

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

TERM PAPER

IN TRANSLATION STUDIES

Translation of English hotel and restaurant business slang into Ukrainian

Kateryna Manuilovych

Pa 02-19

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

Kyiv 2023

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

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

КУРСОВА РОБОТА

З ПЕРЕКЛАДУ

ПЕРЕКЛАД АНГЛІЙСЬКОГО СЛЕНГУ ГОТЕЛЬНО-РЕСТОРАННОЇ СФЕРИ УКРАЇНСЬКОЮ МОВОЮ

Мануйлович Катерина
студентка групи Па 02-19

Керівник курсової роботи _____
(підпис)
кандидат філологічних наук, доцент
Никитченко Катерина Петрівна

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

Завідувач кафедри теорії і
практики перекладу з англійської
мови

к.ф.н., доц. Мелько Х.Б.
“29” вересня 2022 р.

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

студентки IV курсу Па 02-19 групи, факультету германської філології та перекладу КНЛУ

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

Тема роботи: Переклад англійського сленгу готельно-ресторанної сфери українською мовою

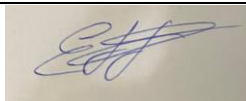
Науковий керівник: Никитченко Катерина Петрівна

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

студентки IV курсу групи Па 02-19 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

Мануйлович Катерини Вадимівни

(ПІБ студента)

за темою: Переклад англійського сленгу готельно-ресторанної сфери українською мовою

	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 р.

CONTENTS

INTRODUCTION.....	6
CHAPTER 1	
SLANG AS A LANGUAGE PHENOMENON AND TRANSLATION CHALLENGE.....	8
1.1. Slang as a language phenomenon.....	8
1.2. Theoretical background of translation slang.....	12
1.3. Specifics of hotel and restaurant discourse text analysis.....	16
CHAPTER 2	
HOTEL AND RESTAURANT DISCOURSE SLANG: DISCOURSE FEATURES, TRANSLATION OPTIONS.....	23
2.1 Lexical transformations in the translation of hotel and restaurant discourse slang.....	23
2.2 Grammatical transformations in the translation of hotel and restaurant discourse slang.....	28
CONCLUSIONS.....	30
BIBLIOGRAPHY.....	33
LIST OF DATA SOURCES.....	35
ANNEX A.....	37
PE3IOME.....	42

INTRODUCTION

Language is a means by which cultures express themselves, and their essence. It reflects the cultural and historical background of each era and, as a rule, is quite understandable only to people living in this era.

Young slang reacts most vividly to all events in life. It picks up and reflects new phenomena, and itself changes in the process of their transformation, and thus has an impact on the use of the colloquial version of the language in which communication takes place in everyday life, gradually displacing another vocabulary from use.

The slang of American students is no exception. Modern linguistics is not only the study of written language but also the study and analysis of the facts of language in live communication. According to authoritative linguists (V. V. Balabin, N. A. Jeus, etc.), direct oral sound communication is the most important area of language functioning, spoken language is in some sense the minimum system of the national language, the most important by the range of social and individual significance. Of particular interest is the study of various forms of non-normative, or deviating from the usual language standards of colloquial speech.

Living colloquial language is studied from a variety of points of view: from sociolinguistic positions – in terms of identifying its social varieties, establishing their social status by area of use, defining their socio-cultural boundaries; from the psycholinguistic and communicative – linguistic positions – in terms of highlighting the characteristic forms of these forms of ways to indicate the communicative positions of the speaker and listener in the overall dynamics of dialogue discourse.

The **object** of analysis is the English-language slang of the hotel and restaurant business.

The **subject** is their structural and semantic characteristics and methods of translation into Ukrainian.

The **aim** of the work is the analysis of English-language slang in the field of hotel and restaurant business from the point of view of their structural and semantic characteristics and methods of translation into Ukrainian.

The **tasks** of the work are determined by the goal and object of analysis:

- to define slang as a component of the lexical system of the modern English language;
- to analyze the structural and semantic characteristics of English slang in the hotel and restaurant business sphere;
- to analyze the terminology of the hotel business sphere as a component of the English-speaking tourist slang system;
- to investigate the structural and semantic characteristics of English-language slang in the hotel and restaurant business sphere;
- to determine the ways of translating English-language slang of the hotel and restaurant business about their structural characteristics.

The main **methods** of analysis are: a descriptive method for summarizing the results of research devoted to the analysis of a terminological unit as a component of the professional language of the field of tourism and scientific interpretation of actual material; the method of dictionary definitions and the method of component analysis for the inventory and systematization of English terms in the field of the hotel business, determination of their semantic structure; structural analysis to study the structure of the studied terms; translation analysis to determine ways of translating English-language terms in the field of hotel business into Ukrainian, elements of quantitative-qualitative analysis to determine the frequency of the studied linguistic phenomenon.

The data material was served by English-language terminological units, as well as slang of the hotel and restaurant business sphere, which were extracted from English-language dictionaries, articles, and websites of the hotel and restaurant sphere.

The **theoretical significance** of the study is in the clarifying the concept of slang and commonly used terms of the hotel and restaurant business as a component of the tourist vocabulary, systemizing the structural-semantic and translation characteristics of the units of the terminological system under study.

The **structure** and content of the work are determined by the set goal and tasks of the research. The work consists of an introduction, two chapters, general conclusions, bibliography, a list of data sources, and annex.

CHAPTER 1

SLANG AS A LANGUAGE PHENOMENON AND TRANSLATION CHALLENGE

1.1. Slang as a language phenomenon

The most important means of human communication is language. It is how each culture can express its essence. The language reflects the cultural and historical background of each nation in a particular era. The language is constantly changing. And these changes are not always for the better.

One of the fastest-changing genres of language is slang. According to Eric Partridge, a famous linguist and compiler of slang vocabulary, slang has existed since ancient times, as people always try to diversify language with more vivid, vivid words, to replace obscure scientific terms with words more accessible to a wide range of people [19].

Slang is present in all spheres of human activity. It changes according to time and space. Slang is influenced by all the changes taking place in society, and not the least role in the formation of slang is played by everything inherent in a certain circle of people, their interests, topics of communication, and their activities. Often the units of slang are words borrowed from other languages or the language of other segments of the population.

The issue of slang is the subject of constant scientific research. More and more modern philology pays attention to the concept of slang. Problems of slang were studied by such scientists as E. Partridge, M. M. Makovsky, I. R. Halperin, G. Menken, V. Vilyuman, V. Balabin, V. A. Khomyakov, Ch. Leland, and many others [18].

In general, it is very difficult to find a single definition of the term "slang". Scientists and researchers who have studied and are dealing with the problems of slang have different views on the concept of slang and its importance in everyday life. First of all, slang is a means of marking a speaker's belonging to a certain social group. In other words, slang is a linguistic means of isolating a small group in a large society.

At the same time, by separating from some groups and approaching others, a

person expresses himself in a certain way. In addition, literary language or dialect often does not provide an opportunity to express an opinion concisely and emotionally. The attractiveness of slang is that its sometimes somewhat rude vocabulary allows you to give speech an expressive color. This is especially important for young people [1: 6].

Youth language reflects the unstable cultural and linguistic state of society, which balances on the verge of literary language and jargon [2: 21-24].

M. Makovsky's opinion on the dialectal origin of the term slang deserves attention, but the author of this hypothesis has not proved it. The fact that this word is in the northern dialects of England does not mean dialectal kinship: it is evidenced in the gypsy predatory slang [16].

In the late 19th century, slang began to be considered as a borrowing from the Scandinavian languages. Beginning with Scythian's etymological dictionary, such an interpretation of the origin of the term has found its way into some authoritative English dictionaries. The Scandinavian origin of the term was accepted by such researchers as Bradney, Weekly, and Wilde [3].

