepts. Nomenclature consists of nouns and phrases that convey both the system of names of objects of certain science and the set of names of single objects.

M. Mostovy [21:56—58] singles out another variety of the term - trademark or paronym. In the conditions of mass production, the whole science of creating a trademark arose. Its application is related to the study of the motivation of the prospective buyer's behavior. In the process of formation of a paronym, both psychological factors of the assumption of conviction and persuasion, as well as mnemonic, semantic, analogical, and other features of the word involved are taken into account. When naming an object or type of service, the combinational features of the sound and the meaning of the form, mixed imitation processes are taken into account.

1.2. Terminology as a translation problem

Human consciousness groups commonly used words and conceptual fields,

lexical-semantic groups, and thematic series. However, the term system of any sublanguage contains reinterpreted commonly used words, which is a manifestation of secondary nomination. In terminology, the opinion is expressed that the formation of terminology by rethinking the meaning of a commonly used word is characteristic of the early stage of the development of terminology [2]. Some researchers consider the method of semantic derivation to be unproductive for modern terminology, although traditional [3:232—238].

Different approaches to understanding semantic derivation give rise to different visions of its types. Yes, N. Shashkina and JI. Druzhynin divides the terms formed semantically into three groups. The first, they include commonly used words, reinterpreted based on the similarity of form and function; the second - terms transferred from other term systems as a result of various shifts in their meanings; the third - terms whose meanings were explained based on functional features. A similar classification of processes of semantic derivation (in construction terminology) is followed by 3. Glyadchishina [5:16].

Researchers of other branch terminologies (for example, computer engineering and radio engineering) classify semantic derivation by types: 1) clarifying the meaning of a commonly used word; 2) narrowing the meaning of a commonly used word; 3) transfer of meaning by the analogy of concepts: a) technical; b) external; c) functional; 4) transfer of value by contiguity [23:100—102].

In the branch terminology of mechanical engineering and general mechanical engineering, terms formed from commonly used words are differentiated into 1) terms formed by external similarity; 2) terms formed by the similarity of functions; 3) terms formed by external features and functions at the same time; 4) words that are used based on associativity and that have become homonyms of commonly used words [17:109].

Regarding the creation of abstract terms, O. Mykytyuk distinguishes: 1) metaphorical change of name; 2) metonymic name change; 3) functional name change [20:138—139].

As a separate type of semantic derivation, researchers of the Ukrainian lexicon

from informatics single out transterminologizing (transfer of a ready-made term from one discipline to another with its complete or partial reinterpretation) [7:155].

Researchers of the metalanguage of computer technology and journalistic terminology consider terminology as borrowing from general literary language [22:120; 29:12]. They associate the nomination of new concepts with transfer by various associations (by contiguity, similarity, etc.). Researchers of radio-electronic terminology T. Kozlanyuk and O. Poltashevska trace the process of terminology, in addition to metaphorization, narrowing and expansion of meanings, and also conversion [13:151].

Researchers terminologists, despite the difference in the approach to the types of terminization, note the presence of a certain common feature between the object of terminization and the subject whose name is used as a term. Moreover, O. V. Kharchenko believes that the terminology of the commonly used meaning is used only for the nomination of subjects since concepts about specific subjects have more points of contact [29:19].

Considering terms as a certain layer of the general literary vocabulary, as a professional subtext, we face several difficulties in understanding what a term is. First of all, there is the question of whether a term is a word or a meaning of a word. This question arises because a significant part of general literary words includes terminological meanings in their semantic structure along with commonly used meanings. Linguists who study a term as part of its terminological system accept a word in this terminological meaning as an independent unit of the terminological system [16:116]. For example, the word loan has a secondary terminological meaning of the economic sphere of a loan. It is in this sense that special dictionaries record this word as a term. The commonly used word kerb in a non-specialist dictionary has the meaning of the curb, the edge of the sidewalk. In the financial business, it serves as a term to indicate those deals that were concluded at a time when the stock exchange was no longer working.

Similar terms within the terminology system are not associated with the components of the conceptual field of commonly used words from where they were

borrowed. But these ties are not completely broken. That is why the translator feels the pressure of the commonly used meaning in the terminological sense. This pressure has a positive meaning: thanks to the internal form of the term, the translator not only better imagines reality, but also better remembers the special meaning of the formerly commonly used word. A figurative connection may fade over time, but a forgotten term is much faster actualized in memory by correlating the meaning of the term with the meaning of an identical commonly used word. The opinion of T. Kyyak is quite correct, and he notes that in this case his philological education, knowledge of the associative relationships of terminological morphemes, and affixal features of terms can come in handy for a non-specialist translator [12:306].

Based on the results of a comparative analysis of selected terminological units of the English and Ukrainian languages, three types of semantic correspondences can be distinguished depending on the degree of their adequacy:

1) full correspondence: the term of the original language always corresponds to one permanent equivalent of the translated language;

2) partial correspondence: the term of the original language corresponds to several lexico-semantic variants of the translation language: long- a) a person who has more securities than necessary for the execution of concluded agreements; b) a speculator playing for an increase; c) long-term government bond of Great Britain; gap - a) lack of financial resources; b) termination of terms between assets and liabilities; c) price gap due to lack of market agreements; d) discrepancy between the levels of interest rates on the bank's assets and liabilities;

3) complete mismatch: the terms of the original language have no correspondence in the vocabulary of the translation language. In our opinion, the following should be included here: a) realities: General Accounting Office - the main budget and control department of the USA; Greek drachma - Greek drachma; b) established terminological phrases: *golden boys* - graduates of US universities, hired by brokers and banks to conduct operations on the stock market; c) complex words of various types: *G-7 countries* - group of seven (leading countries of the West: Great Britain, Germany, Italy, Canada, USA, France, Japan). The method of eliminating

semantic inadequacy involves the possibility of taking into account two types of terminological units that differ in basic lexical-semantic features and different types of semantic term formation.

