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TERM PAPER

in Translation Studies

**PECULIARITIES OF TRANSLATION OF LANDSCAPE DESIGN
TERMS FROM ENGLISH TO UKRAINIAN (case study of specialized
websites)**

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КУРСОВА РОБОТА

З ПЕРЕКЛАДУ

ОСОБЛИВОСТІ ПЕРЕКЛАДУ ЛЕКСИКИ ЛАНДШАФТНОГО ДИЗАЙНУ З АНГЛІЙСЬКОЇ НА УКРАЇНСЬКУ (НА МАТЕРІАЛІ ПРОФІЛЬНИХ ВЕБ-САЙТІВ)

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

студент 4(четвертого) курсу Па 01-19 групи, 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**

Тема роботи Особливості перекладу лексики ландшафтного дизайну з англійської на українську (на матеріалі профільних веб-сайтів)

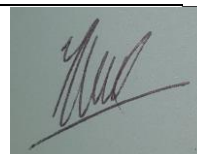
Науковий керівник К.ф.н., доцент Никитченко Катерина Петрівна

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

студента(ки) 4(четвертого) 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

Лободи Ірини Миколаївни

(ПІБ студента)

за темою Особливості перекладу лексики ландшафтного дизайну з англійської на українську (на матеріалі профільних веб-сайтів)

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

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INTRODUCTION

Landscape design is gaining more and more popularity every year. Due to the development of new technologies, opportunities are becoming more and more. Therefore, the profession of a designer is quite popular. Of course, the customer wants to request work from a well-known and successful designer, which is why international language and a correct understanding of special terms are so important for a translator. After all, it is the key to understanding between the customer and the designer. In order to perform an adequate translation of landscape texts of mass media discourse, the translator must know the main features of landscape terms and their translation options into Ukrainian.

The aim of the research is to define and analyze the main options of the translation of English landscape terms into Ukrainian on the material of specialized websites.

The main objectives of the research are:

- To study the notion of terminology;
- To study the notion of discourse;
- To analyze a text of mass media discourse;
- To figure out the options for translation of English landscape design terms into Ukrainian;
- To analyze lexical and grammatical transformations in the translation of landscape design terms.

The investigation subject is options of translation of English landscape design terms into Ukrainian.

The object of the research is English landscape design terms.

Data sources are 50 sentences with landscape design terms from websites.

The aim, tasks and data sources determine **the methods** of the study:

- the method of translation analysis in order to figure out the main translation transformations that are used in the process of translation of landscape design terms;
- the method of iterative searching in order to figure out the main characteristic features of etymology and word formation of English landscape design terms;

- the method of quantitative analysis in order to determine the main options of translation of landscape design terms.

The theoretical value of the research is that the theoretical part can be used in the process of the study of landscape design translation.

The practical value of the research is based on creating dictionaries of landscape design terms which would contain options of translation, few examples of the use and the meaning of the terms.

The structure of the research paper includes the Introduction, Chapter 1 (theoretical), Chapter 2 (practical), Conclusions, Bibliography, List of Reference Sources, List of Data Sources, Annex A, Annex B and a Summary in Ukrainian.

The term paper can be generally divided into four chapters. The INTRODUCTION gives a short outline of the theme. CHAPTER I comprises a theoretical overview of methods of translation landscape terms. The chapter is focused on the main peculiarities and characteristic features of the notion. CHAPTER II shows a detailed analysis of transformations used during the rendering of the constructions from the English language into Ukrainian because of the website Green Garden made by Andrii Niaiko. Then for a better understanding of the main topic, comparative analysis is provided. CONCLUSIONS consist of a summary of the theoretical and practical parts and the main findings of the study. BIBLIOGRAPHY includes theoretical sources used during the term paper writing. LIST OF REFERENCES SOURCES include dictionaries and encyclopedias used during the term paper writing. The LIST OF DATA SOURCES contains references to the literature that served as a source of actual research material. Annex A contains an analysis of a fragment belonging to the mass media discourse. ANNEX B includes 50 English sentences with the studied phenomenon according to the problems of the term paper and their translation into Ukrainian. Finally, PE3IOME is a summary of the work, highlighting its main idea and practical significance.

CHAPTER 1

THEORETICAL BASIS FOR THE RESEARCH OF LANDSCAPE DESIGN IN ENGLISH AND UKRAINIAN

1.1 Terminology as a specialized unit of language and vocabulary of landscape design

Terminology constitutes the greatest part of every language vocabulary. For several centuries, terminology has only existed as a sub-discipline to other sciences such as zoology, chemistry or engineering. However, many people have no idea of what it is, while others, searching for an explanation of terminology, end up associating it with 'science of terms'. Still, we do not have the clear definition of it. Many linguists consider terminology as:

- a system of terms;
- a subsystem of the general lexicon;
- a practice which deals with social needs that are often related to political and commercial field [14: 17].

A. Rey believes that the definition of terminology is based on some requirements. In our opinion, the most important among them are:

- brevity of verbal expression;
- systemic content;
- unambiguousness within the terminological system;
- correspondence between context and form;
- stylistic neutrality [13: 1].

The Austrian terminologist E. Wüster, who was the father of terminology and the founder of the General Theory of Terminology, considered it as an interdisciplinary field of science, related to linguistics and ontology [15: 63].

In opinion, as a special unit in the lexical system of language, terminology has its own distinctive features. Such scholars like M. Cabre and B. Sonneveld distinguish the following features of terminology: accurateness, systematism and internationalism.

With the help of accurateness we avoid the misunderstanding between two concepts. R. Temmerman believed that each linguistic signal possesses one basic

nuclear meaning and vice versa a concept also has a typical linguistic signal in a concrete situation [11: 264].

Terminology is characterized by its systemic nature. As an important part of the system of a language, a term occupies special position in the system of concepts. Therefore, the collection of terms forms a terminological system. Being closely connected with other terms of system, a term must have its own special meaning. When a term is separated from the system, its meaning becomes indistinct.

Together with the scientific and technological progress and cooperation between countries throughout the world a term becomes internationalized. The globalization enables terminology to be used more popularly in different languages so as to make the international science develop faster. The result of this process is the existence of terms which were internationalized in different languages [11: 34].

Terms of the landscape design for example:

Design Elements - key landscape features being proposed in a landscape design plan. Water features, paths, patios, decks, boulders, plantings, screens, fences, and contouring are just some of the common design elements (GL: URL);

Minimalism - using the smallest number of plants, plant varieties, hardscape materials and other elements needed to accomplish the goal for the landscape design. This aesthetic is usually associated with modern and low maintenance landscape design (GL: URL);

Patio - this is a partially open sided relaxation or recreation area that adjoins a dwelling, used for entertaining, outdoor dining and simply enjoying the outdoor environment (GL: URL);

Temmerman R. and John Benjamins distinguish the following five principles of terminology:

- It starts from the concept and it does not consider any language;
- a concept can have its own position in a concept system [11: 16].

Terminology is not isolated or independent from general lexicon but forms a full value part of general lexicon;

- it describes things or processes, expresses concepts in a particular kind of language

or branch of science;

- one term designates only one concept while one concept designates one term [9: 21].

In our opinion, one of the most important notions of terminology is a term. Many scholars have tried to provide an adequate definition or characterization of it. The traditional approach of terminology theory took account of the terms as a unit of language. Some linguists distinguish between two different views of the term: according to the first point of view the term is a cognitive unit (a sign which transfers not only the information but also some knowledge about the situation), according to the second view the term is a linguistic unit which aims at finding the clear definition of the term as a special element of vocabulary [11: 25].

J. Pearson define the term as the unit of terminological system that defines the concept and occupies the position between other concepts. It can be expressed by a word or a phrase and it is used for communication between people and belongs to the general lexicon of a particular language. Scholar defines the following elements of a term:

- significate meaning;
- motivation;
- proper semantics (lexical, denotative, representative meaning).

L.O. Symonenko defines the term as a linguistic sign designating a special concept in the corresponding system of concepts, and a concept can be defined as a unit of thought with vague meaning and scope [9: 75].

Terms may appear in different discourses as nouns, verbs, adjectives, adverbs or nominal, verbal, adjectival or adverbial structures and may belong to one of the broad semantic categories: entities, events, properties or relations. Linguists divide terms into two groups: general and special terms. General terms are used in various fields of science and belong to the scientific style of speech. For example, equivalent, adaptation, experiment. Special terms are assigned to specific scientific disciplines, sectors of production and technology. [1: 43]

Subject terms

A subject term is a standardized word or phrase that describes a main idea in the article. When an article is added to a database, the database will assign subject terms to it from the database's list of subjects. Most articles will have from 3 to 12 subject terms assigned.

- Each database has its own list of subject terms.
- They often contain technical jargon and odd punctuation, so you often won't be able to figure out the subject terms on your own.
- You will have to identify the subject terms in the database, and then use them in a search.
- Most databases make and use their own subject terms, but some databases are known for their specialized lists of subject terms. For example: ERIC Descriptors and MESH Headings.

The goal of this guide is to walk you through locating and using database subject terms to improve the relevance of your database searches. Specifically, this guide will cover:

- identifying subject terms;
- using subject terms in your search;
- using subject indexes to identify subjects [19: URL].

Subject Field Terms:

Terms are usually defined as monosemantic words, deprived of any expressive meaning, or even as a special quality, which words may acquire or lose in discourse. These days the problem of understanding and interpreting terminology has to be addressed in somewhat new dimension.

The reason for this is that many lexical items acquire different terminological meanings in the context of different sectors or subject fields of human activity.

For example, in landscape design : Allee. Ecological, Modernism, Design Elements, Patio.

Roughly subject field words of any language may be classified into three groups:

1. General subject field words - known to most educated speakers of the language;

2. Special subject field words - known to all people who work in a particular sector.
3. Professional jargon and slang - words known to comparatively narrow groups of professionals, often working for particular institutions or companies.

In landscape design terminology is used general and special subject field words [19: URL].

As in all fields of work, jargon and abbreviations are created over time. Not exclusively, they also exist in the field of landscape design, but they have not yet become known and generally accepted.

So, terminology is the important part of the language vocabulary. Many linguists have tried to define the clear definition of it. They consider terminology as a subsystem of general lexicon, the system of terms and interdisciplinary field of science. Still, we do not have the clear definition of it. A term can be defined as a linguistic sign which denotes a concept in a particular system of concepts and belongs to a particular terminological system [20: URL].

1.2 Theoretical background of landscape design terms translation from English to Ukrainian

Landscape design translation is a type of software localization translations. In the second part of this term paper, such a type of translation as website translation will be considered. Landscape design translation includes a number of features and nuances that a translator or an interpreter must be aware of. Deviations from the text and the presence of errors in the translation process can lead to misunderstanding and reproduction of projects and lead to the termination of cooperation between the translator and the employer. (GL: URL).

In the process of translation, a translator should take into account the following requirements related to . Landscape design terms:

- A term should have direct correlation with a concept of a special subject field;
- A term must correspond to the norms of the language.

In order to perform an accurate translation of landscape design terms, texts and websites a translator must be aware of the conceptual organization of the landscape terminological system of the source and the target language and must have a substantive knowledge of landscape terminology in both languages and its use in the target language (word order, grammar and syntax). Also, when there is more than one equivalent available in the target language, the translator must be able to choose the translation option and must avoid terminological gaps in the target language.