According to E. Partridge, many American researchers use the word "slang" as a synonym for slang. The author of the slang dictionary R. Spears notes that the term "slang" was originally used to refer to American criminal jargon as a synonym for the word "can't". Over the years, "slang" began to expand its meaning and today includes various types of non-literary vocabulary: slang, colloquialisms, dialects, and even vulgar words.

Thus, there are different views on the term "slang" and different attitudes to it. But it is hard to deny that slang, despite its somewhat familiar and sometimes even vulgar form, is the brightest, most emotional, and liveliest style of speech that responds to any change in people's lives and helps them express their thoughts and feelings as deeply as possible.

There are no clear boundaries between general literary colloquial vocabulary and phraseology and some groups of non-literary vocabulary. Reasonably, colloquial vocabulary almost imperceptibly passes into the category of words that are no longer included in the norm of literary use.

The words of the so-called "slang" are especially close to the category of common literary colloquial vocabulary. There are several definitions of this concept:

1. the same as jargon;
2. a set of jargon that makes up the layer of colloquial vocabulary, which reflects a rudely - familiar, sometimes humorous attitude to the subject of the speech. It is used mainly in conditions of casual communication [18].

Slang consists of words and phrases that originated and were originally used in certain social groups, it reflects the value orientation of these groups. Having become commonplace, these words often retain an emotional and evaluative character, although the "sign" of evaluation may change.

Elements of slang either quickly disappear from use or enter the literary language, leading to subtle stylistic and semantic differences. Only etymological analysis establishes the connection of some words of a literary language with slang and reveals the type of slang in the first sense and the nature of the metaphor underlying the nomination [17].

The extensive use of slang contradicts the norms and culture of the language. Drawing the line between slang and colloquialism is a difficult task of lexicology and lexicography, as slang differs only in that it arose in certain social groups, sometimes very broad (youth).

Some researchers, focusing on the traditions of English linguistics, identify slang with vernacular, include in slang a layer of buzzwords - "one-day", others (I.R. Halperin) [16], referring to the uncertainty of the category of slang, generally deny its existence.

In American lexicography, the term "slang" became widespread around the beginning of the last century. The etymology of this term seems controversial and has not been precisely established by any of the Soviet or foreign linguists who have dealt with this problem. Indicative in this respect is the figurative description of "slang" in the famous work of J. B. Green and J. L. Kittridge: "*Slang – a language – a tramp who wanders around literary language and constantly tries to make his way into the most sophisticated society*" [7].

Imagery in scientific prose, as we know, is used to further clarify certain described phenomena, as well as to express the author's attitude to these phenomena, rather than to determine the essence of the phenomenon. In this case, the use of metaphor to define "slang" does not explain this phenomenon but rather obscures its meaning.

In modern foreign lexicography, the concept of "slang" is mixed with such concepts as "dialectism", "jargon", "vulgarism", "colloquial language", "colloquialism" and others. However, although many foreign theorists of lexicology have expressed different and contradictory views on the issue of "slang", they all come to the same conclusion: "slang" has no place in the English literary language. This is because the concept of "slang" in English lexicography is mixed with words and phrases that are completely different in terms of their stylistic color and areas of use.

The history of the essence and content of the concept of slang is closely linked with the evolution and formation of the so-called colloquial norm of English, the elements of which, along with other linguistic layers on the periphery of the literary norm, developed and formed over the centuries.

The conversational norm of English, according to V. M. Yartseva, was originally the norm of oral dialect [8]. Currently, according to M. M. Makovsky, there are two main norms of the standard of English spoken language, forming two levels, two tiers in the system of oral speech [10].

If the norm of the first level focuses mainly on grammatical, phonetic, and partly lexical laws of English, legitimized by literary usage and written tradition, the norm of the second level, exists side by side with the first, and includes very diverse language layers, arises and develops mainly through the so-called "peripheral" language tools.

These two norms, however, are not separated and not isolated from each other: in a living language, they are usually connected by thousands of transitions and to some extent overlap. Slang occupies a special place in the sphere of the second-level colloquial norm: in its essence, it differs both from the phenomena of the first-level colloquial norm and from the adjacent language layers belonging to it, which belong to the second level.

Living language does not and cannot have slang vocabulary in isolation from the grammatical and phonetic shell. Unlike the so-called colloquial words (colloquialisms), which are characterized by the spontaneity of origin, use, and disappearance, slang vocabulary is characterized by historical conditionality and the so-called greater "conservatism".

Thus, a very natural question arises about the difference between slang and so-called "dialectism". M. M. Makovsky offers the following explanation: systemic unity of all structural parts of slang, lack of complete coincidence of its vocabulary with the vocabulary of modern dialects, combining in slang structural features of some dialects, lack of slang many phonetic and grammatical features of dialects, slang - these are the main features that distinguish slang, on the one hand, from dialects in literary language, and on the other - from individual local dialects in general.

Thus, the legitimacy of the allocation of slang in a special category seems to us quite reasonable and questionable. The main characteristics of the concept can be called:

- instability, transitional nature;
- some researchers see slang as living facts of word formation, a progressive phenomenon in the development and improvement of language;
- groups of scholars note the ability and speed of the processes of assimilation of slang in literary language.

1.2. Theoretical background of translation slang

One of the main problems of modern linguistic theory translation, is the problem of reproducing the communicative effect of the original in translations In the framework of this problem, the question of shifting of stylistically marked units. Any translator aspires to achieve the maximum transfer of stylistic features of the original in the translation.

Start for translation of the reduced vocabulary of the source language should be considered a search for all possible analogs of reduced vocabulary in the target

language. The practicality of this method lies in the fact that anyone has similar analogs developed language.

The translation of English slang is quite difficult, and the groups included a reduced vocabulary, tightly intertwined with colloquialisms and sometimes they go to them, then if there is a lack of correspondents, the translator should resort to colloquial speech.

For example, the text of the work contains the phrase "*What can I say? He'll never shit a seamen's turd*", used about one who will never become a good sailor. It cannot be translated literally, because it will be considered a violation of the usual norms of the Ukrainian language. And also, because it is here there is a difference in the communicative norms of languages: in modern English, the use of rude words like shit is practically the norm, and in the Ukrainian language, this is unacceptable, because the Ukrainian equivalents of English slang are much rougher.

The appropriate translation of such a phrase will sound something like this: "*Що сказати? Ця креветка не повинна бути морським дияволом*". It is also possible to note several translation techniques regarding the second method: **tracing** and **transliteration**. These techniques are possible provided only that the meaning of the tracing or transliteration of the word is understandable from the context and retelling does not violate the principles of adequacy. Here is an example of successful use of transliteration: "*... old Dim at the back near laughed his gulliver off – ho, ho, ho. " – old Tup, on the back seat laughed to death, shaking Gulliver – ho, ho, ho* [11].

Here the meaning of the word *gulliver* (Head) is clear from the context of the phrase. The use of this technique is possible only occasionally when the meaning of the word is known and understood by the reader without special explanations. Most often, they use an indirect method of transfer or translational transformations. Their main function is to create the most lexically accurate, adequate translation of the work a lack regular correspondences of the language. Just as adequate translation is impossible without taking into account the stylistics of the original, yes translation involves the creation of a stylistic analog of the original.

The stylistic expression or content of the text consists of its values, and

constituent units, and requires recoding during translation, which takes place in the process of changing plans of content and expression of units in translation texts. In general, translation from English into Ukrainian is the typical replacement of words of general meaning such as the man, the woman, the person, or the creature to specific proper names or nouns, such as old man, soldier, a passer-by, a housewife, a dog, a cat, etc.

This is especially important when the translation of fiction, in which inappropriateness is too common the use of words with an abstract, generalized meaning. Generalization is the replacement of a word in the source language from a narrow meaning to a word with a more detailed meaning in the translation. Here are some examples of generalizations in the translation of J. Salinger's story: "*Doesn't come over and visit me practically every weekend*" and "*He comes to see me often, almost every week.*" "*Then this girl gets killed because she's always spending*" [20].