The first type of term is former commonly used words, the terminologicalization of which was carried out by enriching a household concept, by scientifically specifying the semantic structure of a commonly used word within the same denotation. Such commonly used words in the role of terms differ in the field of use and the performed function. As terms, a definition with more specific parameters of the content of the corresponding concepts corresponds to them. The basis of this type of term is words of broad semantics, which nominate various abstract concepts. We refer to these types of terms units such as acceptance, accommodation, advance, amortization, balance, bank, bargin, harrowing, cash, exchange, credit, finance, fund, lend, money, market, stock, etc.

Since the terminologicalization of lexemes of the first type is primarily related to a change in the sphere of functioning, we consider this type of semantic terminazation to be functional. It is as a result of the change in the sphere of functioning and the stylistic affiliation that new sevens appear in the semantic structure of lexemes of the first type, which denote special features that enable the formerly commonly used lexeme to perform not a nominative, but a definitive function.

The second type of semantic terminology is related to the reinterpretation of commonly used units to denote special economic concepts. Since the subject of the nomination, knowing the reality, perceives the new through the known and learned old with the help of invariant stable features, then in the process of cognition, the selected scientific concept can resemble a household one by one of these features. In this case, the speaker solves the task of naming a scientific concept by rethinking the main meaning of the nominative unit.

The choice of the denotation sign nominated by the direct meaning of the corresponding commonly used word as a basis for comparison involves understanding the nature of the connection between objects or phenomena of

extralinguistic reality. The brightness, imagery, and visibility of the verbal sign chosen by the subject of the nomination form the basis of the semantic mechanism of terminological meaning formation. At the same time, as observations show, words with a relatively simple semantic structure have more chances to become a term.

The translation of terminological units of the second type, unlike the first, causes certain difficulties. The main one is that the translation of the terminological unit that appeared in the terminology system as a result of rethinking adds certain imagery and emotional color to the economic text. Previously, there was a tendency to involve neutral vocabulary in translation or descriptive constructions that reveal the essence of a special concept. But replacing the "metaphor-term" with a neutral vocabulary is not always adequate, and the descriptive method of translation suffers from accumulation. Currently, there is a tendency to preserve the metaphorical term, i.e. to a literal translation, although usually such a term is taken in quotation marks: *snake* - "currency snake"; *tiger bonds* - "tiger" securities; *the veil of money* - "money veil".

Thus, to solve the problem of the adequacy of the translation of the terminological units of the original language into the translation language, the following should be taken into account, in our opinion: 1) the method of the semantic terminator, as a result of which the term appeared in the term system for the nomination of a special concept; 2) semantic correspondence in each case; 3) extralinguistic determinism of terms of the original language that do not correspond in the translation language; 4) choosing the optimal method of translation: descriptive, loan translation, transformational, establishing an equivalent (permanent or contextual). Prospects for further research in this direction are related to taking into account a set of linguistic and extralinguistic factors, which is a prerequisite for achieving an adequate translation of any text in general and economic text in particular.

1.3. Mass media discourse text analysis

The issues of mass media discourse research have taken a prominent place in modern linguistics, which has become a reflection of those significant social, political, philosophical, cultural, and linguistic trends embedded in the very functioning of this type of discourse. Classification of mass media discourse has become an important problem for modern linguistics. The study of this task contributes to the solution of many topical issues of media linguistics: clarifying the essence of the mass media phenomenon itself and its hierarchy, more clearly delineating the structure of this type of discourse, understanding the interaction of its components, and systematizing knowledge about functional features.

The most general typology of mass media discourse divides it into types primarily according to the types of media themselves, that is, according to the channels of information transmission:

- press discourse (or print media discourse);

- radio discourse;

- television discourse;

- Internet discourse (this discourse refers to all electronic forms of mass media communication).

All the mentioned types of mass media discourse have their own stylistic, structural-compositional, and representational schemes determined by various factors inherent in each channel of transmission. The means of mass communication as such directly influence the consciousness of people and the development of society by the very fact of their existence. Media (i.e. means) is an extension of man. Researchers primarily study the meanings of messages, and it is necessary, according to the scientist, to analyze the effects of the media itself, because "The medium is the message" [19:39—43].

According to the general theory of discourse, scientists divide mass media discourse according to the form of communication of media texts: oral mass media discourse and written mass media discourse.

The implementation of media discursive practices takes place in certain fields of human activity and knowledge, which have the character of historically established communicative spheres. The linguist A. V. Holodnov put forward the idea of calling these types of discourse socio-functional and considers political, legal, economic, and other discourses to be such [24:56—59]. Being reflected in the mass media, the above-mentioned types of discourse acquire certain pragmatic, stylistic, and functional features, so we can typology the media discourse according to the following scheme:

- political mass media discourse;

- economic mass media discourse;

- scientific mass media discourse;

- sports mass media discourse;

- educational mass media discourse and others.

Justifying this approach to the taxonomy of mass media discourse, we note that media discourse is a cognitive-pragmatic environment that realizes its essence by producing and broadcasting to a wide audience evaluative meanings and ideologues, as well as through names and metaphorical interpretation of the facts of social existence. According to her, "the concept of media discourse ... covers not only a verbal message and a media channel but also all extralinguistic factors associated with the peculiarities of the creation of a media message, its recipient, feedback, culturally conditioned ways of encoding and decoding, socio-historical and political and ideological context" [26].