Very often the source language and the target language have differences on the lexical and syntactic level. Therefore in order to perform the translation, a translator makes some changes which are called “transformations”. They are divided into three groups: lexical, grammatical, lexical and grammatical. English landscape terms can be rendered into Ukrainian using the following options:

1. Equivalent translation. In the process of translation of landscape texts, the problem of choosing an equivalent in the target language which would convey the meaning of a landscape term becomes important. If the target language has the direct equivalent to the term, then the process of choosing is reduced to the substitution, but if there is no direct equivalent, then a translator must choose of one of the equivalents, taking into account a number of linguistic and extralinguistic factors. V. I. Karaban believes that the equivalent is a lexical analogue, which completely coincides with the meaning of a term of the source language [2: 215]. The use of equivalent translation of landscape terms is observed in the following examples:

- *Easement* — ‘Сервітут’: The grant could also be used for acquiring protective easements along the creek [16: URL]. — Грант також може бути використаний для придбання охоронних сервітутів вздовж струмка.
- *Perennial* — ‘Багаторічник’: The plants are tough perennials, less than a metre high [16: URL]. — Рослини – міцні багаторічники, висотою менше метра.

2. Descriptive translation. It is used when the word in the source language is replaced by the phrase in the target language that conveys the meaning of the word. We can use it for both explaining the meaning in the dictionary and for translating landscape terms and texts:

- *Underplanting* — підсадка рослин під пологом лісу.
- *Softscape* — охоплює всю роботу із рослинним матеріалом.

Also, many scholars distinguish the following requirements for this method of translation:

- the translation should render the main content of the concept designated by neologism;
- the absence of equivalent in the target language;
- the description of the term should not be too detailed;
- the syntactic structure of the description should not be complicated [2: 36].

3. Transcoding. It is used when the sound or graphic form of the word is translated by means of the source language alphabet. We transcode terms when the target language has no corresponding concept or translation equivalent and when the translator cannot find words or phrases which would render the meaning of the term. Using the classification according to Kuchman's article, and transferring it to the study of landscape terms divide the transcoding of landscape terms into 4 types [3: 13].

Transliteration is the formal reproduction of the graphic form of the word in the source language by means of the alphabet of the target language [3: 13]:

- *compost* — ‘компост’: Recyclable material is sold to wholesalers and organic material is composted and then sold in the market [16: URL]. — Перероблений матеріал продається оптовикам, а органічний матеріал компостується, а потім продається на ринку.

Transcription is the reproduction of the sound form of the word of the source language

using phonemes of the target language [3: 13]:

- *patio* — ‘патио’: This earlier surface was then covered by fill and capped with another patio [16: URL]. — Цю попередню поверхню потім засипали та закрили іншим патио.

Mixed transcoding (the use of transcription and transliteration):

- *alley* — ‘алея’: Adaptability of calliandra tree fallows planted in alleys [16: URL]. — Адаптивність калліандри, висадженої в алеях.

Adaptive / practical transcoding (the word in the source language adapts to the structural peculiarities in the target language):

- *defoliation* — ‘дефоліація’: Defoliation occurred when the plants were nearly mature [16: URL]. — Дефоліація сталася, коли рослини були майже зрілими.

Ways of translation combined under transcoding are considered to be quasi-untranslatable due to the fact that when using them, their translation is a process of reproduction of graphic (transliteration) or sound (transcription) forms of terms, and at the same time it is the process of borrowing the meaning of landscape terms in the source language and in the target language. Although these options of translation are among the oldest, nowadays their usage is subject to a number of restrictions (language policy, stylistic rules, etc.).

4. Loan translation. It is the reproduction of words, when components of a word are translated literally by the corresponding equivalents in the target language. Loan translation can also be considered as mechanical copying.

- *Terrace* — ‘тераса’: The middle maisonette, occupying levels one and two, has a small terrace facing the street [16: URL]. — Середній мезонет, що займає перший і другий рівні, має невелику терасу, що виходить на вулицю.

5. Addition. This grammatical transformation is used in the process of translation in order to compensate for grammatical and semantic losses in the source

language [8: 117].

6. Transposition. This grammatical transformation means a change in the word-order of the sentence. It is caused by the structural differences in expressing the theme and the rheme in the source and the target language [4: 116].

7. Transformations of idioms in translation. The option of translation of landscape idioms depends on the following factor: the presence of an equivalent in the target language. If an idiom has a direct equivalent, therefore it can be rendered by means of substitution with an analogue:

- *a blot on the landscape* — ‘ложка дьогтю в бочці меду’: They scar the natural beauty of the countryside; they are a blot on the landscape [16: URL]. — Вони спотворюють природну красу сільської місцевості, стаючи ложкою дьогтю в цій бочці меду.

So, localization translation and website translation is a special type of translation, which aims at transforming of oral and written texts of the source language into the target language. The source language and the target language have differences on the lexical and syntactic level. To perform the translation, a translator makes some changes on these levels. These changes are called “transformations”. Transformations are divided into lexical, grammatical, lexical and grammatical. Landscape terms can be rendered by means of the following options:

- Equivalent translation
- Descriptive translation
- Transcoding
- Loan translation
- Addition
- Transposition
- Substitution with an analogue and calque translation of landscape idioms.

To make an accurate translation of landscape terms it is necessary to be aware of the conceptual organization of the landscape terminological system of the source and the target language and to have substantive knowledge of landscape terminology in both languages.

1.3 Specifics of mass media discourse text analysis

In modern linguistics, the term ‘**discourse**’ does not have the clear definition. This word originates from Latin ‘*discursus*’, which had the meaning of ‘*speech, conversation*’.

S.Yi. Maksimov defines discourse as complex communicative phenomenon which includes such factors of interaction like cultural competence, communicative goals and shared knowledge. It means that discourses include those factors which are important components for translation of the text [4: 9].

Therefore, a text is a communicative event expressed by means of human language. It means that any oral or written form of communication can be considered as a text [4: 8].

Many scholars distinguish the following six criteria which qualify either a written or a spoken text as a discourse:

- Cohesion — the way certain words of grammatical features of a sentence can connect the sentence to its predecessors and successors in a text;
- Coherence — the order of statements relates one another by sense;
- Informativeness — the use of new information in a particular discourse;
- Acceptability — it means that the information needs to be understandable and satisfactory for the audience;
- The message has to be conveyed consciously;
- The existence of intertextuality — the reference to the world outside the text [18: URL].

In the study of discourse, the question about its classification becomes relevant.

Each type of discourse is determined by a set of rules, the implementation of which requires a certain social sphere. Since it is a type of the communicative activity which includes any written or spoken communication, many scholars define the following 4 main types of discourse:

- Narration. It is the act of telling a story, usually in some kind of chronological order, accompanied with emotions and empathy;
- Description. a detailed description of objects or phenomena, which is used to create an artistic image;
- Argument. A form of communication which aims at convincing the audience to accept the speaker's or the writer's point of view;
- Exposition. It aims at informing the audience about some news, events or other types of information using the neutral language [18: URL].

In our opinion, the most acceptable classification for our investigation was made by V.I. Karaban. He distinguishes 8 types of discourse: political, legal, advertising, mass media, religious, fictional, business, scientific.

Media discourse is a specific type of speech and thinking activity, which is characteristic solely for the media field of information [2: 147].

Media discourse is an activity carried out by subjects of mass communication, which is why it is motivated by a certain purpose, depending on which it acquires a specific content. Possible purposes of media discourse are description and explanation, regulation of the addressee's identity, influence on the consciousness of the recipients, assessment of reality, forecasting of the situation, etc [2: 147].

Mass media have a powerful influence on the state of the public consciousness, since most of its ideas about the world people receive from newspapers, magazines and TV shows. The distinctive features of the media are their publicity, that is, an unlimited range of consumers; indirect, divided in space and time interaction communicants; one direction of influence from the communicator to the recipient, the impossibility of changing their roles. At the same time, the media are created not only for the transfer of information and information, but also are active participants in socio-political and economic processes, participants that create situations and shape mood.

The specificity of a media product is determined primarily by the external conditions of its existence:

- special type and nature of information
- "without clearly defining the content of such information
- as long as it is considered essential, important or even necessary for society as its mass consumer"; -"secondary text"
- mass communication texts differ from other types of text in that they use, systematize, and shorten, elaborate, and formalize all other types of texts that are considered "primary" in a special way;
- focus on "flow", standardization, rapidity of information, which, according to some researchers, brings mass information into mass culture, the values of which are oriented to the primitive level of consumption of goods and services;
- meaningful incompleteness, openness to numerous interpretations; the specific character of mass media intertextuality - mass media texts make up a set of phrases of a large number of hypertexts, where there are a large number of links and endless citations;
- polycode text - mixed nature of texts with different non-verbal sign systems;
- medianess – the semiotic organization of the text depends on the format properties of the channel;
- multifunctionality of mass communication, which affects the audience by informing and persuading;
- collective production of informational texts;
- a mass audience that engages in mediated, socially oriented communication and accordingly receives categorical features, such as a dispersed, undefined audience, united only by elementary knowledge of the language, and represents social groups unrelated by goals and interests;
- special nature of feedback - limited, minimized or completely absent.

Therefore, a media text is an integrative, multi-level text that combines various

semiotic codes (verbal, non-verbal, media) into a single communicative whole, and also demonstrates openness at the content, compositional-structural and symbolic levels [6: 62].

In this part of the term paper, the stylistic and discourse analysis of the text which belongs to mass media discourse will be provided. We suggest the analysis of the fragment given in the Annex A. It is an extract from the online magazine Garden Design (GD : URL).

The extract under analysis headlined TOP ADVICE FOR DESIGNING YOUR GARDEN belongs to artefact type of texts. It is the discourse of mass communication, in particular, discourse of mass media. There is such non-verbal elements in the text, as pictures, which depicted examples of landscaping in various locations such as gardens, paths and lawns. (Fig.1.1, Fig.1.2, Fig.1.3, Fig.1.4)

The text is aimed at readers who are interested in building a garden or are going to make changes to their current garden, it is useful for them to get ideas and advice from those who have been designing gardens for years.

The communicative purpose of textual information is to give readers the opportunity to look from another side at the place that they plan to improve or change thanks to the landscape. Thanks to the author mentioning four different designers, a larger audience will read and like this article, due to the different tastes of each person.

In this text there are two deictic axes used by the author of the text:

1) the narrative of the author: I (the author) hereby TELL YOU (the reader) about ideas and advice from four designers from New York, California, Washington State and England. (“I-here-then” axis);

2) compatible purpose from the authors' paragraphs: THEY (designers) SHARE what they learned while designing their gardens. (“they-there-then” axis). This analysis allows us to classify the text among texts of an informative nature, which is typical of mass media discourse texts.

This extract is implemented by the use of terms, tropes and figures of speech. In the extract the following stylistic devices are used:

- Epithets: *moss rock, woodland plantings, wooded setting, Graceful crape myrtles, peach-apricot highlights of Kniphofia, uniformly straight, curving lines;*
- Metaphor: *to create a feeling of intrigue and mystery; to create visual tension; to give the eye a place to pause and appreciate the surroundings; to help focus the eye; Light and shadows create ambience and animate a space;*
- Catchphrase: *less is more.*

On the lexical level, the first characteristic feature of the analyzed text is wide use of proper names including:

- designer's names (*Conni Cross, Debora Carl, David Pfeiffer, Daniel Klein, Jeremy and Beverly Allen*);
- Photo's by names (*Claire Takacs, Richard Bloom*)
- place name (*in New York, California, Washington State, and England, Long Island, Encinitas, Vashon Island*);
- name of magazine (*Garden Design*).

The next feature of the analyzed text is the use of terminology of the mass media sphere:

Designer Conni Cross and her husband naturalized the edges of an irregularly shaped swimming pool with moss rock and woodland plantings, allowing it to blend seamlessly into the wooded setting. Graceful crape myrtles and Japanese maples frame the pool with an engaging display of color in all seasons. I've learned to research plant varieties thoroughly and to choose wisely when it comes to foundation trees and shrubs that will last for many years. You can fill gaps around foundation trees and shrubs with shorter-lived perennials. Combining formal plants, such as boxwood, with naturalistic plants, such as Japanese maple, lends structure and balance. Richly layered plantings of ornamental grasses, perennials, and succulents outline the boardwalk and gravel path that lead from the house down the backyard slope at Debora Carl's property in Encinitas, CA. Blue chalksticks—Carl's favorite go-to

groundcover—complements repeating peach-apricot highlights of Kniphofia and Cordyline. A European-inspired fountain was placed outside the kitchen window and next to an arbor-covered dining area where it can be enjoyed year-round. Instead, rely on architectural elements such as arbors, stairs, and walls to unify the house with the garden. Choose plants that require minimal pruning and watering. For hardscape and planting choices, hold true to the vernacular of your home's architecture and the area you live in. Garden and positioned to take advantage of the borrowed views of majestic shade trees and clipped hedging beyond, adding an extra dimension of layering and height. Using uniformly straight or curving lines for elements such as hardscape, hedges, or planting beds lends order to a space.