Here generalization is combined with antonymic translation; the verb said can be specified. Generalization is often due to a pragmatic factor. Here are some examples: "*He didn't show us this old beat-up Navajo blanket that he and Mrs. Spencer's bought off some Indian.*"

"*Він не показав нам цю стару пошарпану ковдру, яку вони з місис Спенсер купили в якогось індіанця*" (this example also illustrates subjunctive replacement typical for translation into Ukrainian). Acceptance of translation compensation refers to lexical transformations with the help of which the meaning is achieved equivalence. It is used in cases where certain elements of the original do not have similar or appropriate equivalents in the translation language and cannot be transmitted by its means. In similar situations, for replenishment of semantic or stylistic loss caused by the fact that some unit cannot be translated or a part is lost semantic volume, the translator transfers the missing part in other ways.

When translating slang, most often resort to replacing the words of the original. "*My parents would have two hemorrhages apiece if I told anything pretty personal about them.*" – *Мої батьки мали б по дві крововиливи, якби я розповіла про них щось дуже особисте.*

Smug – complacent, limited (colloquial slang vernacular). Synonymous with self-satisfaction. The pronoun *their*, in the Ukrainian translation is large, quantity. The addition is the opposite in an expanded form of the original text related to the need to convey its content. Are two types of additions:

1. Introduction of additional information in the text to convey to the reader of the translation what native speakers understand without clarification. *Would you like a cup of hot chocolate before you go? - Maybe you will drink a cup of hot chocolate on the track? So what? - I said. Cold as hell - What? - I ask in an icy voice.*

2. Grammatical addition is used in the target language when there is no semantic similarity with the grammatical form and lexeme of the original.

There is also a descriptive translation in addition to transformational techniques. Multifunctional replacement is used mainly for the clarification of concepts and words unknown to the reader, which require clarification, or when words unfamiliar to the recipient are replaced by more familiar ones during translation.

A literal one can be added to the reasons for translation failures translation (translation of only the denotative value, excluding customary norms and stylistic aspects). The translator, before translating the text in which they are present slang, must carefully study not only the content of the original, but also his features, and a system of images.

Only in the right way translation based on stylistic analysis of the author's techniques from possible methods in the language of translation, the translator can adequately convey the level of communicative influence produced on the native speaker when reading the original.

1.3. Specifics of hotel and restaurant discourse text analysis

To solve research problems, we will also turn to the interpretation of the term "discourse". Discourse in social sciences is characterized as "a formalized way of thinking that can be manifested through language as a social boundary that defines what can be said on a certain topic".

But the goal of this study needs a more specific definition that would combine an approach to discourse as an authentic language functioning in context, with a narrower interpretation of discourse as a text. The main constitutive characteristics of the discourse are the instruction of speech actions, active participants, information, and general conversational principles [10: 31].

Thus, we can treat any written text as discourse unfolding in specific speech conditions communication, has its pragmatic instruction, contains specific information, and corresponds to general conversational principles. In turn, discourse analysis is a method of communication research, which aims to reveal the social context behind oral or written speech, the study of the relationship between the language code of communication and social, mental, psychological, and cultural processes.

The method of discourse analysis is used for research language that functions naturally in the context in which it is used. Discourse analysis, according to the definition of many scientists, is not a quantitative or qualitative scientific method, but is a way of putting questions within a certain quantitative or qualitative method. Discourse analysis helps to reveal the hidden motivation behind the choice of a certain method of text analysis.

Discourse researchers, regardless of whether they study the coherence of extended structures or engage in interpretation texts, are interested in the language choice made by the speaker for the sake of it of its specific social purpose. Discursive analysis can be used as a structural tool for textual analysis organization, and as an ethnographic tool for the extension of awareness of a specific culture. This is another facet of the intersection of theoretical linguistics and teaching methods - after all, language learning is impossible without learning the relevant culture. Knowledge of culture that students need for effective communication in a foreign language, the so-called "sociolinguistic competence" [15], also includes knowledge of how to use genres of discourse in the context of communication.

So, an effective strategy for learning a foreign language is familiarization with an assortment of genres, such as both oral and written, their general structure, as well as their norms used in the context of the surrounding environment.

The hotel and restaurant sector is an important component of the hospitality industry. At the same time, enterprises of this sphere, from one on the one hand, are one of the means of highly liquid use of capital, and on the other – an environment with a high degree of competitiveness. In everything civilized the world hotel and restaurant enterprises are among the largest widespread types of small business, therefore institutions and enterprises lead between is a constant struggle for market segmentation, the search for new ones, and retention of regular consumers of their products and services. All the institutions listed above must have a high level of competitiveness. Today, the main problem in the world in the field of hotel and restaurant business is huge competition.

The market is very aggressive, supply outstrips demand, so it's hard for hotels and restaurants to defend their interests. In this case, only improving the quality of service and the offer of special services can save the situation, however, small hotels and restaurants often have to survive and operate at a loss. The competitiveness of establishments in the field of hotel and restaurant business and the services provided by them are determined by the relationship between the quality level of the offered products and services and their cost.

Optimizing this ratio allows you to offer customers quality service and highlight the competitive advantage of the services of a separate establishment in the hotel-restaurant business sphere over the services offered by competitors.

Advertising text is generally divided into 4 main parts:

1. slogan;
2. title;
3. main advertising text;
4. phrase-echo.

At the same time, the representation in each advertising text of all of the above components is not mandatory. Although, the presence of an advertising header is almost mandatory. The presence of other parts is determined by the species' product (service) and depends on several other characteristics. The headline is the most important part of the advertisement.

Of course, in it, the essence of the advertising appeal and the main advertising argument are expressed. According to research, about 80% of readers, after reading the headline, do not read the main advertising text in general. It is known that the purpose of the advertising headline is to attract the attention of the audience and arouse interest in the advertised product or service.

The orientation of the advertising text to the target audience, in turn, is closely related to the object of advertising: yes, advertising aimed at young people well-off women, focused mainly on expensive items cosmetics, perfumes, and fashion clothes. Similar to the object of advertising the targeting of advertising to a certain segment of the mass audience affects the language and style of advertising text. Advertising cosmetics and perfumes for women in most cases, is characterized by an elegant style, rich in specific phrases and other means of expressiveness, which gives the text a special character sound, a unique "tone of voice".

For many practitioners of advertising activity, the text in a foreign language serves only as a means to understand the idea of the advertised product, itself the text is often rewritten in the language of the consumer's country, taking into account the peculiarities of its national specificity, undergoing so-called localization. In those cases when an exact translation is inappropriate, the translator uses approximations content with phrases that must take into account traditional ethnic, national, and social characteristics, stereotypes of a specific behavior of the audience for which the products are targeted, indicated in the advertising text. A researcher of the creative process of translation evaluates the translation of advertising texts, as "creativity at the language level", while the translation of artistic texts – is "creativity associated with artistic thinking" [12: 84].

The use of the term guest in this study is because today in European practice, employees of the hospitality industry call their customers guests. In the lexical system of the English language, there are more than thirty lexical units in which the word guest – «Гість, клієнт готелю» is a nuclear component, for example: *guest survey* - опитувальник гостей готелю, *unexpected guest* - клієнт готелю, який не замовляв номер напередодні, *walk in guest* - клієнт готелю, який прибув без попереднього

бронювання, *permanent guest* - постійний клієнт готелю, *guest certificate* - сертифікат постійного клієнта, *guest occupancy* - коефіцієнт завантаження готелю, *guest relations* - система взаємовідносин «гість-співробітник готелю»

The direct interaction of the hotel business with other branches of the professional and household sphere caused the heterogeneous nature of the vocabulary of the hotel business from a semantic-nominative point of view. Within the studied vocabulary, the following lexical layers can be distinguished:

1) specialized vocabulary, for example, *average length of stay* - середній термін перебування в номері, *chateau hotel* - готель-шато, *no show* – резерв, що був незатребуваним;

2) industry vocabulary, for example, *average discount on published tariff* - середній розмір наданої знижки, *force majeure* - форс-мажорні обставини, *global distribution system (GDS)* - глобальна система резервування туристських послуг;

3) general scientific vocabulary, for example, *technology, system, law*;

4) commonly used vocabulary, for example, *bed* - ліжко, *cape chair* - плетене крісло, *bedsidetable* – приліжкова тумбочка.