The Ukrainian linguist S. K. Romanyuk in his research on discourse claims that the socio-cultural environment of modernity allows us to distinguish the types of the discourse of certain subcultures and ethnic communities. Among the discourses of this type, he includes:

- discourses of professional strata (pedagogical, diplomatic, sports, medical, political, economic, etc.);

- corporate and subcultural strata (banking, religious, esoteric, sacred, laudatory, heroic, revolutionary, partisan, terrorist, criminal);

- discourses of household communication (family, children's, youth, love); - discourses of virtual communication (fairy tale, computer, forum, chat discourse);

- socio-specific discourses (advertising, leisure discourse, holiday, pre-election discourse). The scientist rightly notes: "The list of such discourses is open both in terms of civilization and in terms of a certain linguistic and subculture, which is connected with the principle of dynamism: some discourses disappear from the historical arena, and others replace them" [27:228—231].

O. O. Selivanova proposes to typology the media discourse, guided by various strategies of information presentation and various ways of cognitive reflection of reality. Analyzing printed publications according to this principle, the scientist talks about the following types of mass media discourse:

- discourse of "quality press";

- the discourse of the popular press (the discourses of the "yellow press" and glossy magazines are considered separately);

- the discourse of specialized publications, such as scientific and popular scientific publications. The linguist notes: "All these editions differ from each other both in the cognitive attitudes of the addressees and in their ability to be perceived by the target audience, and therefore in different ways of transmitting information (linguistic and extralinguistic) presented in the text itself" [28:58].

Genre diversity inherent in mass media discourse allows scientists to classify it according to this feature as well. Scholar M. S. Gatalska distinguishes types of mass media discourses, based on the genre-specific format of mass media:

- news discourse (genres: news note, news with expert comments);

- reportage (genre: reportage);

- informational and analytical (genres: analytical article, editorial article, correspondence, analytical review, analytical interview);

- essay writing (genres: essay, editorial column);

- advertising (genres: slogan (micro-genre), advertising article, advertisement);

- PR discourse (genres: press release, media kit) [4:186—191]. A similar approach is followed by E. Kozhemyakin, who, based on the selection of discourse

types, defines the sphere of genre-functional features of the media space: news, advertising, promotional (PR); informative, analytical, journalistic; identifying, representative, ideological discourses [6].

Another typology that can be used for the classification of mass media discourse is described in the work of M. L. Makarov "Fundamentals of Discourse Theory" in the section "Social Categories of Discourse": the scientist considers such a communicative variable as the degree of formality of communication to be a relevant typological feature of discourse for classification, according to which the mode of communication can be casual, familiar; neutral, informal; semiofficial; official [8]. Based on this idea of M. L. Makarov, the scientist A. M. Prykhodko claims that this principle allows distinguishing the following types of discourse:

- authoritarian and egalitarian;

- totalitarian and democratic;

- conflicting;

- cooperative;

- official and carnival;

- male and female [9:93-96].

A similar approach can be found in the work of V. I. Karasyk "Language keys", in which he distinguishes types of discourse according to the "tone of communication": status, humorous, ideological, hypothetical, aggressive, manipulative, informative, and others [14:118—122].

All the above-mentioned types of discourses can be found in the mass media discourse system. The specificity of each type of discourse leaves its imprint on all stages and levels of the speech act of the mass media: text creation, composition, means of expression, perception of the message, means of influence, the tonality of communication - and communication itself acquires specific features.

For a clearer interpretation now we will provide the stylistic and discourse analysis of the article ' *'TikTok Made Me Buy It: The Liquid Blush That Gives Me Juicy, Sculpted Cheeks* ''(see in Annex B)

The article under analysis belongs to the mass media discourse. It is grey zone

text, it reflects the real world. The function of the article is informative, the style is publicistic.

The text is taken from Vogue magazine, it is written by Lauren Valenti. The aim of this article is to convey information to the reader about new products and bestsellers in the beauty industry.

We can single out following stylistic devices:

- Epithets: *radiant pop of color, powdery liquid, muted peach Joy*
- Metaphor: *viral Soft Pinch formula, face-lifting glow*
- Hyperbole: *have inspired millions of followers, TikTok legend*

There are characteristic features of the article on the lexical level. The first one is wide use of beauty and fashion terms: *liquid blush, draping enthusiast, face-lifting glow, creamy liquid eyeshadow, concealer, SPF 50, powdery liquid.*

We can notice some examples of internationalisms as *enthusiasm, pigment* and *harmony.*

The next feature of the analyzed text is the use of proper names, for instance:

- Brand names: TikTok, Rare Beauty
- Organizations: Way Bandy, Mikayla Nogueira, Spencer, Alissia.

Postulating the opinion that discourse, in general, does not have clearly defined boundaries, it should be emphasized that it is an open structure, which is characterized by incompleteness, repetition, dynamism, and mass media discourse in particular, due to its main purpose - the reflection of the vital activities of society - linguistics has a wide space for the formation of a clear systematized classification system.

Therefore, taking into account the multifaceted nature of this phenomenon (that is, its reflection of all aspects of human existence and the development of society), its complex structure, and functional features, it is almost impossible to compile a complex and detailed taxonomy of mass media discourse. Openness, as the main distinguishing feature of discourse, acts as a restraining factor for establishing a single, clear classification of mass media discourse and provides space for further scientific investigations into the taxonomy of this phenomenon.

