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TERM PAPER

in Translation Studies

under the title: **Translation of English compound adjectives into Ukrainian (case study of modern mass media discourse)**

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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 англійських складних прикметників українською мовою (на матеріалі сучасного мас-медійного дискурсу)

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Керівник курсової роботи_____

(підпис)

кандидат філологічних наук, доцент
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Київ – 2023

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

Завідувач кафедри теорії і практики перекладу з англійської мови

_____
(підпис)
к.ф.н., доц. Мелько Х.Б.
"29" вересня 2022р

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

студент IV курсу, Па02-19 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 Переклад англійських складних прикметників українською мовою (на матеріалі сучасного мас-медійного дискурсу).

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; проведенняперекладацького 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 4 курсу, Па02-19 групив, 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**

Міллера Владислава Геннадійовича

<div align="center">(ПІБ студента)</div>

за темою: Переклад англійських складних прикметників українською мовою (на матеріалі сучасного мас-медійного дискурсу).

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

Усього набрано балів: _____

Оцінка:

«До захисту» _____
(42-70 балів)   _____
                     (підпис керівника)

«На доопрацювання» _____
(0-41 балів)   _____
                     (підпис керівника)

"____"_____2022 р.

CONTENTS

INTRODUCTION

The term paper is **focused on** the translation of English compound adjectives into Ukrainian (based on the material of modern mass media discourse).

The aim of the study is to identify the functional and stylistic features of compound adjectives in English-language printed modern mass media texts and then to analyze the ways of transmitting such compound adjectives when translating from English into Ukrainian, taking into account the identified features.

To achieve this goal, the following tasks were solved:

1) review of theoretical sources devoted to the general characteristics of compound words and adjectives in particular in English and Ukrainian: their structural and semantic properties;

2) review of theoretical sources devoted to the functional and stylistic aspect of compound adjectives in English and Ukrainian and their translation from English into Ukrainian;

3) identification of functional and stylistic features of compound adjectives in selected English-language printed modern mass media texts;

The topicality of the term paper is determined by the frequency of use of compound words, including adjectives, in modern mass media texts. The principle of language economy and the capacity of language units come to the fore when choosing means of expression, and compound adjectives differ, first of all, in these properties. At the same time, an integral part of the journalistic style is the emotional coloring of speech and its impact on readers.

The object of the research of this paper is compound adjectives in English-language printed texts of modern mass media and their correspondence in translations of such texts into Ukrainian.

The subject of the research is the functional and stylistic characteristics of compound adjectives in modern English-language mass media publications and ways to convey such compound adjectives when translated into Ukrainian, taking into account the above characteristics.

Data sources – 50 excerpts with compound adjectives of modern mass media

texts in English and their translation into Ukrainian.

The research **methodology** follows from the essence of the tasks set and is complex in nature. The methods used in the study are the method of quantitative analysis, the method of contextual interpretation, the method of definitions, and the method of comparative analysis.

A scientific approach was used for linguistic description, employing methods such as induction, deduction, analysis, synthesis, and classification. To address specific research objectives, a functional and stylistic analysis of both translated and original units was conducted, alongside statistical analysis. The data was collected using a simple random sampling technique.

In the course of the study, the functions and stylistic features of composite adjectives in printed modern mass media texts and transmission techniques for translating such adjectives are identified and systematized for the first time, taking into account these features.

The theoretical and practical value of this research is ensured by the fact that the result obtained can be used in such disciplines, including lexicology, stylistics, text and discourse theories, communicative linguistics, and general linguistics. Accordingly, the study provides valuable insights into the functional and stylistic features of compound adjectives, which can contribute to the development and improvement of these fields.

The results of the study can be applied in the translation of journalistic texts from English into Ukrainian.

Brief outline of the research paper structure:

The goals and objectives of the study determine the structure of the work. It includes an introduction, two chapters, a conclusion, 2 appendices, and a list of references and sources.

1) the introduction substantiates the topic, relevance and significance of the work, formulates goals and objectives, defines the subject and object of research, selects research methods and material.

2) the first chapter provides an overview of theoretical sources on general is-

sues related to composite adjectives.

3) the second chapter examines the functional and stylistic characteristics of composite adjectives that are covered in journalistic texts. Additionally, the chapter also delves into a theoretical and practical analysis of the ways of transmitting used to translate these compound adjectives from English to Ukrainian.