Within the vocabulary of the hotel business, the ratio of these vocabulary layers is uneven. The basis is made up of highly specialized units, which name concepts and subjects that are characteristic only for this field.

Industry vocabulary among the lexical units of the hotel business is represented by vocabulary related to

- economic terminology, for example, *average daily rates* - поточні ціни номерного фонду готелю, *incidental charges* - оплата за додаткові послуги, *affinity group fares* - спеціальні ціни для прийому і обслуговування великих груп туристів, *corporate rate* - корпоративна ціна, *share* - частка в статутному капіталі готелю, акція;

- legal terminology, for example, *claim* - скарга, претензія, вимога, позов;

- architectural terminology, for example: *alcove* - альков, невелика ніша в великому приміщенні, де знаходиться ліжко, *atrium* - великий відкритий простір в будинку або внутрішній двір будівлі зазвичай під скляним дахом, *bay* - ніша;

глибокий виступ кімнати з вікном;

- computer terminology, for example: *Central Resewation System* or *Computer Reservation System (CRS)* - комп'ютерна система бронювання номерів;

- transport terminology, for example: *deadhead* - службовці авіаліній, що мають знижки або право на безкоштовне розміщення;

- statistical terminology, for example: *average occurance* - середня кількість зайнятих кімнат/номерів готелю за певний період часу.

General scientific terminology, denoting categorical concepts of a general industry nature, not only serves the vocabulary of the hotel business, but is included in the terminology systems of other fields of knowledge [4: 110-118].

It should be emphasized that in the future, under the terminology of the hotel business, we will mean the set of specialized lexical units belonging to the vocabulary of the hotel business, for example: *lodging facilities manager* - менеджер по розселенню і номерному фонду, *lodging-house* - мебльовані кімнати; підприємство готельного типу, де здаються в найм постійним мешканцям недорогі кімнати з обстановкою, *maximum occurance* - максимальна кількість відпочиваючих, включаючи дітей, яких батьки взяли з собою на відпочинок на віллу, яка належить власнику на праві спільної власності, *no show* – резервування, що було незатребуване, *moon classification* – система класифікація готелів по лунам (а не традиційно по зіркам), система, що прийнята в Англії, *number of guests per occupied room* - кількість гостей у зайнятому номері, *occurance report* - щоденний звіт про кількість зайнятих номерів, *off the street customer* - клієнт, гість готелю, який прибув без попереднього бронювання, *privacy occurance* - планова кількість відпочиваючих на віллі, заснована на принципі двомісного розміщення в кожній спальні, *quadruple room* - чотирьохмісний номер в готелі, *RO* - запит підтвердження бронювання, *transient hotel* - готель для транзитних гостей, *twin double* - готельний номер з двома двоспальними ліжками.

An open-type vocabulary is publicly available, which simplifies the process of communication with guests. This is reflected in the widespread use of common words

as hotel business terms, the meaning of which often coincides with the meaning of the corresponding terms, e.g.: *bed* - ліжко у номері готелю, *bedlinen* - постільна білизна, *camp* - табір, *child* - дитина, *facilities* - обладнання, *lift* - ліфт, *lounge* - кімната відпочинку, *trolley* - візок на колесах, *van* - автопричіп для легкового автомобіля, спеціально обладнаний для житла, з великим салоном, кухнею, туалетом, спальними місцями.

At the same time, it should be noted that in some cases the scope of the meaning of a lexical unit used in common language may be wider and less defined in comparison with the scope of the meaning of the same unit in the terminology of the hotel business, for example, *guest* - гість in common English means: a person that you have invited to your house or to a particular event that you are paying for – a person whom you invited to your home or for a certain event, at your expense. At the same time, the special meaning of this lexical unit is much narrower: *a person who is staying at a hotel* – людина, яка зупинилася в готелі.

A number of commonly used words that act as terms in the field of hotel business are distinguished by greater clarity when highlighting the main features of the concept that they nominate, and therefore, a clearer semantic separation from words close to them in terms of meaning, for example, in common language, the word *room* is used in the sense of: *a part of a building that has its own walls, floor, ceiling and is usually used for a particular purpose* - частина будівлі, яка має свої стіни, підлогу, стелю і зазвичай використовується для певних цілей.

In the vocabulary of the hotel business, the term *room* is used in clear accordance with the context. So, a room consisting of three or more living rooms (living room/dining room, office, bedroom), with a non-standard wide double bed and an additional guest toilet is defined as a *suite*, and a one-room room designed to accommodate one or two people is a *studio* [9: 36-40].

Closed-type vocabulary is addressed to a narrow circle of people, specialists in the hotel business, for example, *occupancy report* - щоденний звіт про кількість зайнятих номерів, *off the street customer* - гість, який прибув без попереднього бронювання місця, *ADA room* - готельний номер, який технічно обладнаний у

відповідності з вимогами Американського Акту про інвалідів, *early makeup* - номер, який буде заселений раніше звичайної години, або номер, власник якого зажадав, щоб його кімната була негайно прибрана, *sleeper* - вільна кімната, яка з певних причин вважається зайнятою.

Thus, we come to the conclusion that the hotel business unites various forms of entrepreneurship that specialize in the market of services related to the reception and service of guests.

The main directions of the hotel business are accommodation, recreation, business services, which are united on the basis of the principle of "hospitality". Based on the above, vocabulary related to the reception and accommodation of guests, the organization of the hotel business, the processes that ensure the functioning of the hotel business, persons serving the hotel business and guests were included in the material of our research.

The interaction of the hotel business with other branches of the professional and household sphere caused the heterogeneous nature of its vocabulary.

The fact that the hotel business is divided into two types of services: contact and non-contact, we consider it possible to divide the terminology of the hotel business, in turn, into an open-type vocabulary, understandable for a wide range of people, and a closed-type vocabulary, addressed to a narrow circle of specialists [14: 78-81].

CHAPTER 2

HOTEL AND RESTAURANT DISCOURSE SLANG: DISCOURSE FEATURES, TRANSLATION OPTIONS

2.1. Lexical transformations in the translation of hotel and restaurant discourse slang

In this subchapter we will consider 50 examples [26, 27, 28, 29, 30, 31, 34, 35, 36, 37, 38, 39] of the slang translation. Examples were taken from different sources and videos (all of them in the list of data sources). Here we analyze the lexical transformations. So, the analysis:

1. *I'll make the lemon fresh, it's easy peasy!* (BSWP) – *Я зроблю фреш, це ж запросто!* (BSWPU)

This sentence has one lexical transformation – tracing (*easy peasy* – *запросто*).

2. *Open the shift while I have an elevenses.* (BSWP) – *Відкрий поки зміну, а в мене перекус.* (BSWPU)

This sentence has one lexical transformation – tracing (*elevenses* – *перекус*).

3. *Our new colleague is kind of full of beans today.* (BSWP) – *Наша нова колега якась занадто енергійна сьогодні.* (BSWPU)

This sentence has one lexical transformation – tracing (*full of beans* – *занадто енергійна*).

5. *Hey, we're not serve that guy at the fifth table anymore. He is hammered.* (BSWP) – *Хей, ми більше не наливаемо тому хлопцю за п'ятим столиком. Він занадто п'яний.* (BSWPU)

This sentence has one lexical transformation – tracing (*hammered* – *п'яний*).