CHAPTER 2
TRANSLATION ANALYSIS OF MODERN FASHION TERMINOLOGY

2.1 Lexical transformations in the translation of modern fashion terminology on the material of English mass media discourse

Modulation, practical transcription, transliteration and loan translation are highlighted among the most common translation methods used in the reproduction of English-language texts in the field of advertising of the fashion industry in Ukrainian translations.

Modulation occurs in the case of using terms that were invented relatively recently, neologisms, and terms that denote the names of companies producing the advertised product:

(34) *Maybe it's <u>Maybelline</u>.* (MNYAC, URL) – Можливо, її краса від <u>Maybelline</u>.

(45) *This shirt kills 99% of the <u>COVID-19</u> virus.* (CSA, URL) – Ця сорочка знищує 99% вірусу <u>COVID-19</u>.

One of the most common ways of translating the terminology of the field of advertising in the fashion industry is practical transcription, which is the reproduction of the phonetic form of a foreign lexical unit by the means of the translation language. In some cases, the lexical unit is completely transcribed without adapting it to the norms of the translation language due to the wide penetration of foreign language vocabulary from the field of fashion industry advertising into the Ukrainian language:

(38) *So glam. So <u>Kylie</u>.* (KCAC, URL) – Так гламурно. Так схоже на <u>Кайлі</u>.

During the analysis of methods of translation of lexical units of advertising texts of the fashion industry, it was found that the same lexical unit can be translated both by the method of practical transcription and by the method of modulation:

(45) *This shirt kills 99% of the <u>COVID-19</u> virus.* (CSA, URL) – Ця сорочка знищує 99% вірусу <u>COVID-19</u>.

(34) *Maybe it's <u>Maybelline</u>*. (MNYAC, URL) – Можливо, її краса від <u>Maybelline</u>.

From a translation point of view, both options are correct, and the method of translation depends solely on the choice of the translator. The choice of a translator has a marketing basis, as it depends not only on the target audience of the translated advertising text but also on the stability and extent of familiarity of the targeted consumer with the advertised company, product, or service.

However, in modern translation practice, it is customary to transcribe a foreign lexeme, while preserving the adaptation of the lexical unit to the norms of the target language. Such means of adaptation include:

1.   established rules for transferring English sounds to Ukrainian sounds and approved transliteration rules, for example th = т, [θ] = [т], y = ія [y] = [ійа],

• *Gravity* – гравіта<u>ція</u>: (14) <u>*Gravity*</u> *will never be the same*. (PMCAC, URL) – <u>Гравітація</u> зміниться назавжди.

2.   replacing consonants with other consonants or letter combinations, for example, x = кс, s = ж

• *Botox* – ботокс: (9) <u>*Botox*</u> *your wrinkles*. (GGGM, URL)– Вколи <u>ботокс</u>.

3.   changing or adding suffixes and endings by the norms of the translation language:

• instinct – інстинкту: (28) *Let your <u>instinct</u> take over*. (ACA, URL) – Дозволь <u>інстинкту</u> заволодіти тобою.

4.   adding a softening mark:

• ELVIVE – ЕЛЬВІВ: (39) *Switch to <u>ELVIVE Fibralogy</u> thickening haircare from L'oreal Paris*. (LPAC, URL) – Спробуй «<u>Ельвів Фібралоджі</u>» від Лореаль Париж, спрямований на збільшення густоти волосся.

• L'oreal – Лореаль: (27) <u>*L'oreal*</u> *New air volume mega mascara by L'oreal Paris*. (LPAC, URL) – Нова туш «Еір Вольюм Мегамаскара» від <u>Лореаль</u> Париж.

Transliteration involves polyliteral transfer when translating terminological

units and is used, for the most part, in such cases of translating terms-names of manufacturing companies:

(23) *It's magic. Sauvage. <u>Dior</u>.* (DAC: URL) – Це магія. «Соваж» від <u>Діор</u>.

(29) *<u>Libre</u>. La nouvelle de parfum. Yves Saint Laurent.* (YSLAC, URL) –

«<u>Лібре</u>». Новий аромат від «ІвСенЛоран».

Loan translation involves the component-by-component reproduction of the components of terminological units in the field of fashion industry advertising. This is a literal, element-by-element translation of a terminological unit, which is used mainly when reproducing two-component terms:

(33) *Makes me the man of today. <u>Boss Bottled</u>.* (HBAC, URL) – Це робить мене чоловіком сьогоднішнього дня. «<u>Босс ботлд</u>».

Thus, the application of the necessary method of translation of lexical units is appropriate in cases of translation of terms that have a semantically transparent structure and can be understood by taking into account their sound / graphic form or by understanding the meaning of their components.

Considering the text of advertising as a social phenomenon, according to the requirements of the consumer and the pragmatic goal of the producer, the verbal, visual, and verbal-visual dimensions of the text are focused on lexical content and semantic integrity. The use of lexical translation transformations provides the translator with the ability to create either responsive ads or reproduce the existing text without any changes using form preservation. The choice remains with the translator, however, in this case, the translator must also fulfill the duties of a marketer, targetologist, and promoter, and convey the advertising text with the pragmatic purpose of the source language.