Therefore, it should be mentioned that discourse is a complex communicative phenomenon while text is a communicative situation expressed by human language. According to some scholars, there are 4 main types of a discourse:

- Narration
- Exposition
- Argument
- Description

Media discourse is integrated into social, personal and professional relationships and can be used to achieve appropriate illocutionary effect. Media discourse is a leading type of discourse that penetrates into all types of institutional and everyday communication. Media texts become significant means of forming society outlook and world perception of individuals.

To sum up, translation articles from websites include several technical stages of the translator's work. One of the most important is an analysis of the lexical and grammatical features of the language of the source text and finding relevant terms translation into the target language. In Chapter II of this term paper, we will look in detail at the various transformations used in the translation of landscape terms, which were described in Chapter I.

CHAPTER 2

MASS MEDIA DISCOURSE TERMINOLOGY IN TRANSLATION

2.1 Lexical transformations in the translation of mass media discourse

In Chapter I of this term paper, we have looked through the theoretical background of the notion under investigation. In this chapter, we will examine the translation of the landscape terms from practical point of view. Furthermore, it is important to mention that in this work we will rely upon the classification described by Maksimov in his book “Practical course of translation”.

In the process of our research work, we have investigated the usage of different grammatical transformations that help to render English sentence into Ukrainian in a proper way.

In the previous chapter, it was revealed that there are the following ways of translating landscape terms: transcoding, loan translation, and descriptive translation. Here we will describe how these ways are applied to rendering landscape terminology.

2. Loan translation (root-for-root or word-for-word translation)

(4) *Horizontal junipers will create an image of a river embracing the burial* (GGHM: URL). — Образ річки, яка обрамлює поховання, виконають грунтопокривні ялівці.

The phrase ‘*Horizontal junipers*’ is rendered into Ukrainian by means of loan translation.

(5) *The ground should be cleared from weeds and prepared for bedding greenery* (GG: URL). — Земля очищається від бур'янів і готується до висадки зелених насаджень.

This term and phrase were rendered into Ukrainian by means of loan translation.

(7) *The different zones include: recreation places, playgrounds, greenhouses, vegetable beds, specially equipped places for grill (barbecue, oven, tandoor) and garden and dining furniture* (GG: URL). — До різних зон відносять: місця для відпочинку, ігрові майданчики, теплиці, овочеві грядки, спеціально обладнані місця для облаштування мангала (барбекю, печі, тандиру) і садово-обідніх

меблів.

This term and phrase ‘*greenhouses, vegetable beds*’ were rendered into Ukrainian by means of loan translation.

(8) *Watering includes the following output points: sprinklers, irrigators, equipment for drip irrigation, drainage holes, drains and storm water drains* (GG: URL). — Для поливу це: розбризкувачі, зрошувачі, пристосування крапельного поливу. Сюди ж включаються дренажні ями, стоки і ливневки.

This term and phrase ‘*sprinklers, irrigators, equipment for drip irrigation, drainage holes, drains and storm water drains*’ were rendered into Ukrainian by means of loan translation.

(15) *They are followed by perennials, lianas and bulb flowers* (GG: URL). — Потім багаторічники, ліани, цибулинні квіти.

This term and phrase ‘*perennials, lianas and bulb flowers*’ were rendered into Ukrainian by means of loan translation.

(23) *Whether it is geometry of shapes only or a chaotic lushness, or laconism and minimalism, or luxury and bizzarrerie, or reserve, or diversity of colors – all these depend on the concept* (GG: URL). — Чи буде це сувора геометрія форм або хаотичне буйство; лаконічність і мінімалізм; розкіш і вигадливість; стриманість або строкатість відтінків – все це залежить від концепту.

This term ‘*lushness*’ was rendered into Ukrainian by means of loan translation.

(25) *A wonderful garden of oblong rectangular shape* (GGPP: URL). — Чудовий сад витягнутої прямокутної форми.

The phrase ‘*oblong rectangular shape*’ is rendered into Ukrainian by means of loan translation.

(26) *The central element of the Memorial is a hornbeam stand which symbolizes a menorah in the outlines* (GGHM: URL). — Центральним елементом меморіалу є посадка із грабів, які своїми обрисами символізують менору.

The phrase ‘*hornbeam stand*’ is rendered into Ukrainian by means of loan translation.

(27) *When all the necessary systems are laid, the preparation for paving the pathways and grounds, installation of smaller buildings (gazebos, pergolas, greenhouses and playhouses), equipment of ponds, fountains and dams shall begin* (GG: URL). — Коли всі необхідні системи прокладені, приступають до підготовки мощення доріжок і майданчиків, встановлення легких будівель (альтанок, пергол, теплиць, дитячих будиночків), обладнання ставків, фонтанів, загат

This term ‘*paving*’ was rendered into Ukrainian by means of loan translation.

(28) *While laying the utilities, it is important to avoid pathways, benches, playgrounds and places designed for heavy kitchen equipment (stationary ovens, grills)* (GG: URL). — Важливо при укладанні комунікацій уникати стежок, лавок, дитячих майданчиків і місць, що плануються під важку кухонну техніку (стаціонарні печі, мангали).

This term ‘*pathways*’ was rendered into Ukrainian by means of loan translation.

(29) *The final stage of planning is budget estimation* (GG: URL). — Завершальним етапом планування є підготовка кошторису.

This term ‘*estimation*’ was rendered into Ukrainian by means of loan translation.

(30) *If it is necessary to lay new utilities (for automatic watering, lighting) a separate plan should be developed* (GG: URL). — При необхідності прокладки нових комунікацій (для автоматичного поливу, освітлення) розробляється окремий план.

The phrase ‘*automatic watering*’ is rendered into Ukrainian by means of loan translation.

(31) *A planting plan shall be drafted separately; it includes the entire flora from ranging lawn to large trees* (GG: URL). — Окремо складається план озеленення, в який входить вся рослинність, починаючи від газону і закінчуючи великими деревами.

This term ‘*lawn*’ was rendered into Ukrainian by means of loan translation.

(32) *While planning greenery, location of paved pathways and plots should be also considered* (GG: URL). — При плануванні зелених насаджень також

продумується розташування моцених доріжок і майданчиків.

The phrase ‘*paved pathways*’ is rendered into Ukrainian by means of loan translation.

(33) *Their length, width and tortuosity, as well as the type of coating (gravel, tile, stone) should be taken into account* (GG: URL). — Обов'язково враховуються їх довжина, ширина і звивистість, а також тип покриття: гравій, плитка, камінь.

This term ‘*tortuosity*’ was rendered into Ukrainian by means of loan translation.

(34) *Detailed data on hilliness, presence of natural sources of water, utilities, existing buildings and large plants necessary to preserve and fit into the future landscape give the opportunity to be quick on the uptake while designing the project and make the future works safe, excluding the possibility of damage to the sewer or gas pipeline* (GG: URL). — Докладні відомості про горбистість, наявність природних водних джерел, комунікації, існуючі будівлі, великі рослини, які необхідно зберегти і вписати в майбутній ландшафт, дають можливість краще зорієнтуватися при проєктуванні і зробити майбутні роботи безпечними, виключаючи можливість ушкодження каналізації або газового трубопроводу.

This term ‘*hilliness*’ was rendered into Ukrainian by means of loan translation.

(35) *When talking about the usefulness of landscape design, we cannot but mention that a sketch plan of the territory is drafted for convenience of division* (GG: URL). — Говорячи про те, чим корисний ландшафтний дизайн, не можна не згадати, що для зручності розбивки складається ескізний план території.

The phrase ‘*sketch plan*’ is rendered into Ukrainian by means of loan translation.

(36) *Landscape design is a combination of many components:*

- architecture and engineering;
- botany;
- history of culture and philosophy (GG: URL). —

Ландшафтний дизайн - це поєднання багатьох складових:

- архітектура та інженерія;
- ботаніка;

• історія культури і філософії.

This term and phrase ' *architecture and engineering; botany; history of culture and philosophy* ' were rendered into Ukrainian by means of loan translation.

(38) *In the contemporary understanding, gardening as it is exists only on an industrial scale* (GG: URL). — У сучасному розумінні садівництво саме по собі існує тільки в промислових масштабах.

This term ' *gardening* ' was rendered into Ukrainian by means of loan translation.

(39) *However, the aim of landscaping of private grounds adjacent to the house (public places of recreation adjacent to state institution zones) is now rather aesthetic than practical* (GG: URL). — Мета ж озеленення приватних прибудинкових територій (громадських місць відпочинку, прилеглих до державних установ зон) сьогодні не стільки утилітарна, скільки естетична.

This term ' *landscaping* ' was rendered into Ukrainian by means of loan translation.

(40) *The core element is gravel surfacing with fine stones. Apart from a practical function, they evoke memories about those who died in this place as they are symbolically connected with the Jewish tradition to place small stones on the grave as a sign of honor and memory* (GGHM: URL). — Ключовим елементом є гравійне покриття із дрібних камінчиків, які окрім практичної функції викликають пам'ять про загиблих на цьому місці, адже символічно пов'язують єврейський звичай ставити невеликі камінці на могилу на знак пошани і пам'яті.

The phrase ' *gravel surfacing* ' is rendered into Ukrainian by means of loan translation.

(41) *Lawn grass and annual flowers which give the opportunity to change the main color range annually and add a touch of diversity to the scenery are the last to be planted* (GG: URL). — Останніми висаджуються газонні трави і однорічні квіти, які дозволяють з року в рік міняти основну палітру і вносити нотку різноманітності в навколишній пейзаж.

The phrase ' *Lawn grass and annual flowers* ' is rendered into Ukrainian by means of loan translation.

(42) *Then, more lowgrowing shrubs shall be planted* (GG: URL). — За

ними слідуєть більш низькорослі чагарники.

This term ‘*shrubs*’ was rendered into Ukrainian by means of loan translation.

(43) *The terrain should be marked off* (GG: URL). — Виробляється розмітка

місцевості.

This term ‘*terrain*’ was rendered into Ukrainian by means of loan translation.

(44) *Construction waste, dead standing trees and fallen leaves are hauled off.*

(GG: URL). — Вивозиться будівельне сміття, сухостій, опале листя.

The phrase ‘*fallen leaves*’ is rendered into Ukrainian by means of loan translation.

(45) *The cost of future works and equipment lease is calculated separately*

(GG: URL). — Окремим пунктом прораховується вартість майбутніх робіт і оренда техніки.

The phrase ‘*equipment lease*’ is rendered into Ukrainian by means of loan translation.

(46) *It includes all construction and finishing materials, decorative elements*

as well as the entire assortment of purchased plants (seeds, bulbs, seedling, adult shrubs and trees) and soils, drainage and fertilizers necessary for their planting (GG:

URL). — У нього входять всі будівельні та оздоблювальні матеріали, декоративні елементи, а також весь асортимент закуповуваних рослин (насіння, цибулини, саджанці, дорослі чагарники і дерева) і необхідних для їх висадки грунтів, дренажу, добрив.

This term and phrase ‘*finishing, purchased plants, soils, drainage and fertilizers*’ were rendered into Ukrainian by means of loan translation.

Therefore, loan translation or simply calque is a word or phrase borrowed from another language by means of word-for-word translation. The main advantages of loan translation are the brevity and simplicity of the word or phrase in the target language and its unambiguous correlation with the word or phrase in the source language. A large number of landscape terms are translated in this way.