8. *Pour him a jar of beer!* (BSWP) – *Налійте тому молодика «стонку» пивка!* (BSWPU)

This sentence has one lexical transformation – tracing (*jar* – *«стонка»*).

11. *Dear guests! Last call!* (BSWP) – *Шановні гості! Ласт кол!* (BSWPU)

This sentence has one lexical transformation – transliteration (*Last call* – *Ласт кол*).

12. *He becomes unbearable to work with if he drinks at the bar – he gets so lairy!* (BSWP) – *З ним стає нестерпно працювати, якщо він вип'є на барі – він стає такий балакучий!* (BSWPU)

This sentence has one lexical transformation – tracing (*lairy* – *балакучий*).

14. *We can add beer nosh to your order.* (BSWP) – *Ми можемо додати до вашого замовлення закуску до пива.* (BSWPU)

This sentence has one lexical transformation – tracing (*nosh* – *закуску*).

16. *Make one Quasimodo vodka.* (BSWP) – *Зроби одну горілку з содовою.* (BSWPU)

This sentence has one lexical transformation – tracing (*Quasimodo vodka* – *горілка з содовою*).

17. *We work only with a certain assortment, because our offie applies only to it.* (BSWP) – *Ми працюємо лише з певним асортиментом, тому що наша офіціалка поширюється лише на нього.* (BSWPU)

This sentence has one lexical transformation – tracing (*offie* – *офіціалка*).

18. *Order for four V.A.Ts for the sixth table.* (BSWP) – *Замовлення на чотири ВАТа на шостий столик.* (BSWPU)

This sentence has one lexical transformation – transcription (*V.A.T* – *ВАТ*).

19. *Offer this lady expensive wine, or will she get away with vino?* (BSWP) – *Цій пані запропонувати дороге вино, чи вона обійдеться вінішком?* (BSWPU)

This sentence has one lexical transformation – tracing (*vino* – *вінішко*).

20. *If you don't like our service, there is another watering hole opposite us.* (BSWP) – *Якщо вам не подобається наше обслуговування, навпроти нас є ще один наб.* (BSWPU)

This sentence has one lexical transformation – tracing (*watering hole* – *наб*).

21. *Soz, may I go?* (75BSW) – *Сопі, я пройду?* (75BSWU)

This sentence has one lexical transformation – tracing (*Soz* – *Сопі*).

22. *That guest at the seventh table is too sloshed, call security.* (75BSW) – *Той гість за сьомим столиком занадто бухий, викличте охорону.* (75BSWU)

This sentence has one lexical transformation – tracing (*sloshed* – *бухий*).

23. *I forgot my fags today, you can ask the administrator for one.* (75BSW) – *Я забув*

сигарети сьогодні, можна попросити одну в адміністратора. (75BSWU)

This sentence has one lexical transformation – tracing (*fags* – *сигарети*).

24. *This whiskey is dead strong!* (75BSW) – *Цей віскі до чорта міцний!* (75BSWU)

This sentence has one lexical transformation – tracing (*dead* – *до чорта*).

25. *Hey bruv! We are working together today!* (75BSW) – *Хей, бро! Ми сьогодні працюємо разом!* (75BSWU)

This sentence has one lexical transformation – transcription, but with phonetic change (*bruv* – *бро*).

26. *Show the gentleman where the loo is located.* (75BSW) – *Покажи пану, де знаходиться вбиральня.* (75BSWU)

This sentence has one lexical transformation – tracing (*loo* – *вбиральня*).

28. *Bring spirits, bevvy and aperitifs from the warehouse.* (BSW) – *Принеси зі складу спірити, півко і аперитиви.* (BSWU)

This sentence has one lexical transformation – tracing (*bevvy* – *півко*).

29. *This young man says that he is “skint” today, but we have already given him an order. What are we going to do?* (BSW) – *Цей молодик говорить, що він «пустий» сьогодні, але ми вже віддали йому замовлення. Що будемо робити?* (BSWU)

This sentence has one lexical transformation – tracing (*skint* – «*пустий*»).

30. *Quickly replace the bog rolls and disposable towels in the restroom.* (BSW) – *Бігом замініть туалетку і одноразові рушники у вбиральні!* (BSWU)

This sentence has one lexical transformation – tracing (*bog rolls* – *туалетка*).

31. *Arrange for him a free room on the first floor, because he is already a little buzzin.* (BSW) – *Організуй йому вільний номер на першому поверсі, бо він вже трохи захмелів.* (BSWU)

This sentence has one lexical transformation – tracing (*buzzin* – *захмелів*).

32. *You have updated the database with our Day Guests?* (GHJ) – *Ви оновили базу даних з нашими «денниками»?* (GHJU)

This sentence has one lexical transformation – tracing (*Day Guests* – «*денники*»).

33. *Hang up the DNDs.* (GHJ) – *Розвісьте ді-ен-ді-шки.* (GHJU)

This sentence has one lexical transformation – transcription (*DNDs* – *ді-ен-ді-*

шки).

34. *You can check it out on F&B.* (GHJ) – *Ви можете переглянути це у фі-ен-бі.*
(GHJU)

This sentence has one lexical transformation – transcription (*F&B* – *фі-ен-бі*).

35. *The guest from the tenth room asks to call the GSM.* (GHJ) – *Гість з десятого номера просить викликати менеджера.* (GHJU)

This sentence has one lexical transformation – tracing (*GSM* – *менеджер*).

36. *The cook said that these two points were eighty-six on the menu.* (RTS) – *Кухар сказав, що ці два поінти в меню вісімдесят шості.* (RTSU)

This sentence has one lexical transformation – literal translation (*eighty-six* – *вісімдесят шості*).

37. *Behind, let me go ahead!* (RTS) – *Позаду, пропустіть!* (RTSU)

This sentence has one lexical transformation – literal translation (*Behind* – *Позаду*).

38. *Four servings of Bev Naps on the sixth table!* (RTS) – *Чотири порції Бью непи на шостий стіл!* (RTSU)

This sentence has one lexical transformation – transliteration (*Bev Naps* – *Бью непи*).

39. *I wasn't late for work, I have a mid today.* (RTS) – *Я не запізнювався на роботу, в мене мід сьогодні.* (RTSU)

This sentence has one lexical transformation – transliteration (*mid* – *мід*).

40. *Mispack for № 97 orders, reissue!* (RTS) – *Міспак на 97 замовлення, переоформіть!* (RTSU)

This sentence has one lexical transformation – transliteration (*Mispack* – *Міспак*).

42. *Where is our runner?* (RTS) – *Де носить нашого ранера?* (RTSU)

This sentence has one lexical transformation – transliteration (*runner* – *ранер*).

43. *We need to update the display case and check their shelf-life – half of the food is already "dead" there.* (RTS) – *Треба оновити вітрину, і перевірити строки придатності – там половина їжі вже «вмерла».* (RTSU)

This sentence has one lexical transformation – tracing (*shelf-life* – *строки*

придатності).

44. *We have a split shift today, work together with Michel.* (RTS) – *У нас сьогодні спліт, ми на зміні вдвох з Мішелем.* (RTSU)

This sentence has one lexical transformation – transliteration (*split shift* – *спліт*).

45. *Prepare the starters!* (RTS) – *Підготуйте стартери!* (RTSU)

This sentence has one lexical transformation – transliteration (*starters* – *стартери*).

46. *These gentlemen ordered several well drinks. I went to the warehouse for the cheap vodka.* (RTS) – *Ці пани замовили декілька велл-дрінків. Я пішов на склад за дешевою горілкою.* (RTSU)

This sentence has one lexical transformation – transliteration (*well drinks* – *велл-дрінки*).