 After analyzing the sentences, we can conclude that transliteration is the most common way of translating terms among other lexical transformations (see Fig. 2.1).
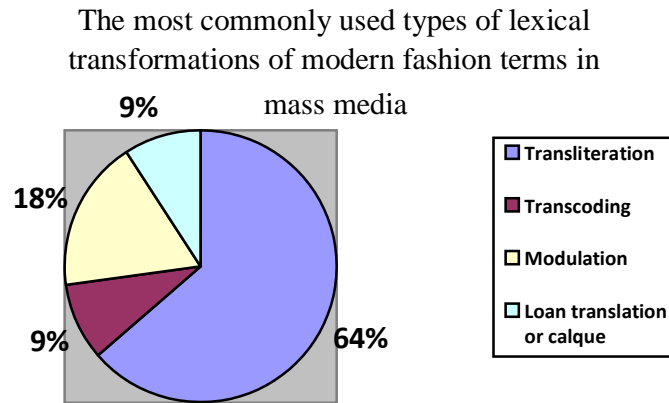
The most commonly used types of lexical transformations of modern fashion terms in mass media

Fig. 2.1 The most commonly used types of lexical transformations of modern fashion terms in mass media

2.2 Grammatical transformations in the translation of modern fashion terminology on the material of Ukrainian mass media discourse

Grammatical translation transformations used in the reproduction of English fashion industry advertising texts into Ukrainian include grammatical substitutions, additions, omissions, and transpositions.

Grammatical substitutions mean the replacement of a word belonging to one part of the language with a word belonging to another (morphological substitutions), or the replacement of one syntactic structure with another (syntactic substitutions). These are usually replacements for parts of speech when translating words, phrases, and abbreviations:

1) noun with an adverb, as in:

(40) *The ones who look in the mirror with confidence*. (LPAC, URL) – Для тих, хто впевнено дивиться на своє відображення.

2) adjective with a noun:

(8) *Bold lashes just got real*. (MNYAC, URL) – Зухвалі вії щойно стали реальністю.

3) verb noun:

(44) *This is not just about running. This is about becoming your better self.*

(ABSC, URL) – Суть не лише в пробіжці. Суть у створенні кращої версії

себе.

(32) *Luxury of custom <u>clothing</u> at your doorstep*. (TAC, URL) – Розкіш повсякденного <u>одягу</u> у вас вдома.

4)   adjective with a verb:

(24) *It's really <u>true</u>! The one true red you've spent a lifetime looking for!* (RAC, URL) –- Це насправді <u>сталося</u>! Той самий насправді насичений червоний, який ви шукали все життя.

(47) *Who will you make <u>happy</u> today?* (LAC, URL) – А кого ти <u>ощасливиш</u> сьогодні?

5)   adjective with a noun:

(3) *Be <u>delicious</u>*. (DKNYAC, URL) –Будь <u>смаколиком</u>.

6)   adverb with a noun:

(31) *Look <u>ageless</u>*. (GGGM, URL) – Не показуй свій <u>вік</u>.

7) pronoun with a noun:

(49) *Without doing <u>this</u>*. (LPAC, URL) – Не залишаючи <u>слідів</u>.

8) noun with a verb:

(17) *Have a little <u>fun</u>*. (GGGM, URL) – <u>Розважся</u> трошки.

9) verb with an adjective:

(22) *It happens to every guy. While you sleep, your skin <u>dehydrates</u>*. (NMAC, URL) – Кожен чоловік знає, що це таке – прокидатися із <u>зневодненою</u> шкірою.

Grammatical substitutions also involve the replacement of the category of number in terms of word combinations, which is related to the specificity of number agreement when creating word combinations in the original language and the language of translation, or the replacement of the category of time, gender, person, species, manner, the state in predicates, verb inserts, constructions, adverbial and adverbial inflections.

(11) <u>*Dresses you'd love <u>to be caught dead in</u>*</u>. (STAC, URL) – <u>Одяг</u>, у який ви хотітимете <u>носити</u> і на тому світі.

(50) *Your roots are <u>showing</u>*. (GGGM, URL) – У тебе <u>відросли</u> корені.

The transformation of addition consists of the introduction into the translation

of lexical elements that are absent in the original, to correctly convey the meaning of the sentence (of the original) being translated, and/or to comply with the speech and language norms that exist in the culture of the language of translation. Addition plays a special role in the translation of advertising in the fashion industry since this translation transformation allows you to introduce additional language units into the text, in particular, prepositions, which allows you to adequately convey the essence of the term, embedded in the original text:

(35) *Maybe she's born with it. Maybe it's Maybelline*. (MNYAC, URL) – Можливо, її краса від природи. Можливо, її краса від Maybelline.

(28) *Let your instinct take over*. (AAC, URL) – Дозволь інстинкту заволодіти тобою.

If significant parts of speech are introduced into the text, addition is used along with grammatical substitutions:

(21) *Irresistibly touchable skin*. (NAC, URL) – Шкіра, до якої неможливо не торкнутися.

(36) *Now Nivea Men brings you to fast body shaving stick*. (NMAC, URL) – «Нівеа Мен» представляє те, стік для швидкого гоління тіла.

Omission is understood as justified from the point of view of translation equivalence, first of all, the norms of the language of translation, the elimination of those pleonastic or tautological lexical elements in the translated text, which according to the norms of the language of translation are part of the implicit meaning of the text. When it comes to reproduction during the translation of advertising in the field of the fashion industry, designed for a wide range of viewers, removal is primarily dictated by the need to simplify the text for the target audience. In such cases, the term is removed completely, sometimes even with the part of the text in which it is used:

(37) *Quality never goes out of style*. (LQAC, URL) – Якість завжди в моді.

(2) *A diamond is forever*. (DBJAC, URL) – Діаманти вічні.

(25) *Just do it*. (NAC, URL) – Просто дій.

In other cases, only one of the components of the term is removed, which

makes its meaning more general and easy to understand. The possibility of using extraction, in this case, is dictated by the ability of Ukrainian suffixes to convey certain values.

Transposition as a grammatical transformation consists in changing the order of words in a sentence or changing the order of parts of a sentence to simplify the understanding of the translated text of advertising in the fashion industry by the target audience.