2. Transcoding. It includes transcription and transliteration and aims at

reproducing the sound and the graphic forms of landscape terms from English into Ukrainian:

(10) *While designing a plan, it is necessary to take into account the topographic peculiarities of the territory (GG: URL).* — При складанні плану необхідно враховувати топографічну обстановку території.

This landscape term ‘*topographic*’ was rendered into the Ukrainian language by means of transliteration.

(11) *In terms of lighting, it is necessary to specify the location of main lanterns, pathway lights, decorative lighting and underwater lights (GG: URL).* — Відносно освітлення необхідно вказати місце розташування: головних ліхтарів, світильників для підсвічування доріжок, декоративних освітлювальних приладів, підводних ламп.

This landscape term ‘*decorative*’ was rendered into the Ukrainian language by means of transliteration.

(12) *All these points are on the task list of a landscape designer in tandem with owners of the lot (GG: URL).* — Все це входить в список того, чим займається ландшафтний дизайнер в тандемі з господарями ділянки.

This landscape term ‘*tandem*’ was rendered into the Ukrainian language by means of transliteration.

(13) *Installation of small architectural forms and decorative elements (GG: URL).* — Установка малих архітектурних форм та декоративних елементів.

This landscape term ‘*architectural*’ was rendered into the Ukrainian language by means of transliteration.

(14) *The pathways are paved finally; tables, benches, chairs, garden sculptures, swings, slides and everything designed at the project stage are placed in their positions (GG: URL).* — Остаточо мостяться доріжки, свої місця займають столи, лавки, крісла, садові скульптури, гойдалки, гірки та все, що було заплановано на стадії проекту.

This landscape term ‘*sculptures*’ was rendered into the Ukrainian language by means of transliteration.

(15) *They are followed by perennials, lianas and bulb flowers* (GG: URL). —

Потім багаторічники, ліани, цибулинні квіти.

This landscape term ‘*lianas*’ was rendered into the Ukrainian language by means of transliteration.

(16) *Professionals will not only suggest helpfully how to arrange everything, select plants and calculate everything, but also save your time, money and nerves* (GG: URL). — Професіонали не тільки підкажуть як краще все облаштувати, підберуть рослини і грамотно все підрахують. Але також заощадять час, нерви і гроші.

This landscape term ‘*Professionals*’ was rendered into the Ukrainian language by means of transliteration.

(17) *A narrow configuration of the lot conditioned a peculiar territory planning* (GGPP: URL). — Вузька конфігурація ділянки зумовила своєрідне планування території.

This landscape term ‘*configuration*’ was rendered into the Ukrainian language by means of transliteration.

(18) *What is more, it is necessary to think zoning through* (GG: URL). — Також обов'язково необхідно продумати зонування.

This landscape term ‘*zoning*’ was rendered into the Ukrainian language by means of transliteration.

(37) *The result to which all designers strive is balance of usefulness and beauty which enables to locate all necessary zones and at the same time not to clutter the available area* (GG: URL). — Підсумок, до якого прагнуть дизайнери – баланс користі і краси, що дозволяє розмістити всі необхідні зони і при цьому не захарастити наявні квадратні метри.

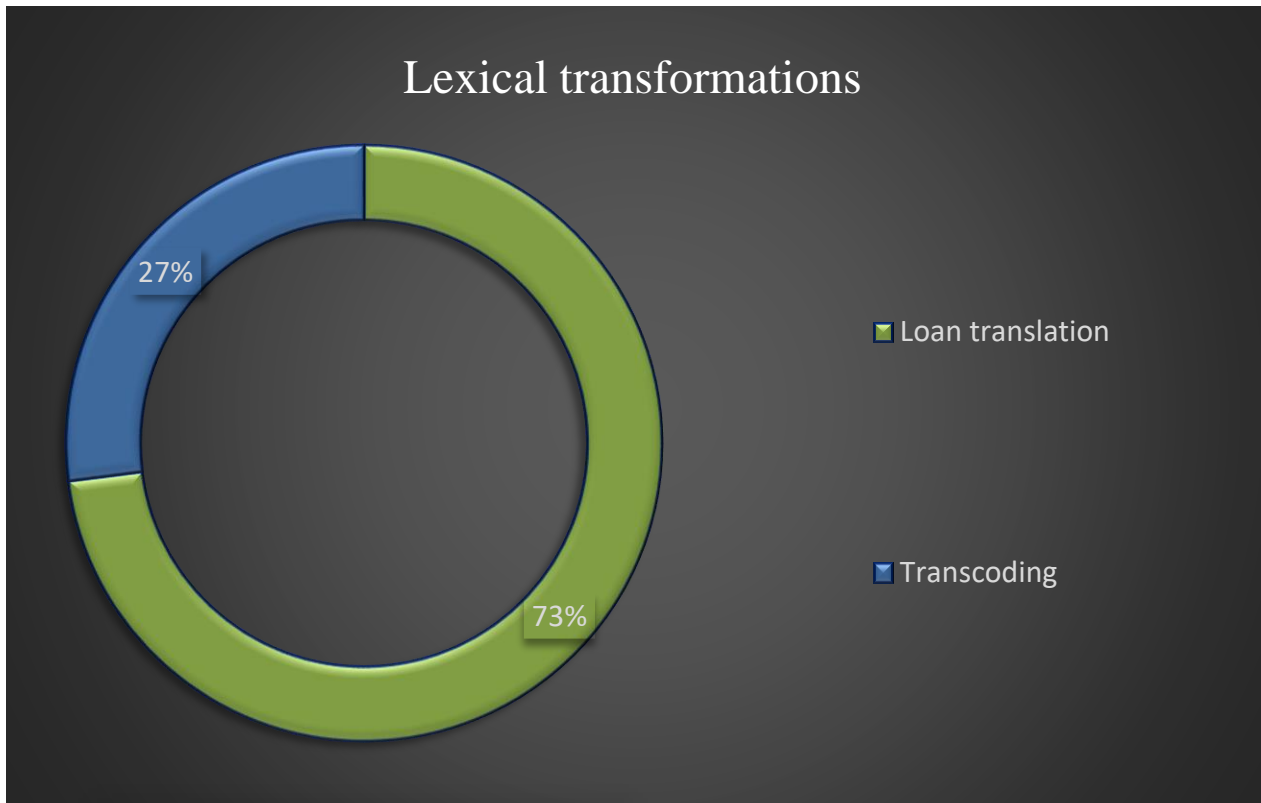
This landscape term ‘*designers*’ was rendered into the Ukrainian language by means of transliteration.

Therefore, the third point was translation through transcoding. All terms have been translated using transliteration, although some of them such as ‘tandem’ and ‘lianas’ can be said to be translated using transcription.

These 40 analyzed constructions were rendered into Ukrainian by means of

lexical transformations. The main types of transformations and the percentage of their use in the process of translation can be analyzed from the following diagram (Fig. 2.1):

Figure 2.1



On the basis of the diagram, in the process of translation, the following 2 types of lexical transformations were used: loan translation and transcoding.

Around 73% of analyzed terms were rendered by means of loan translation. This method is used the most frequently because very often a term may have two or more equivalents in the target language and a translator must choose the most appropriate one for a particular context.

The rest of landscape terms 27% — by means of transcoding.

Transcoding and Loan translation are considered to be the productive way of translation and they can be found quite often.

2.2 Lexical and semantic transformations in the translation of mass media discourse

Despite lexical and grammatical transformations being abundant during translation landscape terms, we still could find cases when the translator has used lexical and semantic transformations. Here are the following examples:

1. Modulation. Means using a phrase that is different in the source and target languages to convey the same idea. For example:

(1) *When conducting the works from scratch, they seem to be quite large-scale and can take weeks* (GG: URL). — При проведенні робіт "з нуля", вони здаються вельми масштабними і можуть зайняти не один тиждень.

During the process of analysis, we have seen that this sentence is translated with the help of the modulation. This transformation helps to perform an adequate rendering of the construction and, generally, positively influences the final translation.

(2) *Each zone is delimited with trails, plants, flower beds, ponds, lighting, decorations – depending on owner's preferences* (GG: URL). — Кожна з зон відмежовується стежками, рослинами, клумбами, водоймами, освітленням, декором – в залежності від побажань власника ділянки.

During the process of analysis, we have seen that this sentence is translated with the help of the modulation. This transformation helps to perform an adequate rendering of the construction and, generally, positively influences the final translation.

(44) *Construction waste, dead standing trees and fallen leaves are hauled off* (GG: URL). — Вивозиться будівельне сміття, сухостій, опале листя.

Apart from the lexical and grammatical transformations, we may also see the lexical and semantic ones, that is the modulation. The interrelations here can be represented by the substitution of the process by its cause scheme, thus, creating the translation which sounds more natural to the target readers.

(48) *The best option is to entrust your lot to experts* (GG: URL). — Оптимальний варіант – довірити свою ділянку фахівцям.

During the process of analysis, we have seen that this sentence is translated with the help of the modulation. This transformation helps to perform an adequate rendering of the construction and, generally, positively influences the final translation.

(50) *First of all, a concept is necessary, i.e. a starting point which defines the outcome* (GG: URL). — Насамперед, необхідний концепт – відправна точка, від

якої залежить якою вийде обстановка в результаті.

During the process of analysis, we have seen that this sentence is translated with the help of the modulation. This transformation helps to perform an adequate rendering of the construction and, generally, positively influences the final translation.

2. Concretization. Commonly used to refer to a particular embodiment of a general concept or to the process which creates it. For example:

(9) *It enables to visualize the idea, estimate the sizes and outline the location of all components as well as to take into account their combinability* (GG: URL). — Він дозволяє візуалізувати ідею, прорахувати габарити і прикинути розміщення всіх компонентів, а також врахувати їх поєднання між собою.

In this example, concretization is performed in order to specify exactly what dimensions are meant in the source language. We can see that the translator has expanded the sentence beyond the construction, rendering and explaining the hidden meaning of term “combinability“.

(19) *All plants which are planned to be preserved undisturbed should be protected by tying up, covering up with a net and fencing in* (GG: URL). — Всі рослини, які планується зберегти в первозданному вигляді захищаються: підв'язуються, накриваються сіткою, відгорожуються.

In this example, concretization is performed in order to specify exactly what exactly is meant in the source language.

3. Generalisation. Using a more general or neutral term. For example:

(3) *This stage includes all activities carried out in one's mind and put in writing* (GG: URL). — Сюди входять всі види діяльності, які здійснюються "в голові" і на папері.