47. *A «5 Out» has been announced, get ready.* (RTE) – *Був оголошений файв-аут, приготуйтеся.* (RTEU)

This sentence has one lexical transformation – transliteration («*5 Out*» - *файв-аут*).

49. *The cook "killed" the dish, guests must be warned that they will have to wait longer.* (RTE) – *Кухар угробив страву, треба попередити гостей, що доведеться зачекати довше.* (RTEU)

This sentence has one lexical transformation – tracing ("*killed*" – «*угробив*»).

50. *Take out some Monkey Dishes, they will be needed at the banquet today.* (RTE) – *Винеси декілька манкі дішей, вони сьогодні знадобляться на банкеті.* (RTEU)

This sentence has one lexical transformation – transliteration (*Monkey Dishes* – *манкі діши*).

2.2. Grammatical transformations

In this subchapter we will consider the same examples of the slang translation. Examples were taken from the same sources. Here we analyze the grammatical transformations. So, the analysis:

4. *You're flogging a dead horse by asking her to serve all tables at once.* (BSWP) – *Ти зробив ведмежу послугу, попросивши її обслуговувати одразу всі столики.* (BSWPU)

There is a grammatical translation transformation here – compensation (*flogging a dead horse* – *зробив ведмежу послугу*).

6. *I can offer you a cocktail to your taste, but horses for courses – I may not choose the right one.* (BSWP) – *Я можу запропонувати вам коктейль, але кожному на свій смак – я можу підібрати неправильний.* (BSWPU)

There is a grammatical translation transformation here – compensation (*horses for courses* – *кожному на свій смак*).

7. *Order whatever. I'm easy.* (BSWP) – *Замовте їжу, я за всі можливі варіанти.* (BSWPU)

There is a grammatical translation transformation here – compensation (*I'm easy* – *я за всі можливі варіанти*).

9. *Call me, I'll be in the staff room. If anything, I'll be there in a jiffy.* (BSWP) – *Клич мене, я буду в підсобці. Якщо що, я одразу прилечу і все зроблю.* (BSWPU)

There is a grammatical translation transformation here – compensation (*I'll be there in a jiffy* – *я одразу прилечу і все зроблю*).

10. *Keep your hair on – I only accidentally generated a final report.* (BSWP) – *Тримай себе в руках – я тільки-що раптово зняла Z-звіт.* (BSWPU)

There is a grammatical translation transformation here – compensation (*Keep your hair on* – *Тримай себе в руках*).

13. *I can offer you this dessert, it is quite sweet, but it's not my cup of tea.* (BSWP) – *Я можу запропонувати вам цей десерт, він досить солодкий, але це не для мене.* (BSWPU)

There is a grammatical translation transformation here – compensation (*not my*

cup of tea – це не для мене).

15. *Josh didn't make the shift today because he was out on the lash last night. (BSWP) – Джош сьогодні не вийшов на зміну, бо перебрав вчора. (BSWPU)*

There is a grammatical translation transformation here – compensation (*out on the lash – перебрав*).

41. *Run this food to table 4! (RTS) – Їжа на 4 столик! (RTSU)*

There is a grammatical translation transformation here – omission (*Run this food... – Їжа на...*).

48. *Tell the guests at the third table that the main dishes are already done, and drop the fries into the fryer. (RTE) – Передай гостям за третій столик, що основні страви вже готові, а гарнір на дроні. (RTEU)*

There is a grammatical translation transformation here – omission + compensation (*and drop the fries into the fryer – а гарнір на дроні*).

CONCLUSION

This unit is devoted to the structural-semantic and translational analysis of terminological units in the field of the hotel business. The analysis of the results of studies devoted to tourism as an industry allowed us to conclude that a significant part of the tourism industry is hotel service, which is connected with other business sectors, in particular catering, but, taking into account that, the vocabulary of the restaurant business is very extensive and can become the object of a separate analysis to the terminology of the hotel business, the object of our research is the units related to the reception and accommodation of guests, recreation and services related to it.

The interaction of the hotel business with various branches of the professional and household sphere led to the heterogeneous character of its vocabulary, which includes: specialized terminology, industry vocabulary, general scientific, and commonly used vocabulary. Based on the fact that the hotel industry combines two types of services: contact (that come into contact with customers) and non-contact services (that do not come into contact with guests), we divide the vocabulary of the hotel business into two groups: the vocabulary of the open type and as the vocabulary of the closed type, addressed to a narrow circle of people, only specialists.

From the point of view of formal and structural characteristics, hotel business terms are represented by simple and complex units, terminological combinations, phrasal terminological units, and abbreviations.

Terminological combinations, which made up 62.5% of the sample, were the most represented in the terminology of the hotel business, and the least - abbreviations, which were recorded in 5.5% of the analyzed material. The low representation of abbreviations is explained by the fact that the vast majority of terms in the hotel business are two-component and do not require compression and economy of language means.

Most of the simple and complex terms in the field of hotel business are reinterpreted as general literary words or terms of related scientific disciplines, their representation in the sample is 23% of the total amount of analyzed material.

Among terminological combinations, two-component models prevail, which

make up 64.8% of the analyzed terminological combinations.

Terminological abbreviations of hotel business terms are represented by graphic and lexical abbreviations. Graphical ones are represented by units formed with the preservation of all components and abbreviations that have lost one or more elements.

Lexical includes abbreviations formed by omitting individual elements and abbreviations formed by transformations. The latter make up the vast majority – 69.2% of the total number of abbreviations in the sample.

The translational analysis of English hotel business terms shows that the main ways of their translation into Ukrainian are lexical equivalents, tracing, semantic modulation, transcoding, and descriptive translation. According to the results of the quantitative analysis, descriptive translation is the most productive – 48% of the sample, and semantic modification is the least – 5.4% of the analyzed material.

Taking into account the fact that the structure of the term determines the way it is translated, the translation analysis was also carried out about their structural characteristics.

The translation analysis of simple hotel business terms revealed the following ways of their transfer: transcoding, lexical equivalent, and descriptive translation. The majority of simple terms are transmitted by descriptive translation – 46.5%, transcoding turned out to be the least represented – 23.9% of the total number of simple terms.

Translational analysis of complex terms shows that they can be transmitted: through transcoding, tracing, and descriptive translation. According to the results of quantitative analysis, the majority of complex terms are transmitted by descriptive translation – 42.7%, and the least – transcoding – 22% of the total number of complex terms.

The translational analysis of terms with the structure of word combinations revealed that the difficulties that arise in the translation of multi-component terminological units are overcome with the help of tracing, semantic modulation, and descriptive translation. Descriptive translation turned out to be the most productive way of translating terms with the structure of phrases – 53%, and the least lexical

modulation – 11.9% of the sample of terms-phrases.

The translation analysis of phrasal terminological units revealed the following translation methods: lexical equivalent, tracing, and descriptive translation. Quantitative analysis of the methods of translating terms with a phraseological structure shows that the most productive is descriptive translation – 46%, and the least – is the use of a dictionary counterpart – 23.3% of the total number of phrase terms in the hotel business.

The translation analysis of the terms – the abbreviation of the hotel business sphere allowed us to identify the following ways of their transfer: transcoding, use of the full term that corresponds to the term abbreviation, and descriptive translation. According to the results of the quantitative analysis, when translating terms-abbreviations, the full term corresponding to the abbreviation in English is most often used when translating into Ukrainian – 46.1% of the terms are abbreviations, and transcoding turned out to be the least productive – 19.2% of the sample. This is because the contraction is not informative enough for the recipient, who may not have the realities encoded in the contraction or the background information to adequately decode the contraction term.