(46) *Wherever you go, whatever you do, it's more fun in Ship'n Shore blouses.* (SSAC, URL) – Де б ви не були і що б не робили, в блузках Ship'n Shore ви будете щасливіші.

(26) *Just kiss me. Don't ask.* (KCAC, URL) – Жодних питань. Просто поцілуй мене.

(16) *Happy feet make happy people.* (MSAC, URL) – Щасливі люди починаються зі щасливих ніжок.

So, we can conclude that the use of grammatical transformations allows the translator to adapt the term to the language of translation, which is explained not only by the differences between English and Ukrainian, but also by the specifics of the discourse, which is aimed at a wide audience, and therefore requires the use of an explanation or, conversely, a simplification terminology. According to the results, we see that the most commonly used type of grammatical transformation is grammatical substitution (see Fig. 2.2).

The most commonly used types of grammatical transformations of modern fashion terms in mass media discourse
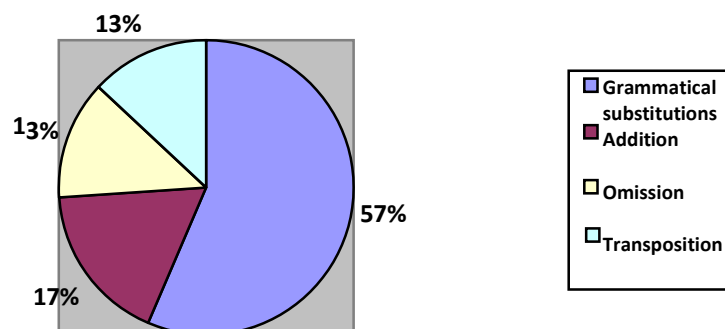
13%

13%

17%

57%

- Grammatical substitutions
- Addition
- Omission
- Transposition

Fig.2.2 The most commonly used types of grammatical tranformations of

modern fashion terms in mass media

2.3 Lexical and grammatical transformations in the translation of English modern fashion terminology into Ukrainian

The list of lexical and grammatical translation transformations, which are used when translating English-language texts of the fashion industry into Ukrainian, includes total reorganization, compensation, antonymic translation, and domestication.

Antonymic translation is a translational transformation used for a comfortable understanding of the translated text by the target audience and is a translation with the opposite meaning of the source text. This is motivated by the lexical-grammatical rules that exist in English, as in the analytical-inflectional language, but are absent in the Ukrainian language, as in the inflectional language. In particular, there is a rule in the English language: there cannot be two objections in a sentence. However, this rule is absent in the Ukrainian language and there may be several objections. In addition, the antonymic translation facilitates the perception of the text by the target audience, by the language laws that prevail in the Ukrainian language.

(37) *Quality never goes out of style.* (LQAC, URL) – Якість завжди в моді.

(18) I am what I am. (RAC, URL) – Мене не змінити.

(4) *Be dirty.* (GGGM, URL) – Не будь скромною.

(10) *Don't show so much skin.* (GGGM, URL) – Залиш своє тіло загадкою.

Modulation or logical development is a translational transformation that consists in replacing a dictionary equivalent with a contextual one that is logically related to the source word. Modulation is used to improve understanding of the text by involving associative connections:

(43) *This is not just about running.* (ABSC, URL) – Суть не лише в пробіжці.

(35) *Maybe she's born with it*. (MNYAC, URL) – Можливо, її краса від природи.

(12) *Get your goddess showing*. (VAC, URL) – Розкрий свою богиню.

Total reorganization is one of the most difficult translation transformations, as the translator adapts the source text, departing from the original form of the lexical units used in it, and uses the means of the translation language to convey the meaning of the statement as accurately as possible. Full recasting is often used when translating fixed expressions, ambiguous terms, and idioms.

(13) _Go green. Wear blue._ (HMSA, URL) – Бережи природу. Носи денім.

(5) _Be green_ _in any color you like._ (PSA, URL) – Люби планету в будь-якому кольорі.

(30) _Live like you give a damn._ (JFAC, URL) – Живи так, ніби ти паришся.

(42) _This is a message of hope._ (MSA, URL) – З'явилась крапелька надії.

(19) _I'll travel at the horizon._ (LVAC, URL) – Хочу поїхати до небокраю.

(15) _Happy feet make happy people._ (MSAC, URL) – Щасливі ніжки завжди приносять радість.

Compensation as a translational transformation is similar to differentiation. However, in the case of differentiation, one of the variants of the translation of the word is used, that is, the translator selects the necessary meaning. In turn, compensation is used in the translation of untranslatable lexical units and is the selection of the word closest in meaning among the means of the translation language to convey the meaning of the translated text as fully as possible.

(7) _Behind everything we do is a why._ (NAC, URL) – Кожна наша дія має свою мету.

(1) _A story of memorable firsts._ (PAC, URL) – Історія пам'ятних перших разів.

(41) _The world is your ramp._ (TAC, URL) – Увесь світ неначе перон для тебе.

Domestication as a translational transformation is used to introduce English-language advertising text of the fashion industry into the context of the Ukrainian language and Ukrainian mentality. In the case of domestication, the translator uses lexical units of the Ukrainian language, which are equivalents. At the same time, the translation may have options for using transliteration or transcription.

Domestication is used to facilitate the perception of a foreign text by the target audience.

(48) *Why don't you just eat?* (GGGM, URL) – <u>Ну чого</u> ти не їси?

(6) *Be the cool girl*. (GGGM, URL) – Будь класною <u>дівкою</u>.