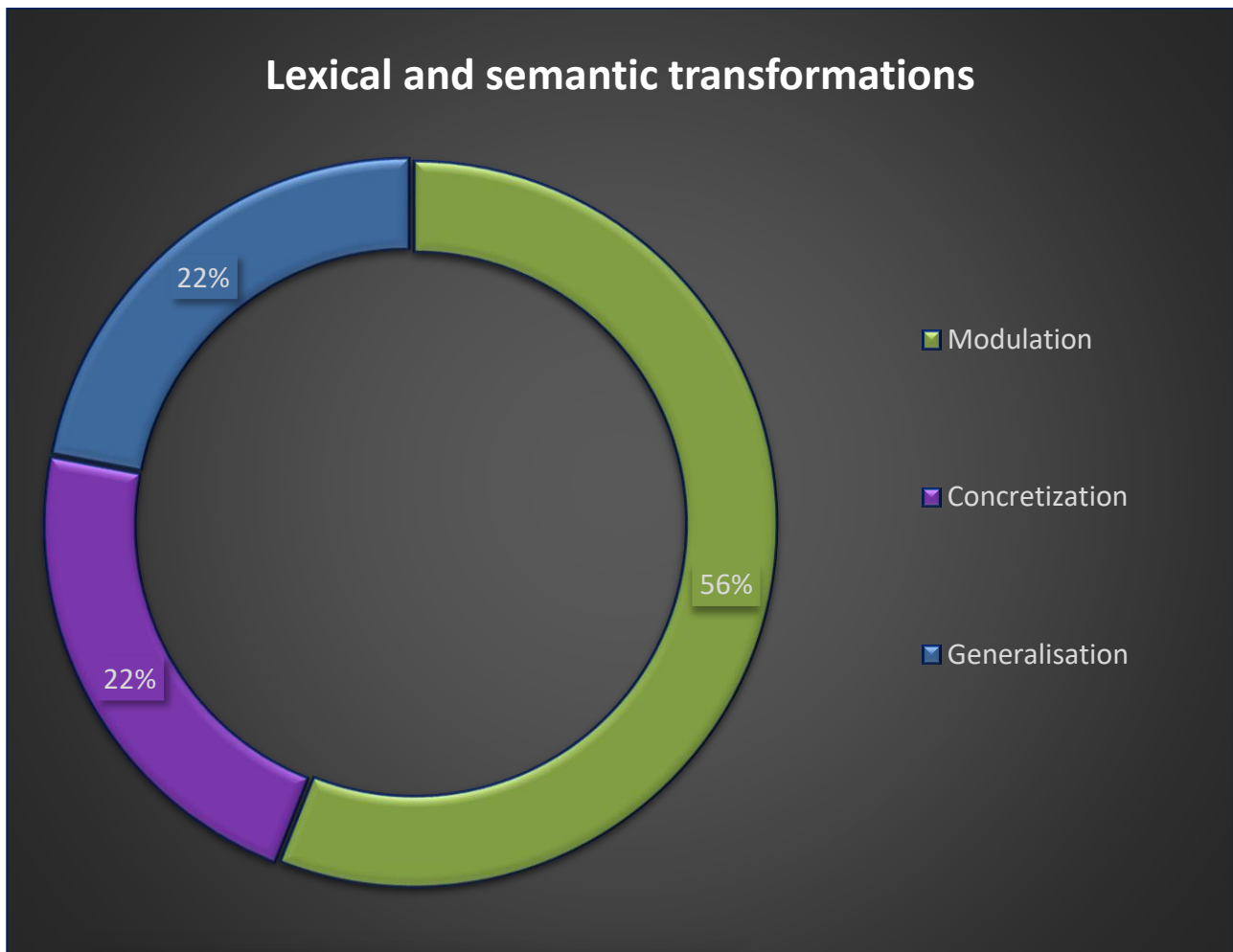
In this example, the generalization is performed in order to avoid misunderstanding. For our readers, this phrase is more familiar than if we had translated it literally.

(24) *Planting of large-sized trees is one of the most important stages of creating a landscape design* (GG: URL). — Посадка крупномірних рослин – один з найголовніших етапів формування ландшафтного дизайну.

In this example, the generalization is performed so that the reader immediately understands that this applies not only to trees, but also to bushes.

These 9 analyzed transformations were rendered into Ukrainian by means of the lexical and semantic transformations. The frequency of their use in the process of translation can be analyzed from the following diagram (Fig. 2.2):

Figure 2.2



According to the diagram, the following 3 types of lexical and semantic transformations were used: modulation, concretization and generalization. In the process of analysis, it was revealed that 56% of the analyzed landscape terms were rendered by means of modulation. It helps not only to make the proper translation, but also to transfer the lexico-semantic meaning of the sentence.

22% were rendered by means of concretization. In these examples, the transformation helps to transfer the hidden meaning of the construction, creating an additional emphasis.

Also, 22% of analyzed sentences were conveyed by means of generalization. In this example, the translator used to give us a clear understanding in the target language of what was meant in the source language.

2.3 Lexical and grammatical transformations in the translation of mass media discourse

1. Transposition. It aims at changing the word order in sentences. Transposition is caused by the structural differences in the source and target language (in this case, in English and Ukrainian):

(4) *Horizontal junipers will create an image of a river embracing the burial* (GGHM: URL). — Образ річки, яка обрамлює поховання, виконають грунтопокровні ялівці.

In the original version, this term occupies the initial position of the sentence, and in the translation it is located at the end of the sentence.

(6) *To achieve eye-pleasing results one needs careful planning and dividing the scope of work into the following main stages* (GG: URL). — Щоб домогтися результатів, які будуть радувати око, необхідні ретельне планування і розбиття всіх робіт на основні етапи.

In the original version, this term occupies the initial position of the sentence, and in the translation it is located at the end of the sentence.

(41) *Lawn grass and annual flowers which give the opportunity to change the main color range annually and add a touch of diversity to the scenery are the last to be planted* (GG: URL). — Останніми висаджуються газонні трави і однорічні квіти, які дозволяють з року в рік міняти основну палітру і вносити нотку різноманітності в навколишній пейзаж.

The term is located in the middle of the sentence in the source language while in the target language, it is located in the end of the sentence.

(42) *Then, more lowgrowing shrubs shall be planted* (GG: URL). — За ними слідує більш низькорослі чагарники.

The term is located in the middle of the sentence in the source language while in the target language, it is located in the end of the sentence.

(43) *The terrain should be marked off* (GG: URL). — Виробляється розмітка місцевості.

In the source language, this term occupies the initial position of the sentence while in the target language - it is the middle of the sentence.

(45) *The cost of future works and equipment lease is calculated separately* (GG: URL). — Окремим пунктом прораховується вартість майбутніх робіт і оренда техніки.

In the source language, this term occupies the middle position of the sentence while in the target language, it occupies the final position.

(46) *It includes all construction and finishing materials, decorative elements as well as the entire assortment of purchased plants (seeds, bulbs, seedling, adult shrubs and trees) and soils, drainage and fertilizers necessary for their planting* (GG: URL). — У нього входять всі будівельні та оздоблювальні матеріали, декоративні елементи, а також весь асортимент закуповуваних рослин (насіння, цибулини, саджанці, дорослі чагарники і дерева) і необхідних для їх висадки ґрунтів, дренажу, добрив.

In the source language, this term occupies the middle position of the sentence while in the target language, it occupies the final position.

(47) *Landscape design includes* (GG: URL). — Що входить в ландшафтний дизайн.

In the source language, this term occupies the initial position of the sentence while in the target language - it is the final position.

2. Fragmentation. Distribution of one complex or compound sentence into two or simpler sentences

(8) *Watering includes the following output points: sprinklers, irrigators,*

equipment for drip irrigation, drainage holes, drains and storm water drains (GG: URL). — Для поливу це: розбризкувачі, зрошувачі, пристосування крапельного поливу. Сюди ж включаються дренажні ями, стоки і ливневки.

In the source language we have one sentence, and in the target language it has been divided into two smaller sentences.

(16) *Professionals will not only suggest helpfully how to arrange everything, select plants and calculate everything, but also save your time, money and nerves* (GG: URL). — Професіонали не тільки підкажуть як краще все облаштувати, підберуть рослини і грамотно все підрахують. Але також заощадять час, нерви і гроші.

In the source language we have one sentence, and in the target language it has been divided into two complete sentences with an addition.

(22) *A well-designed project provides the opportunity not only to create a place perfect for relaxation, picnics and enjoying nature, but also harmonize the space, smooth out the awkwardness of the buildings already existing on the plot by naturally integrating them into the flora* (GG: URL). — Добре продуманий проєкт дозволяє не тільки створити місце, ідеальне для релаксу, проведення пікніків, насолоди природою. Але і дає можливість гармонізувати простір, згладити незграбність присутніх на ділянці будівель, органічно вписавши їх в рослинний світ.

In the source language we have one sentence, and in the target language it has been divided into two complete sentences with an addition.

3. Descriptive translation. This strategy aims at using the phrase in the target language in order to convey the meaning of the term:

(20) *The hills are leveled, ditches for ponds are dug and base for flower beds, alpinarium and rockeries is laid* (GG: URL). — Згладжуються височини, викопуються котловани під водойми, закладається основа клумб, альпійських гірок, рокаріїв.

The word '*alpinarium*' could be transliterated, but then we would not understand

the meaning of this word. Therefore, a descriptive translation is used here.

(21) *On an open outdoor area located on the soil level or raised above the ground you can spend time with family and friends, have tea or read an interesting book, and, most importantly, enjoy staying in the open* (GGT: URL). — На відкритому майданчику, який знаходиться на одному рівні з ґрунтом або зведений на височині, можна проводити час з рідними та близькими, пити чай або читати цікаву книгу, а найголовніше – насолоджуватися свіжим повітрям.

The phrase 'soil level' could be simply translated, but the sound would not be there in the Ukrainian language. Therefore, a descriptive translation is used here, meaning that it is "on the same level".

(22) *A well-designed project provides the opportunity not only to create a place perfect for relaxation, picnics and enjoying nature, but also harmonize the space, smooth out the awkwardness of the buildings already existing on the plot by naturally integrating them into the flora* (GG: URL). — Добре продуманий проєкт дозволяє не тільки створити місце, ідеальне для релаксу, проведення пікніків, насолоди природою. Але і дає можливість гармонізувати простір, згладити незграбність присутніх на ділянці будівель, органічно вписавши їх в рослинний світ.

The word '*flora*' could be transliterated, because we have this word, that's how we use it. But the author considered it necessary to describe this word, so here we seem to give an explanation of what flora is, '*флора - це рослинний світ*'.

Therefore, these analyzed landscape terms were translated into Ukrainian by means of descriptive translation. We used it to better understand the target language. The description of the terms fully conveys the meaning. The syntactic structure is not complicated.

4. Integration. Distribution of two or more sentences into one

(40) *The core element is gravel surfacing with fine stones. Apart from a practical function, they evoke memories about those who died in this place as they are symbolically connected with the Jewish tradition to place small stones on the grave as a sign of honor and memory* (GGHM: URL). — Ключовим елементом є гравійне

покриття із дрібних камінчиків, які окрім практичної функції викликають пам'ять про загиблих на цьому місці, адже символічно пов'язують єврейський звичай ставити невеликі камінці на могилу на знак пошани і пам'яті.

In the source language we have two sentences, and in the target language we have one complex sentence.