BIBLIOGRAPHY

1. Babenko O. V. (2004). In oral language slang. Ukrainian lesson. No. 12. P.
2. Ch. Annandale. (1910). The concise English dictionary. London: Blackie.
3. Chyzh I. (2004). Ukraine: the path to the information society. Kyiv: Lybid.
4. Greenough J. B. (1929). Words and their ways in English speech. New York.
5. Hladka O. V. (2013). Formation of communicative competence of students based on project methodology of teaching a foreign language. Problems of modern teacher training. 2013. No. 7.
6. Historical dynamics of sentence pragmatics: English question. 16-20 centuries. (1998).
7. Hotten J. C. (2004). The slang dictionary or, the vulgar words, street phrases, and fast expressions of high and low society: many with their etymology, and a few with their history traced. Replica of 1869 edition. London: Elibron Classics.
8. Kireev N. M. (1997). Translation of technical literature from English.
9. Koptilov V. I. (2002). Theory and practice of translation. Kyiv: Univers.
10. Kozubai, I., Khadzhy, A. (1965). Features of Slang in American Rap Song Lyrics. Challenges in Science of Nowadays: Proceedings of the 4th International Scientific and Practical Conference. Washington, USA: EnDeavours Publisher. Barstow, S. Desperadoes. London, Penguin Books.
11. Kramersch, C. (1993). Context and Culture in Language Teaching. New York: Oxford University Press.
12. Makovsky M. M. (2000). Linguistic essence of modern English slang. Vinnytsia: Nova kniga.

13. Mattiello E. (2008). An Introduction to English Slang: A description of its Morphology, Semantics and Sociology. Polimetrica.
14. Partridge E. A. (2002). Dictionary of Slang and Unconventional English. London.
15. Partridge E. (1998). Slang Today and Yesterday. London: Routledge and Kegan Paul.
16. Partridge E. (1933). Slang to-day and yesterday, with a short historical sketch; and vocabularies of English, American, and Australian slang. London: Routledge.
17. Shalatska G. M. Project methodology and effectiveness of its application in learning foreign languages. Retrieved from: http://www.rusnauka.com/31_PRNT_2010/Pedagogica/73668.doc.htm/
18. Sillitoe, A. (1979). A Start in Life. London, W. H. Allen.
19. Williams, B. (1964). Second Generation. London, Chatto & Windus.
20. Cambridge Dictionary. Retrieved from: <https://dictionary.cambridge.org>
21. Macmillan Dictionary. Retrieved from: <https://www.macmillandictionary.com>
22. Merriam Webster. Retrieved from: <https://www.merriam-webster.com/dictionar>
23. Urban Dictionary. Retrieved from: www.urbandictionary.com
24. Wells J. C. (2008). Longman Pronunciation Dictionary. London: Pearson Longman.

LIST OF DATA SOURCES

25. GRT – A Guide to Restaurant terminology. (2023). Retrieved from:
<https://www.typsy.com/lessons/a-guide-to-restaurant-terminology>
26. BSWP – British slang words and phrases. Oxford International English School.
Retrieved from: <https://www.oxfordinternationalenglish.com/dictionary-of-british-slang/>
27. BSWPU – British slang words and phrases. Oxford International English School. UKR version. Retrieved from:
<https://www.oxfordinternationalenglish.com/dictionary-of-british-slang/>
28. BSW – British Slang Words. What does it all mean? Retrieved from:
<https://www.tandem.net/blog/british-slang-words>
29. BSWU – British Slang Words. What does it all mean? UKR version. Retrieved from:
<https://www.tandem.net/blog/british-slang-words>
30. GHJ – Glossary of hotel jargon. Retrieved from:
<https://insights.ehotelier.com/news/2014/03/24/glossary-of-hotel-jargon/>
31. GHJU – Glossary of hotel jargon. UKR version. Retrieved from:
<https://insights.ehotelier.com/news/2014/03/24/glossary-of-hotel-jargon/>
32. HJB – Hotel Jargon Buster. (2014). Retrieved from:
<https://www.hotelspeak.com/2014/02/hotel-jargon-buster/>
33. HTD – Hotel Terms Dictionary: Your Guide to 230+ Industry Acronyms.
Retrieved from: <https://www.socialtables.com/blog/hospitality/hotel-terms-dictionary/>
34. RTS – Restaurant Terms and Slang: How Many Do You Know? (2021).
Retrieved from: <https://qsrautomations.com/blog/restaurant-management/restaurant-terms/>
35. RTSU – Restaurant Terms and Slang: How Many Do You Know? (2021). UKR version. Retrieved from: <https://qsrautomations.com/blog/restaurant-management/restaurant-terms/>
36. RTE – The A to Z Guide to Restaurant Lingo. (2023). 100+ Restaurant Terms Explained. Retrieved from: <https://restaurant.eatapp.co/blog/the-a-to-z-guide->

[to-restaurant-lingo](#)

37. RTEU – The A to Z Guide to Restaurant Lingo. (2023). 100+ Restaurant Terms Explained. UKR version. Retrieved from: <https://restaurant.eatapp.co/blog/the-a-to-z-guide-to-restaurant-lingo>
38. 75BSW – These 75 British Slang Words From Across the Pond Are Bloody Brilliant. (2023). Retrieved from: <https://parade.com/1293790/marynliles/british-slang-words/>
39. 75BSWU – These 75 British Slang Words From Across the Pond Are Bloody Brilliant. (2023). UKR version. Retrieved from: <https://parade.com/1293790/marynliles/british-slang-words/>
40. 86HI – What is the meaning for "86" in Hotel industry? Did you know how "86" term originates? Retrieved from: https://www.youtube.com/watch?v=hcZ_z82CNIM

ANNEX A

№	ENGLISH	УКРАЇНСЬКА
1	<i>I'll make the lemon fresh, it's easy peasy!</i> (BSWP)	<i>Я зроблю фреш, це ж запросто!</i> (BSWPU)
2	<i>Open the shift while I have an elevenses.</i> (BSWP)	<i>Відкрий поки зміну, а в мене перекус.</i> (BSWPU)
3	<i>Our new colleague is kind of full of beans today.</i> (BSWP)	<i>Наша нова колега якась занадто енергійна сьогодні.</i> (BSWPU)
4	<i>You're flogging a dead horse by asking her to serve all tables at once.</i> (BSWP)	<i>Ти зробив ведмежу послугу, попросивши її обслуговувати одразу всі столики.</i> (BSWPU)
5	<i>Hey, we're not serve that guy at the fifth table anymore. He is hammered.</i> (BSWP)	<i>Хей, ми більше не наливаємо тому хлопцю за п'ятим столиком. Він занадто п'яний.</i> (BSWPU)
6	<i>I can offer you a cocktail to your taste, but horses for courses – I may not choose the right one.</i> (BSWP)	<i>Я можу запропонувати вам коктейль, але кожному на свій смак – я можу підібрати неправильний.</i> (BSWPU)
7	<i>Order whatever. I'm easy.</i> (BSWP)	<i>Замовте їжу, я за всі можливі варіанти.</i> (BSWPU)
8	<i>Pour him a jar of beer!</i> (BSWP)	<i>Налийте тому молодика «стопку» пивка!</i> (BSWPU)
9	<i>Call me, I'll be in the staff room. If anything, I'll be there in a jiffy.</i> (BSWP)	<i>Клич мене, я буду в підсобці. Якщо що, я одразу прилечу і все зроблю.</i> (BSWPU)
10	<i>Keep your hair on – I only accidentally generated a final report.</i> (BSWP)	<i>Тримай себе в руках – я тільки-що раптово зняла Z-звіт.</i> (BSWPU)
11	<i>Dear guests! Last call!</i> (BSWP)	<i>Шановні гості! Ласт кол!</i> (BSWPU)
12	<i>He becomes unbearable to work</i>	<i>З ним стає нестерпно працювати,</i>