Thus, mass media texts may contain terms that are words or contain words, usually such that determine the semantics of the text, and this requires clarification of the meaning during translation, while the translator can only choose from variant counterparts of the word to clarify it or, on the contrary, to convey it to a more general or logically related one, which aims to simplify the understanding of the entire advertising text by the addressee, who may not be sufficiently familiar with narrowly specific terminology. The results of the study showed that the transformations indicated above are all widespread. However, we can see that total reorganization is the most common among lexical and grammatical transformations. (see Fig. 2.3)

The most commonly used types of lexical
and grammatical transformations of
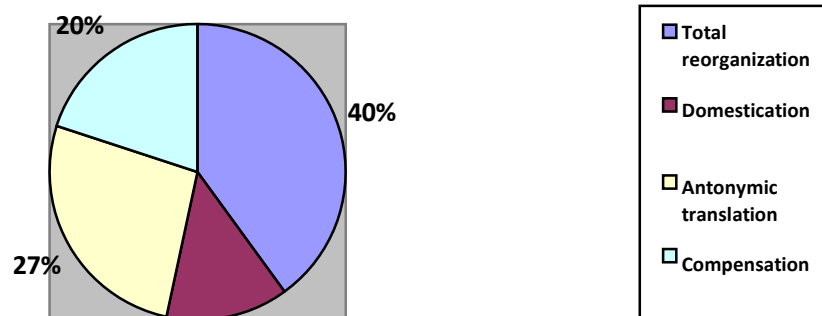modern fashion terms in media discourse

Fig. 2.3 The most commonly used types of lexical and grammatical transformations of modern fashion terms in mass media

CONCLUSIONS

This term paper investigates the translation transformations that are used to convey the means of the influence of the English-language media discourse in the Ukrainian language, with further analysis of the translations performed by us and the identification of the types of transformations used.

The translation of excerpts of English-language texts published on Internet pages containing modern fashion tems, presented in the second section, was made by us and to preserve their main function, which is to influence the audience, necessary transformations of different types at different levels were used in the translation process.

The expediency and rationality of using translation transformations are justified and aimed at achieving translation adequacy and pragmatic equivalence. Knowledge of translation transformations and the ability to apply them in practice is one of the key elements of professional translation competence.

During the research, we paid attention to the stylistic features of the analyzed texts and identified translation transformations in the target text. In the first point of Chapter 2, we considered four methods of transformations: modulation (18%), transcoding (9%), transliteration (64%) and loan translation (9%). According to the results, transliteration is the most common way of translation fashion terms. In the second point, we found that among such types as grammatical substitution (57%), addition (17%), omission (13%), and transposition (13%), grammatical substitution turned out to be the most common among grammatical transformations, its number exceeded other transformations by four times. And regarding the last point, total reorganization (40%) appeared to be the most used among the others. Among the 50 analyzed sentences, we can notice that the percentage of lexical transformations is 36%, grammatical transformations is 39%, and lexical and grammatical transformations is 25%. Therefore, after comparing the results of the research, we can conclude that grammatical transformations are the most commovly used in the translation of media texts that include the terminology of modern fashion.

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ANNEX A

MASS MEDIA TEXTS CONTAINING THE MODERN FASHION TERMS IN THE SOURCE LANGUAGE AND THE TARGET OF TRANSLATION

1. *A story of memorable firsts.* (PAC, URL)	Історія пам'ятних перших разів.
2. *A diamond is forever.* (DBJAC, URL)	Діаманти вічні.
3. *Be delicious.* (DKNYAC, URL)	Будь смаколиком
4. *Be dirty.* (GGGM, URL)	Будь непристойною
5. *Be green in any color you like.* (PSA, URL)	Люби планету в будь-якому кольорі.
6. *Be the cool girl.* (GGGM, URL)	Будь класною дівкою.
7. *Behind everything we do is a why.* (NAC, URL)	Кожна наша дія має свою мету.
8. *Bold lashes just got real.* (MNYAC, URL)	Зухвалі вії щойно стали реальністю.
9. *Botox your wrinkles.* (GGGM:URL)	Вколи ботокс.
10. *Don't show so much skin.* (GGGM, URL)	Не показуй так багато тіла.
11. *Dresses you'd love to be caught dead in.* (STAC, URL)	Одяг, у який ви хотітимете носити і на тому світі.
12. *Get your goddess showing.* (VAC, URL)	Розкрий свою богиню.
13. *Go green. Wear blue.* (HMSA:URL)	Бережи природу. Носи денім
14. *Gravity will never be the same.* (PMCAC:URL)	Гравітація зміниться назавжди.
15. *Happy feet make happy people.* (MSAC, URL)	Щасливі люди починаються зі щасливих ніжок.
16. *Happy feet make happy*	Щасливі люди починаються зі

people. (MSAC:URL)	щасливих ніжок.
17.Have a little fun. (GGGM, URL)	Розважся трошки.
18.I am what I am. (RAC, URL)	Мене не змінити.
19.I'll travel at the horizon. (LVAC, URL)	Я поїду до небокраю, де небо цілує море.
20.Introducing Levi's new Woman's Denim Collection. (LDQA, URL)	Представляємо нову колекцію джинсів для жінок від «Левайс».
21.Irresistibly touchable skin. (NAC, URL)	Шкіра, до якої неможливо не торкнутися.
22.It happens to every guy. While you sleep, your skin dehydrates. (NMAC, URL)	Кожен чоловік знає, що це таке – прокидатися із зневодненою шкірою.
23.It's magic. Sauvage. Dior. (DAC:URL)	Це магія. «Соваж» від Діор.
24.It's really true! The one true red you've spent a lifetime looking for! (RAC, URL)	Це насправді сталося! Той самий насправді насичений червоний, який ви шукали все життя.
25.Just do it. (NAC, URL)	Просто дій.
26.Just kiss me. Don't ask. (KCAC, URL)	Жодних питань. Просто поцілуй мене.
27.L'oreal New air volume mega mascara by L'oreal Paris. (LPAC:URL)	Нова туш «Еір Вольюм Мегамаскара» від Лореаль Париж.
28.Let your instinct take over. (ACA:URL)	Дозволь інстинкту заволодіти тобою.
29.Libre. La nouvelle de parfum. Yves Saint Laurent. (YSLAC:URL)	«Лібре». Новий аромат від «ІвСенЛоран».
30.Live like you give a damn. (JFAC, URL)	Живи так, ніби ти паришся.