5. Omission. Grammatical transformation, which is resulted in removing a certain speech element.

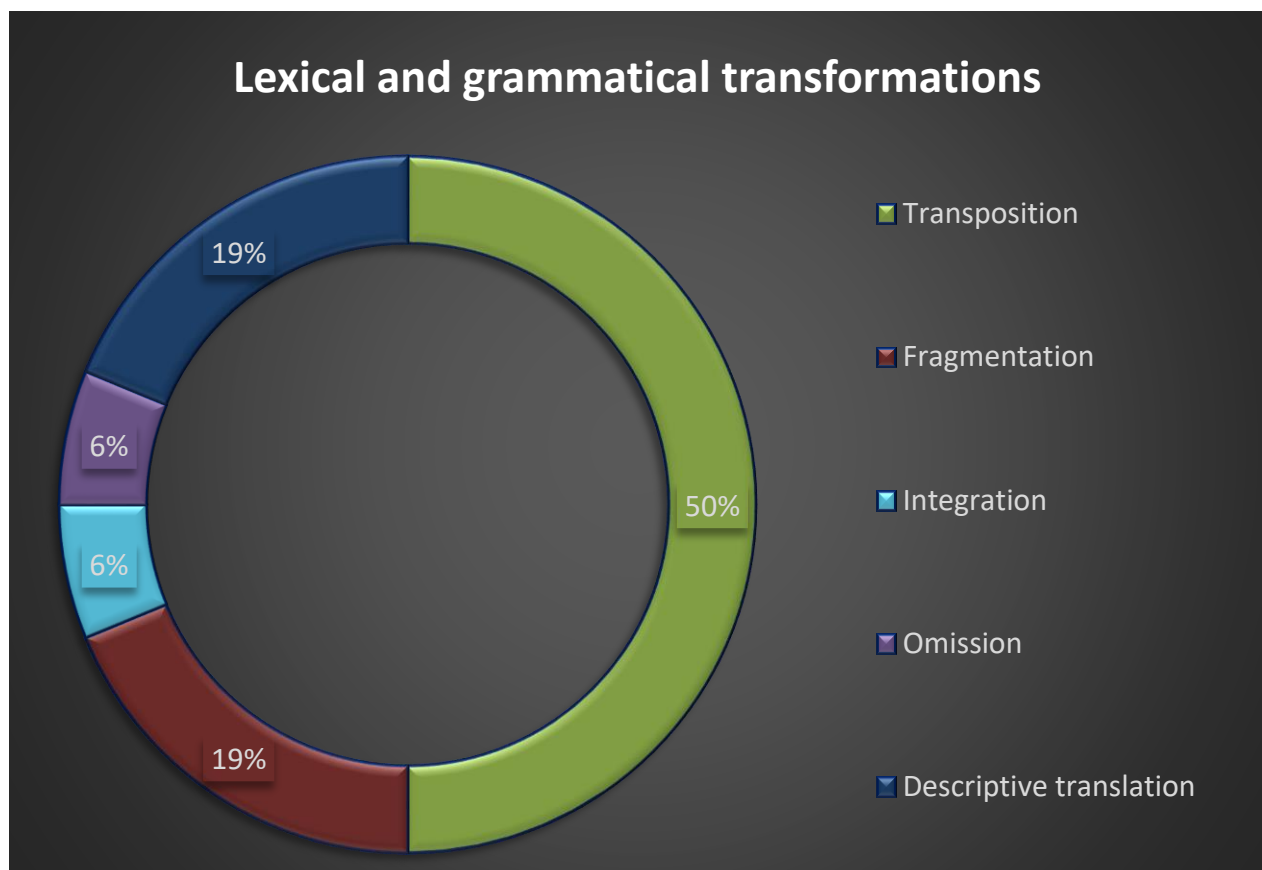
(49) *This stage starts from cleaning the territory* (GG:URL). —

Починається з прибирання.

The term 'territory' is in the source language, while in the target language, it is omitted.

These 16 analyzed constructions were rendered into Ukrainian by means of the lexical and grammatical transformations. The frequency of their use in the process of translation can be analyzed from the following diagram (Fig. 2.3):

Figure 2.3



Therefore, these 16 sentences which contain landscape design terms were rendered into Ukrainian using the following grammatical transformations: transposition, integration, descriptive translation, omission and fragmentation.

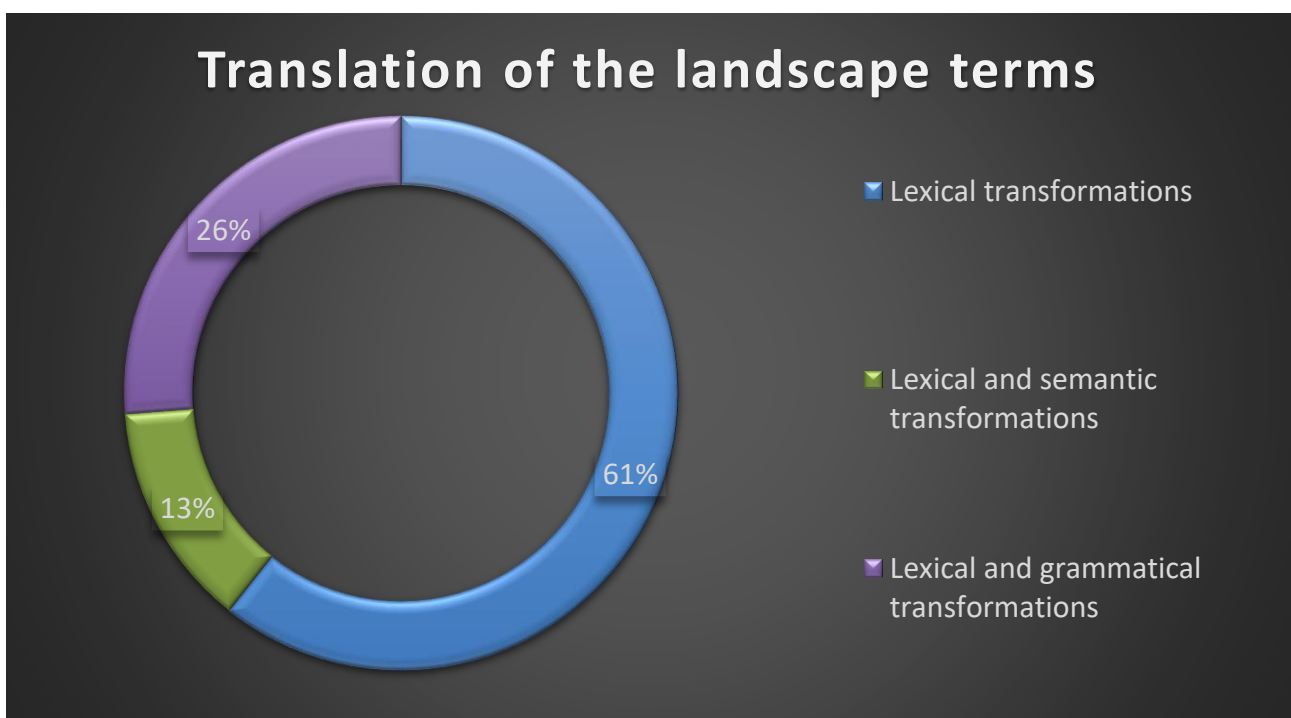
8 landscape terms (50%) were rendered by means of transposition. In these examples, the word order of the parts of the sentences was changed without creating a new meaning of landscape terms in the target language.

In the process of analysis, it was revealed that 3 analyzed sentences with landscape terms (19%) were rendered by means of fragmentation.

Descriptive translation comprises also 19% of all lexical and grammatical transformations which are used in our research. It is used in mass media discourse when we want to give the reader a clear understanding of the subject or phenomenon in question. In the translation of landscape terms, this method of translation is not used often. Also, there were available examples for Integration and Omission.

After a thorough analysis of the examples, we drew the conclusion that the sentences of the source language are subject to restructuring more from the lexical point of view, because the number of lexical transformations applied by the translator slightly exceeds the grammatical and lexical-semantic ones. The diagram below shows the results obtained during our research (Fig. 2.3):

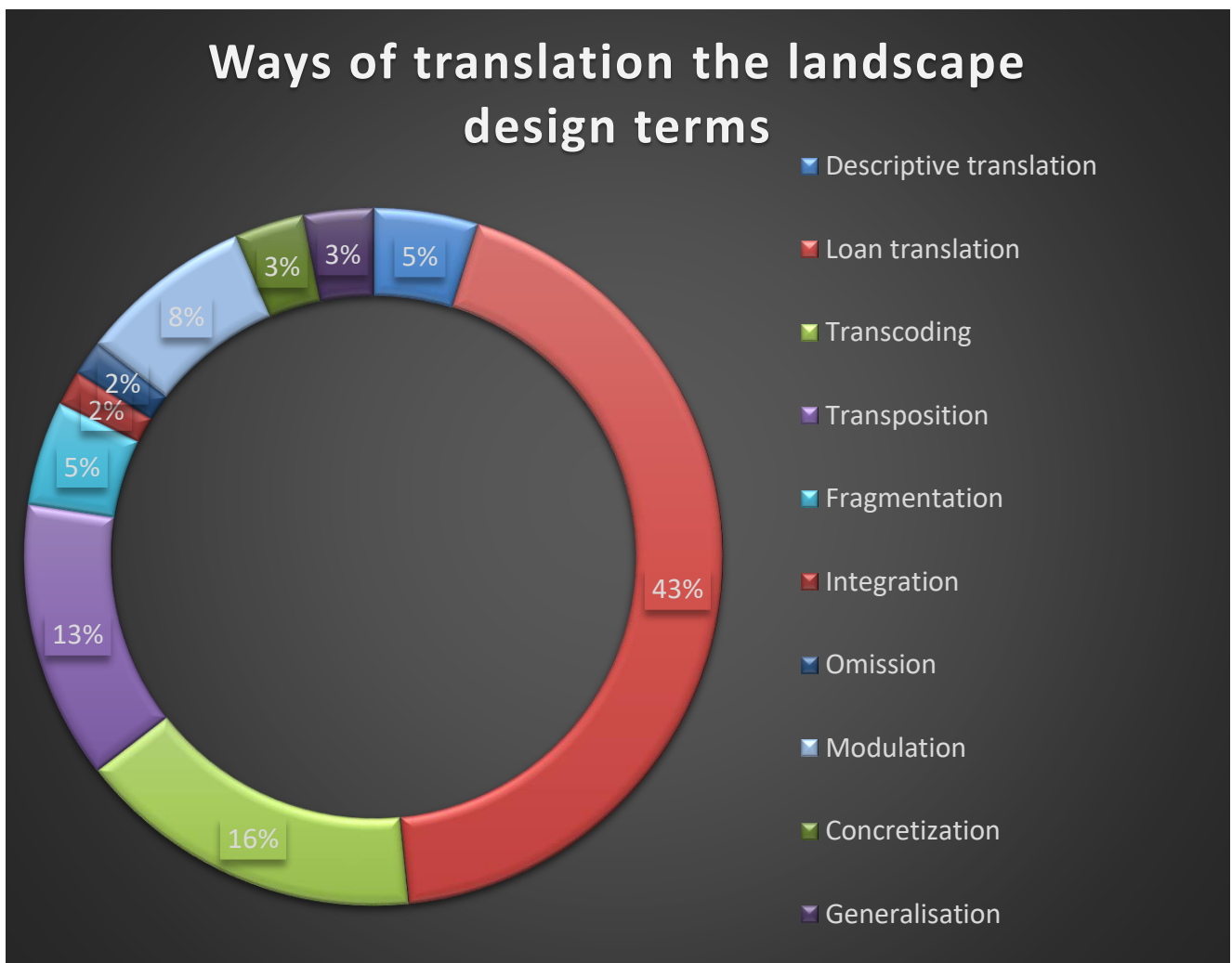
Figure 2.4



Therefore, 50 sentences with landscape terms were selected to analyze the frequency of use of transformations during rendering from English into Ukrainian. 37 constructions (61%) were rendered into Ukrainian by means of lexical transformations, 16 constructions (26%) were translated by lexical and grammatical transformations and 9 constructions (13%) were translated by lexical and semantic ones. We would like to note that in the process of translation, some of the transformations were combined and carried out simultaneously.

Therefore, we may state that loan translation is the most frequently used lexical transformation; the second place is occupied by transcoding. Grammatical transformation is occupied by transposition with 13%. As for lexical and semantic ones, the first place is occupied by modulation with 8%. The following transformations turned out to be the least common: omission, integration, generalization and concretisation as shown in the diagram below (Fig. 2.5).

Figure 2.4



Some of the transformations did not occur in the analyzed examples. It is necessary to expand the number of sentences to perform more thorough analysis of these units. Despite this, we received valuable information and experience that will be useful.

CONCLUSIONS

In the process of our research, we have analyzed the main option of translation of English landscape design terms into Ukrainian on the material of specialized websites.

In the theoretical part, we studied the notion of terminology which plays an important role in the vocabulary system of the language. It is the system of terms and at the same time □ the subsystem of general lexicon. A term is a linguistic unit which designates a concept in the system of concepts. It is the characteristic feature of a discourse and can appear in it as a noun, verb, adjective or adverb. Many scholars divide terms into two main groups: general terms and special terms.

In the process of our research it was revealed that structurally landscape terms can be simple, complex and abbreviations. One of the characteristic features of the landscape terminological system of the English language is the presence of borrowings. The ways of forming landscape design terms are the following: prefixation, suffixation, prefixation-suffixation, conversion and also the use of set-phrases which may consist of two or three components and may contain nouns, verbs, adjectives, adverbs, numerals, accompanied with a preposition.