	<i>with if he drinks at the bar – he gets so lairy!</i> (BSWP)	<i>якщо він вип’є на барі – він стає такий балакучий!</i> (BSWPU)
13	<i>I can offer you this dessert, it is quite sweet, but it’s not my cup of tea.</i> (BSWP)	<i>Я можу запропонувати вам цей десерт, він досить солодкий, але це не для мене.</i> (BSWPU)
14	<i>We can add beer nosh to your order.</i> (BSWP)	<i>Ми можемо додати до вашого замовлення закуски до пива.</i> (BSWPU)
15	<i>Josh didn't make the shift today because he was out on the lash last night.</i> (BSWP)	<i>Джош сьогодні не вийшов на зміну, бо перебрав вчора.</i> (BSWPU)
16	<i>Make one Quasimodo vodka.</i> (BSWP)	<i>Зроби одну горілку з содовою.</i> (BSWPU)
17	<i>We work only with a certain assortment, because our offie applies only to it.</i> (BSWP)	<i>Ми працюємо лише з певним асортиментом, тому що наша офіціалка поширюється лише на нього.</i> (BSWPU)
18	<i>Order for four V.A.Ts for the sixth table.</i> (BSWP)	<i>Замовлення на чотири ВАТа на шостий столик.</i> (BSWPU)
19	<i>Offer this lady expensive wine, or will she get away with vino?</i> (BSWP)	<i>Цій пані запропонувати дороге вино, чи вона обійдеться вінішком?</i> (BSWPU)
20	<i>If you don't like our service, there is another watering hole opposite us.</i> (BSWP)	<i>Якщо вам не подобається наше обслуговування, навпроти нас є ще один паб.</i> (BSWPU)
21	<i>Soz, may I go?</i> (75BSW)	<i>Сорі, я пройду?</i> (75BSWU)
22	<i>That guest at the seventh table is too sloshed, call security.</i> (75BSW)	<i>Той гість за сьомим столиком занадто бухий, викличте охорону.</i> (75BSWU)
23	<i>I forgot my fags today, you can ask</i>	<i>Я забув сигарети сьогодні, можна</i>

	<i>the administrator for one. (75BSW)</i>	<i>попросити одну в адміністратора. (75BSWU)</i>
24	<i>This whiskey is dead strong! (75BSW)</i>	<i>Цей віскі до чорта міцний! (75BSWU)</i>
25	<i>Hey bruv! We are working together today! (75BSW)</i>	<i>Хей, бро! Ми сьогодні працюємо разом! (75BSWU)</i>
26	<i>Show the gentleman where the loo is located. (75BSW)</i>	<i>Покажи пану, де знаходиться вбиральня. (75BSWU)</i>
27	<i>There is one order for cuppa and some sweets. The third table. (75BSW)</i>	<i>Там одне замовлення на чайок і якісь солодоці. Третій столик. (75BSWU)</i>
28	<i>Bring spirits, bevvy and aperitifs from the warehouse. (BSW)</i>	<i>Принеси зі складу спіріти, пивко і аперитиви. (BSWU)</i>
29	<i>This young man says that he is "skint" today, but we have already given him an order. What are we going to do? (BSW)</i>	<i>Цей молодик говорить, що він «пустий» сьогодні, але ми вже віддали йому замовлення. Що будемо робити? (BSWU)</i>
30	<i>Quickly replace the bog rolls and disposable towels in the restroom. (BSW)</i>	<i>Бігом замініть туалетку і одноразові рушники у вбиральні! (BSWU)</i>
31	<i>Arrange for him a free room on the first floor, because he is already a little buzzin. (BSW)</i>	<i>Організуй йому вільний номер на першому поверсі, бо він вже трохи захмелів. (BSWU)</i>
32	<i>You have updated the database with our Day Guests? (GHJ)</i>	<i>Ви оновили базу даних з нашими «денниками»? (GHJU)</i>
33	<i>Hang up the DNDs. (GHJ)</i>	<i>Розвісьте ді-ен-ді-шки. (GHJU)</i>
34	<i>You can check it out on F&B. (GHJ)</i>	<i>Ви можете переглянути це у фі-ен-бі. (GHJU)</i>
35	<i>The guest from the tenth room asks</i>	<i>Гість з десятого номера просить</i>

	<i>to call the GSM. (GHJ)</i>	<i>викликати менеджера. (GHJU)</i>
36	<i>The cook said that these two points were eighty-six on the menu. (RTS)</i>	<i>Кухар сказав, що ці два поінти в меню вісімдесят шості. (RTSU)</i>
37	<i>Behind, let me go ahead! (RTS)</i>	<i>Позаду, пропустіть! (RTSU)</i>
38	<i>Four servings of Bev Naps on the sixth table! (RTS)</i>	<i>Чотири порції Бью непів на шостий стіл! (RTSU)</i>
39	<i>I wasn't late for work, I have a mid today. (RTS)</i>	<i>Я не запізнювався на роботу, в мене мід сьогодні. (RTSU)</i>
40	<i>Mispack for № 97 orders, reissue! (RTS)</i>	<i>Міспак на 97 замовлення, переоформіть! (RTSU)</i>
41	<i>Run this food to table 4! (RTS)</i>	<i>Їжа на 4 столик! (RTSU)</i>
42	<i>Where is our runner? (RTS)</i>	<i>Де носить нашого ранера? (RTSU)</i>
43	<i>We need to update the display case and check their shelf-life – half of the food is already "dead" there. (RTS)</i>	<i>Треба оновити вітрину, і перевірити строки придатності – там половина їжі вже «вмерла». (RTSU)</i>
44	<i>We have a split shift today, work together with Michel. (RTS)</i>	<i>У нас сьогодні спліт, ми на зміні вдвох з Мішелем. (RTSU)</i>
45	<i>Prepare the starters! (RTS)</i>	<i>Підготуйте стартери! (RTSU)</i>
46	<i>These gentlemen ordered several well drinks. I went to the warehouse for the cheap vodka. (RTS)</i>	<i>Ці пани замовили декілька велл-дрінків. Я пішов на склад за дешевою горілкою. (RTSU)</i>
47	<i>A «5 Out» has been announced, get ready. (RTE)</i>	<i>Був оголошений файв-аут, приготуйся. (RTEU)</i>
48	<i>Tell the guests at the third table that the main dishes are already done, and drop the fries into the fryer. (RTE)</i>	<i>Передай гостям за третій столик, що основні страви вже готові, а гарнір на дрони. (RTEU)</i>
49	<i>The cook "killed" the dish, guests</i>	<i>Кухар «угробив» страву, треба</i>

	<i>must be warned that they will have to wait longer. (RTE)</i>	<i>попередити гостей, що доведеться зачекати довше. (RTEU)</i>
50	<i>Take out some Monkey Dishes, they will be needed at the banquet today. (RTE)</i>	<i>Винеси декілька манкі дішей, вони сьогодні знадобляться на банкеті. (RTEU)</i>

РЕЗЮМЕ

Дослідження на тему «Переклад англійського сленгу готельно-ресторанної сфери українською мовою» присвячене аналізу сленгу в англійській та українській готельно-ресторанній сфері. Курсова робота складається зі вступу, двох розділів, загальних висновків, списку літератури та списку ілюстративних джерел.

Перший розділ «**Slang as a language phenomenon and translation challenge**» («Сленг як мовний феномен і перекладацька проблема») – теоретичний. У ньому розглядаються основні положення сленгу як мовного феномену, вивчаються теоретичні основи перекладацького сленгу та визначається специфіка текстів готельно-ресторанного дискурсу.

Другий розділ «**Hotel and restaurant discourse slang: discourse features, translation options**» («Готельно-ресторанний дискурсивний сленг: особливості дискурсу, варіанти перекладу») являє собою практичне дослідження. У ньому представлено аналіз лексичних трансформацій в перекладі сленгу готельного та ресторанного дискурсу та аналіз граматичних трансформацій в перекладі сленгу готельного та ресторанного дискурсу.

***Ключові слова:** сленг, готельно-ресторанна сфера, перекладацькі трансформації.*