31. Look ageless. (GGGM, URL)	Не показуй свій вік.
32. Luxury of custom clothing at your doorstep. (TAC, URL)	Розкіш повсякденного одягу у вас вдома.
33. Makes me the man of today. Boss Bottled. (HBAC:URL)	Це робить мене чоловіком сьогоднішнього дня. «Босс ботлд».
34. Maybe it's Maybelline. (MNYAC:URL)	Можливо, її краса від Maybelline.
35. Maybe she's born with it. (MNYAC, URL)	Можливо, її краса від природи.
36. Now Nivea Men brings you to fast body shaving stick. (NMAC, URL)	«Нівеа Мен» представляє стік для швидкого гоління тіла.
37. Quality never goes out of style. (LQAC, URL)	Якість завжди в моді.
38. So glam. So Kylie. (KCAC:URL)	Так гламурно. Так схоже на Кайлі.
39. Switch to ELVIVE Fibralogy thickening haircare from L'oreal Paris. (LPAC:URL)	Спробуй «Ельвів Фібралоджі» від Лореаль Париж, спрямований на збільшення густоти волосся.
40. The ones who look in the mirror with confidence. (*LPAC*, URL)	Для тих, хто впевнено дивиться на своє відображення.
41. The world is your ramp. (TAC, URL)	Увесь світ – це твій перон.
42. This is a message of hope. MSA, URL)	Це послання надії.
43. This is not just about running. (ABSC, URL)	Суть не лише в пробіжці.
44. This is not just about running. This is about becoming your better self. (ABSC, URL)	Суть не лише в пробіжці. Суть у створенні кращої версії себе.
45. This shirt kills 99% of the COVID-19 virus. (CSA:URL)	Ця сорочка знищує 99% вірусу

	COVID-19.
46. *Wherever you go, whatever you do, it's more fun in Ship'n Shore blouses.* (SSAC, URL)	Де б ви не були і що б не робили, в блузках Ship'n Shore ви будете щасливіші.
47. *Who will you make happy today?* (LAC:URL)	А кого ти ощасливиш сьогодні?
48. *Why don't you just eat?* (GGGM, URL)	Ну чого ти не їси?
49. *Without doing this.* (LPAC, URL)	Не залишаючи слідів.
50. *Your roots are showing.* (GGGM, URL)	У тебе відросли корені.

ANNEX B

''TikTok Made Me Buy It: The Liquid Blush That Gives Me Juicy, Sculpted Cheeks'' (TTMMBI, URL)

''In pursuit of the juiciest of glows this summer, I've come to find that Rare Beauty's liquid blush isn't the stuff of TikTok legend for nothing. As someone who likes to wield blush with Way Bandy levels of enthusiasm, it's become my go-to for a radiant pop of color on the cheeks—and beyond.

Rare Beauty's viral Soft Pinch formula, which has received the tick of approval from major beauty players including Mikayla Nogueira, is lauded for its texture. It's a soft, powdery liquid with just the right amount of slip for an ease in blending that achieves that ever-coveted, melts-right-in finish. As TikTok users emphasize, it's highly pigmented; a tiny dot at the center of the cheeks is all you need to start, and you can blend it out with your fingertips or a foundation brush, like the brand's popular Liquid Touch tool. One layer blended into the apples of the cheeks supplies a bright, ultra-flattering wash of color. But that's just the beginning of what you can do with this liquid blush according to TikTok.

As a draping (i.e. blush contouring) enthusiast, I often like to blend out my blush further along the highs of the cheekbones, all the way up to the temples, for a more sculpted, face-lifting glow. You can also use it as creamy liquid eyeshadow or even mix the warmer, tawnier shades like muted peach Joy into your concealer to help color correct unwanted tones as creators like Spencer (@paintedbyspencer) and Alissia (@makeupbyalissiac) have inspired millions of followers to do. Only adding to Soft Pinch's allure is its range of shades, hailed as both striking—think: cool mauves, warm terracottas, and true reds and pinks—and flattering across different skin tones.

While I've been wearing a swish of Rare Beauty liquid blush everywhere from the office to evenings out, I suspect that its vibrant, long-wear pigment will be especially appreciated on the beach this summer. It does, after all, pass the ultimate''

test: living in perfect harmony with my all-business SPF 50 (*Insert handshake emoji here*)—a feat not to be taken lightly.''

РЕЗЮМЕ

Курсову роботу присвячено дослідженню способів перекладу термінології сфери моди у масмедіа дискурсі. У ході роботи було висвітлено поняття термін, описано існуючу класифікацію термінів на основі наукових досліджень, проаналізовано текст медійного дискурсу, а також здійснено перекладацький аналіз на основі фактичного матеріалу, який містить термінологію з сфери сучасної моди (усього 50 речень).

Ключові слова: переклад, перекладацький аналіз, термінологія, термін, медійний дискурс.