Media discourse functions in the field of media and is based on a complex, structured system of speech and technical interaction. It cannot exist separately from consumers. A deep study of the media discourse shows a stable interest in this broad, multifaceted, not fully clarified phenomenon. In media studies, the subject of study is classifications, functions, purpose, main characteristics, interpretation, etc.

In the practical part of our research, we analyzed 50 examples of landscape design terms which are used in websites and options for their translation. These options were divided into 3 groups: lexical transformations (descriptive translation, transcoding and loan translation), grammatical transformations (transposition, fragmentation, integration and omission), and lexical and semantic transformations (concretization, modulation, and generalisation). On the basis of our research, it was revealed that 66% of analyzed terms were rendered by means of lexical transformations, 21% - by means of grammatical transformations and 13% - by means

of lexical and semantic transformations.

In summary, landscape terminology is quite important for the description and correct understanding of the customer. It is widely used in various spheres of social life. Landscape terminology is an important component not only for the work of various sites, but also for the work of translators. Knowledge of the main features of the term systems of the original language and the language of translation is the main prerequisite for a successful translation.

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ANNEX A

TOP ADVICE FOR DESIGNING YOUR GARDEN

Four different designers in four different climates share what they learned while creating their own home gardens *By Janet Loughrey*

FREE WEEKLY NEWSLETTER: Plants, Design Ideas, Gardening Solutions & More!

Whether you plan to build a garden from scratch or will be making revisions to your current garden, it's always helpful to get ideas and guidance from those who have been designing gardens for years. Four designers in New York, California, Washington State, and England share what they learned as they designed their own personal gardens.

STORYBOOK BEAUTY

Figure 1.1



At their home in Long Island, NY, designer Conni Cross and her husband naturalized the edges of an irregularly shaped swimming pool with moss rock and woodland plantings, allowing it to blend seamlessly into the wooded setting. Graceful crape myrtles and Japanese maples frame the pool with an engaging display of color in all seasons. Photo by: Claire Takacs.

New York garden designer Conni Cross shares what she's learned while designing her garden in Long Island, New York—an ongoing project that she has been working on for more than 30 years.

Do research. We are all prone to impulse buying and taking home plants with a pretty face. I've learned to research plant varieties thoroughly and to choose wisely when it comes to foundation trees and shrubs that will last for many years.

Incorporate layers. Planting in layers mimics the canopy found in nature. You can fill gaps around foundation trees and shrubs with shorter-lived perennials.

Encourage exploration. Design an outdoor space so that you can't see everything at once, to create a feeling of intrigue and mystery.

Combine styles. Combining formal plants, such as boxwood, with naturalistic plants, such as Japanese maple, lends structure and balance.

Plant for all four seasons. This is a hallmark of my designs. Choose plants with flowers, berries, bark, fragrance, and compelling structure.

Plan for growth. Whatever the spacing says on the plant label, double that figure. Happy plants inevitably grow larger than their estimated size.

Maintain the space. Regular maintenance is an often-overlooked component of designing a garden. I like to stay true to the original design as much as possible.

WATERWISE & WORRY-FREE

Figure 1.2



Richly layered plantings of ornamental grasses, perennials, and succulents outline the boardwalk and gravel path that lead from the house down the backyard slope at Debora Carl's property in Encinitas, CA. Blue chalksticks—Carl's favorite go-to groundcover—complements repeating peach-apricot highlights of *Kniphofia* (center) and *Cordyline* (far left). Photo by: Richard Bloom.

At her property in Encinitas, California, designer Debora Carl created a sleek, modern, color-rich, waterwise garden. Here are a few tips she learned along the way.

Site strategically. Place seating areas and other significant features close to the house where you will be more likely to enjoy them. Elements placed too far away may feel isolated, and therefore may be used less often.

Use color wisely. Combine plants with complementary colors such as blue and orange to create visual tension. Adding another pop of color such as red lends an additional layer of complexity and creates an unexpected surprise. Repeat these same colors to unify the landscape and establish order.

Create visual balance. Use strong, straight lines and axes to define the structure of a garden, and soften the edges with plants.

Tie elements together. Match the color of your exterior paint to a dominant flower or foliage color in a planting bed, then apply the same paint to a piece of garden furniture for repetition and a pleasing composition.

Add a focal point. Use a sculpture, garden art, or an interesting container to give the eye a place to pause and appreciate the surroundings.

NORTHWEST TRANQUILITY

Figure 1.3



At this home in Vashon Island, WA, a European-inspired fountain was placed outside the kitchen window and next to an arbor-covered dining area where it can be enjoyed year-round. When David Pfeiffer and his partner, David Klein, decided to simplify the garden a few years ago, they removed aquatic plants from the fountain and replaced them with stainless steel gazing balls that constantly move, reflecting the sky as they float on the surface of the water. Photo by: Claire Takacs.

Designer David Pfeiffer and his partner, Daniel Klein, took an undeveloped property on Vashon Island near Seattle and transformed it into a garden with dedicated areas for dining, lounging, quiet contemplation, and entertaining. Pfeiffer shares some of his tips for designing.

Unite garden and home. Design the garden the same way you would design the floor plan for your home. Decide how you want to live and entertain in your garden, and be sure your pathways, terraces, and furniture layouts reflect this.

Remember that less is more. Limit garden decoration and accessorizing. Instead, rely on architectural elements such as arbors, stairs, and walls to unify the house with

the garden. Limit the amount of plant varieties, and plant in large textural drifts to help focus the eye. Choose plants that require minimal pruning and watering.

Design based on how you like to entertain. Include dining and conversation areas that accommodate how you live.

Tie it all together. For hardscape and planting choices, hold true to the vernacular of your home’s architecture and the area you live in. It doesn’t have to be strictly native, but use local materials when possible for a regional aesthetic (and to lighten your carbon footprint).

Encourage exploration and discovery. Key features such as a swimming pool or seating should be conveniently placed, but also include destinations like a bench or gazebo farther out that serve as destinations and surprises.

STRUCTURE & STYLE

Figure 1.4



This classic English-style perennial border at the home of Jeremy and Beverly Allen in southeast England is more than 100 yards long. The border was inspired by the grand borders at Great Dixter and Sissinghurst Castle Garden and positioned to take advantage of the borrowed views of majestic shade trees and clipped hedging beyond, adding an extra dimension of layering and height. Late-summer perennials—coneflower, phlox, Joe Pye weed, catmint, asters, and ornamental grasses—create a restful tapestry of texture and form. Photo by: Richard Bloom.

Garden designer Jeremy Allen and his wife, Beverly, transformed a dense thicket into a beautiful countryside landscape with neatly defined garden rooms. Here are some of Allen’s tips for designing.

Use strong shapes. Using uniformly straight or curving lines for elements such as

hardscape, hedges, or planting beds lends order to a space.

Install structural elements first. Installing hardscape and planting trees, shrubs, and hedges first will define the structure of your garden. This will provide a good stage set to show off other plants and winter interest when perennials go dormant.

Consider how and where light falls. Light and shadows create ambience and animate a space. A carefully placed tree or interesting topiary can create diffused light or atmospheric shadows.

Choose plants that provide consistent form, texture, and foliage. The secret to achieving a good-looking border is selecting plants that continue to provide an attractive overall shape both before and after flowering.

Use repetition. Repeating the same plants throughout a border and in different areas of your garden creates visual rhythm. It also creates cohesion and makes a garden feel whole, even if areas are disparate from each other.

These tips were excerpted from the article “Dream Gardens” in the Winter 2018 issue of Garden Design magazine.

ANNEX B

Landscape design terms in the sentences

№	Sentence	Translation	Way of translation
1	<i>When conducting the works <u>from scratch</u>, they seem to be quite large-scale and can take weeks (GG: URL).</i>	При проведенні робіт " <u>з нуля</u> ", вони здаються вельми масштабними і можуть зайняти не один тиждень.	Loan translation
2	<i>Each zone is delimited with trails, plants, <u>flower beds</u>, ponds, lighting, decorations – depending on owner's preferences (GG: URL).</i>	Кожна з зон відмежовується стежками, рослинами, <u>клумбами</u> , водоймами, освітленням, декором – в залежності від побажань власника ділянки.	Loan translation
3	<i>This stage includes all activities carried out in <u>one's mind</u> and put in writing (GG: URL).</i>	Сюди входять всі <u>види</u> діяльності, які здійснюються " <u>в голові</u> " і на папері.	Loan translation
4	<i><u>Horizontal junipers</u> will create an image of a river embracing the burial (GGHM: URL).</i>	Образ річки, яка обрамлює поховання, виконають <u>грунтопокровні ялівці</u> .	Loan translation, Transposition
5	<i>The ground should be cleared from <u>weeds</u> and prepared for <u>bedding greenery</u> (GG: URL).</i>	Земля очищається від <u>бур'янів</u> і готується до висадки <u>зелених насаджень</u> .	Loan translation

6	<i>To achieve <u>eye-pleasing results one needs careful planning and dividing the scope of work into the following main stages (GG: URL).</u></i>	Щоб домогтися результатів, які <u>будуть радувати око</u> , необхідні ретельне планування і розбиття всіх робіт на основні етапи.	Transposition
7	<i>The different zones include: recreation places, playgrounds, <u>greenhouses, vegetable beds, specially equipped places for grill (barbecue, oven, tandoor) and garden and dining furniture (GG: URL).</u></i>	До різних зон відносять: місця для відпочинку, ігрові майданчики, <u>теплиці, овочеві грядки</u> , спеціально обладнані місця для облаштування мангала (барбекю, печі, тандиру) і садово-обідніх меблів.	Loan translation
8	<i>Watering includes the following output points: <u>sprinklers, irrigators, equipment for drip irrigation, drainage holes, drains and storm water drains (GG: URL).</u></i>	Для поливу це: <u>розбризкувачі, зрошувачі, пристосування крапельного поливу</u> . Сюди ж <u>включаються дренажні ями, стоки і ливневки</u> .	Fragmentation, Loan translation
9	<i>It enables to visualize the idea, estimate the <u>sizes</u> and outline the location of all components as well as to take into account their</i>	Він дозволяє візуалізувати ідею, прорахувати <u>габарити</u> і прикинути розміщення всіх компонентів, а також врахувати їх <u>поєднання між собою</u> .	Concretization

	<i>combinability</i> (GG: URL).		
10	<i>While designing a plan, it is necessary to take into account the <u>topographic peculiarities</u> of the territory</i> (GG: URL).	При складанні плану необхідно враховувати <u>топографічну</u> обстановку території.	Transcoding
11	<i>In terms of lighting, it is necessary to specify the location of main lanterns, pathway lights, <u>decorative lighting</u> and underwater lights</i> (GG: URL).	Відносно <u>освітлення</u> необхідно вказати місце розташування: головних ліхтарів, світильників для підсвічування доріжок, <u>декоративних</u> освітлювальних приладів, підводних ламп.	Transcoding
12	<i>All these points are on the task list of a landscape designer in <u>tandem</u> with owners of the lot</i> (GG: URL).	Все це входить в список того, чим займається ландшафтний дизайнер в <u>тандемі</u> з господарями ділянки.	Transcoding
13	<i>Installation of small <u>architectural forms</u> and decorative elements</i> (GG: URL).	Установка малих <u>архітектурних</u> форм та декоративних елементів.	Transcoding
14	<i>The pathways are paved finally; tables, benches, chairs, garden <u>sculptures</u>, swings, slides and everything designed at the project</i>	Остаточо мостяться доріжки, свої місця займають столи, лавки, крісла, садові <u>скульптури</u> , гойдалки, гірки та все, що було заплановано на стадії проекту.	Transcoding

	<i>stage are placed in their positions (GG: URL).</i>		
15	<i>They are followed by <u>perennials, lianas and bulb flowers</u> (GG: URL).</i>	Потім <u>багаторічники, ліани, цибулинні квіти</u> .	Transcoding, Loan translation
16	<i><u>Professionals</u> will not only suggest helpfully how to arrange everything, select plants and calculate everything, but also save your time, money and nerves (GG: URL).</i>	<u>Професіонали</u> не тільки підкажуть як краще все облаштувати, підберуть рослини і грамотно все підраховують. Але також заощадять час, нерви і гроші.	Transcoding, Fragmentation
17	<i>A narrow <u>configuration</u> of the lot conditioned a peculiar territory planning (GGPP: URL).</i>	Вузька <u>конфігурація</u> ділянки зумовила своєрідне планування території.	Transcoding
18	<i>What is more, it is necessary to think <u>zoning</u> through (GG: URL).</i>	Також обов'язково необхідно продумати <u>зонування</u> .	Transcoding
19	<i>All plants which are planned to be preserved <u>undisturbed</u> should be protected by tying up, covering up with a net and fencing in (GG: URL).</i>	Всі рослини, які планується зберегти в <u>первозданному</u> вигляді захищаються: підв'язуються, накриваються сіткою, відгорожуються.	Concretization
20	<i>The hills are leveled,</i>	Згладжуються височини,	Descriptive

	<i>ditches for ponds are dug and base for flower beds, <u>alpinarium</u> and rockeries is laid</i> (GG: URL).	викопуються котловани під водойми, закладається основа клумб, <u>альпійських гірок</u> , рокаріїв.	translation
21	<i>On an open outdoor area located on the <u>soil level</u> or <u>raised above the ground</u> you can spend time with family and friends, have tea or read an interesting book, and, most importantly, enjoy staying in the open</i> (GGT: URL).	На відкритому майданчику, який знаходиться <u>на одному рівні з ґрунтом</u> або <u>зведений на височині</u> , можна проводити час з рідними та близькими, пити чай або читати цікаву книгу, а найголовніше – насолоджуватися <u>свіжим повітрям</u> .	Descriptive translation
22	<i>A well-designed project provides the opportunity not only to create a place perfect for relaxation, picnics and enjoying nature, but also harmonize the space, smooth out the awkwardness of the buildings already existing on the plot by naturally integrating them into the <u>flora</u></i> (GG: URL).	Добре продуманий проєкт дозволяє не тільки створити місце, ідеальне для релаксу, проведення пікніків, насолоди природою. Але і дає можливість гармонізувати простір, згладити незграбність присутніх на ділянці будівель, органічно вписавши їх в <u>рослинний світ</u> .	Descriptive translation, Fragmentation
23	<i>Whether it is geometry of</i>	Чи буде це сувора геометрія	Modulation,

	<i>shapes only or a chaotic lushness, or laconism and minimalism, or luxury and bizzarrerie, or reserve, or diversity of colors – all these depend on the concept (GG: URL).</i>	форм або хаотичне <u>буйство</u> ; лаконічність і мінімалізм; розкіш і вигадливість; стриманість або <u>строкатість</u> <u>відтінків</u> – все це залежить від концепту.	Loan translation
24	<i>Planting of <u>large-sized trees</u> is one of the most important stages of creating a landscape design (GG: URL).</i>	<u>Посадка крупномірних рослин</u> – один з найголовніших етапів формування ландшафтного дизайну.	Generalisation
25	<i>A wonderful garden of <u>oblong rectangular shape</u> (GGPP: URL).</i>	Чудовий сад <u>вигнутої прямокутної форми</u> .	Loan translation
26	<i>The central element of the Memorial is a <u>hornbeam stand</u> which symbolizes a menorah in the outlines (GGHM: URL).</i>	Центральним елементом меморіалу є <u>посадка із грабів</u> , які своїми обрисами символізують менору.	Loan translation
27	<i>When all the necessary systems are laid, the preparation for <u>paving</u> the pathways and grounds, installation of smaller buildings (gazebos, pergolas, greenhouses and</i>	Коли всі необхідні системи прокладені, приступають до підготовки <u>моцення</u> доріжок і майданчиків, встановлення легких будівель (альтанок, пергол, теплиць, дитячих будиночків), обладнання ставків, фонтанів, загат	Loan translation

	<i>playhouses), equipment of ponds, fountains and dams shall begin (GG: URL).</i>		
28	<i>While laying the utilities, it is important to avoid <u>pathways</u>, benches, playgrounds and places designed for heavy kitchen equipment (stationary ovens, grills) (GG: URL).</i>	Важливо при укладанні комунікацій уникати <u>стежок</u> , лавок, дитячих майданчиків і місць, що плануються під важку кухонну техніку (стаціонарні печі, мангали).	Loan translation
29	<i>The final stage of planning is <u>budget estimation</u> (GG: URL).</i>	Завершальним етапом планування є підготовка <u>кошторису</u> .	Loan translation
30	<i>If it is necessary to lay new utilities (for automatic watering, lighting) a separate plan should be developed (GG: URL).</i>	При необхідності прокладки нових комунікацій (для <u>автоматичного поливу</u> , освітлення) розробляється окремий план.	Loan translation
31	<i>A planting plan shall be drafted separately; it includes the entire flora from ranging <u>lawn</u> to large trees (GG: URL).</i>	Окремо складається план озеленення, в який входить вся рослинність, починаючи від <u>газону</u> і закінчуючи великими деревами.	Loan translation
32	<i>While planning greenery, location of <u>paved pathways</u> and plots should be also</i>	При плануванні зелених насаджень також продумується розташування <u>мощених доріжок</u> і майданчиків.	Loan translation

	<i>considered (GG: URL).</i>		
33	<i>Their length, width and <u>tortuosity</u>, as well as the type of coating (gravel, tile, stone) should be taken into account (GG: URL).</i>	Обов'язково враховуються їх довжина, ширина і <u>звивистість</u> , а також тип покриття: гравій, плитка, камінь.	Loan translation
34	<i>Detailed data on <u>hilliness</u>, presence of natural sources of water, utilities, existing buildings and large plants necessary to preserve and fit into the future landscape give the opportunity to be quick on the uptake while designing the project and make the future works safe, excluding the possibility of damage to the sewer or gas pipeline (GG: URL).</i>	Докладні відомості про <u>горбистість</u> , наявність природних водних джерел, комунікації, існуючі будівлі, великі рослини, які необхідно зберегти і вписати в майбутній ландшафт, дають можливість краще зорієнтуватися при проектуванні і зробити майбутні роботи безпечними, виключаючи можливість ушкодження каналізації або газового трубопроводу.	Loan translation
35	<i>When talking about the usefulness of landscape design, we cannot but mention that a <u>sketch plan</u> of the territory is drafted for convenience</i>	Говорячи про те, чим корисний ландшафтний дизайн, не можна не згадати, що для зручності розбивки складається <u>ескізний план</u> території.	Loan translation

	<i>of division (GG: URL).</i>		
36	<p><i>Landscape design is a combination of many components:</i></p> <ul style="list-style-type: none"> • <i><u>architecture and engineering;</u></i> • <i><u>botany;</u></i> • <i><u>history of culture and philosophy</u></i> <p>(GG: URL).</p>	<p>Ландшафтний дизайн - це поєднання багатьох складових:</p> <ul style="list-style-type: none"> • <u>архітектура та інженерія;</u> • <u>ботаніка;</u> • <u>історія культури і філософії.</u> 	Loan translation
37	<p><i>The result to which all designers strive is balance of usefulness and beauty which enables to locate all necessary zones and at the same time not to clutter the available area (GG: URL).</i></p>	<p>Підсумок, до якого прагнуть <u>дизайнери</u> – баланс користі і краси, що дозволяє розмістити всі необхідні зони і при цьому не захарастити наявні квадратні метри.</p>	Transcoding
38	<p><i>In the contemporary understanding, <u>gardening</u> as it is exists only on an industrial scale (GG: URL).</i></p>	<p>У сучасному розумінні <u>садівництво</u> саме по собі існує тільки в промислових масштабах.</p>	Loan translation
39	<p><i>However, the aim of <u>landscaping</u> of private grounds adjacent to the house (public places of</i></p>	<p>Мета ж <u>озеленення</u> приватних прибудинкових територій (громадських місць відпочинку, прилеглих до</p>	Loan translation

	<i>recreation adjacent to state institution zones) is now rather aesthetic than practical (GG: URL).</i>	державних установ зон) сьогодні не стільки утилітарна, скільки естетична.	
40	<i>The core element is <u>gravel surfacing with fine stones</u>. Apart from a practical function, they evoke memories about those who died in this place as they are symbolically connected with the Jewish tradition to place small stones on the grave as a sign of honor and memory (GGHM: URL).</i>	Ключовим елементом є <u>гравійне покриття із дрібних камінчиків</u> , які окрім практичної функції викликають пам'ять про загиблих на цьому місці, адже символічно пов'язують єврейський звичай ставити невеликі камінці на могилу на знак пошани і пам'яті.	Loan translation, Integration
41	<i><u>Lawn grass and annual flowers</u> which give the opportunity to change the main color range annually and add a touch of diversity to the <u>scenery</u> are the last to be planted (GG: URL).</i>	Останніми висаджуються <u>газонні трави і однорічні квіти</u> , які дозволяють з року в рік міняти основну палітру і вносити нотку різноманітності в навколишній <u>пейзаж</u> .	Loan translation, Transposition
42	<i>Then, more <u>lowgrowing shrubs</u> shall be planted (GG: URL).</i>	За ними слідує більш <u>низькорослі чагарники</u> .	Loan translation, Transposition
43	<i>The <u>terrain</u> should be</i>	Виробляється <u>розмітка</u>	Loan translation,

	<i>marked off</i> (GG: URL).	місцевості.	Transposition
44	<i>Construction waste, <u>dead standing trees and fallen leaves</u> are hauled off</i> (GG: URL).	Вивозиться будівельне сміття, <u>сухостій, опале листя</u>	Loan translation, Transposition, Modulation
45	<i>The cost of future works and <u>equipment lease</u> is calculated separately</i> (GG: URL).	Окремим пунктом прораховується вартість майбутніх робіт і <u>оренда техніки</u> .	Loan translation, Transposition
46	<i>It includes all construction and <u>finishing materials, decorative elements</u> as well as the entire assortment of <u>purchased plants</u> (seeds, bulbs, seedling, adult shrubs and trees) and <u>soils, drainage and fertilizers</u> necessary for their planting</i> (GG: URL).	У нього входять всі будівельні та <u>оздоблювальні</u> матеріали, декоративні елементи, а також весь асортимент <u>закуповуваних рослин</u> (насіння, цибулини, саджанці, дорослі чагарники і дерева) і необхідних для їх висадки <u>ґрунтів, дренажу, добрив</u> .	Loan translation, Transposition
47	<i><u>Landscape design</u> includes</i> (GG: URL).	Що входить в <u>ландшафтний дизайн</u> .	Transposition
48	<i>The best option is to entrust your lot to <u>experts</u></i> (GG: URL).	Оптимальний варіант – довірити свою ділянку <u>фахівцям</u> .	Modulation
49	<i><u>This stage</u> starts from cleaning the <u>territory</u></i> (GG:URL).	Починається з прибирання.	Omission

50	<i>First of all, a <u>concept is necessary</u>, i.e. a starting point which defines the outcome (GG: URL).</i>	Насамперед, <u>необхідний</u> <u>концепт</u> – відправна точка, від якої залежить якою вийде обстановка в результаті.	Modulation
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РЕЗЮМЕ

Курсову роботу присвячено дослідженню способів перекладу термінології мас-медійного дискурсу. У ході роботи висвітлено основні етапи наукової думки в галузі термінології, описано існуючі способи перекладу ландшафтної термінології на матеріалі веб-сайтів, проаналізовано зразок тексту мас-медійного дискурсу і здійснено перекладацький аналіз фактичного матеріалу дослідження (ландшафтних термінів, усього 50 одиниць). Крім того, у курсовій роботі складено таблицю що містить можливі способи перекладу юридичних термінів.

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