4) the conclusion presents the outcomes of the conducted research, highlighting the key findings and insights gained throughout the study.

CHAPTER 1
GENERAL CHARACTERISTICS OF COMPOUND ADJECTIVES IN MASS MEDIA DISCOURSE

1.1 The classification of compound adjectives

General characteristics of compound adjectives in mass media discourse

The first chapter of this term paper is devoted to an overview of theoretical sources that study composite adjectives. Such units are quite actively studied by researchers working in various branches of linguistics, and therefore have already been considered from different points of view.

In this chapter, we will discuss those aspects of composite words that will be relevant, taking into account the purpose and objectives of our research. In the first paragraph, we will define the concept of "compound", pay special attention to the various names that are given to this type of language units in mass media discourse and we will review the classifications of compound adjectives, of which there are quite a lot at the moment. Classifications will help us make correlations between the types of compound adjectives and its stylistic functions, as well as with the ways they are transmitted during translation. The second paragraph will describe the semantic aspect of compound adjectives, because they have complex and non-standard semantics, which primarily indicates the semantic component of the word, the reason for its appearance and, accordingly, its functionality.

With just such a set of data about compound words, we can move on to the next chapter on their functional and stylistic characteristics.

Compounding - a branch of morphology related to word formation. This is a process of constricting information and replenishing vocabulary within a language, using existing lexical units.

According to Bauer's definition, compound words: "When two (or more) elements which could potentially be used as stems are combined to form another stem, the form is said to be a compound. A compound lexeme (or simply a

compound) can thus be defined as a lexeme containing two or more potential stems. Since each potential stem contains at least one root, a compound must contain at least two roots" [5: 28].

The current section constitute a classification of compound adjectives. The main destination of the term paper is that of ensuring an complete characteristic of the diverse subgroups of compound adjectives.

Presented the broad range of formations engaged, I have considered it obligatory to base my research on miscellaneous resources, out of which I assembled the information. English dictionaries have been a common source throughout my term paper as a check, also for etymological information. The characteristic of the different subgroups pursue a synthetic overview and including the information assembled, which are provided in Appendixes A and B with referral to the resources.

The first differentiation made for the classification of compound adjectives is the separation of subordinate and coordinate compounds. And then they are divided into exocentric and endocentric compounds, where every separate element is semantically and structurally rely on the other one. Therefore, this hierarchical order is obvious for the endocentric compounds, but it is also accurate for the exocentric compounds. According to Nordquist R.: "In morphology, an exocentric compound is a compound construction that lacks a head word: That is, the construction as a whole is not grammatically or semantically equivalent to either of its parts. Also called a headless compound. Contrast with endocentric compound (a construction that fulfills the same linguistic function as one of its parts)" [14].

The concept of head have reference both to syntax and morphology, it is essential to distinguish different types of compounds and as a result to categorise this compounds. In morphology, it is possible to identify the Right-hand Head Rule which claims that the head of a morphologically compound word is the right-hand part of the word [5]. And, it should be noted that the Right-hand Head Rules only present a advantage [5]. As concerning with affixed words, the notion of head emphasizes the different origins of suffixes and prefixes [5]. While suffixes, connecting to the most right-hand member of a root can be heads of a compound word, prefixes, connecting

on the left, generally do not [5].

In terms of grammatical properties, the head of a compound is responsible for conveying grammatical information, such as gender and number, to the entire word [5]. This means that attributes of the head are transferred to the entire compound [5]. One of the most significant functions of the head is to determine the lexical category of the compound as a whole [5]. The concept of the head is crucial in distinguishing between endocentric and exocentric compounds [5]. This distinction, however, can sometimes be challenging, especially in cases of participial compound adjectives, which do not easily fit into either category [5].

According to Bauer L. that endocentric compounds, as their name suggests, have their center inside the compound itself, and are headed. In these compounds, the relationship between the constituents follows a pattern in which the compound functions as a hyponym of the grammatical head, following a modifier-head structure [5: 186].

Endocentric compound words can be easily translated if the meanings of the components that form part of the word are known:

science - fiction – науково - фантастичний;

science-fiction book – науково - фантастична книга.

Exocentric or headless compounds are distinguished by their lack of a head constituent. Because no formal head can be identified, the lexical category of the compound cannot be determined by any of its components.

The meaning of an exocentric compound word does not correspond to the totality of the values of the components that form part of this word.

For example, the word "*broad-brush*", literal translation is "*широка щітка*", but this compound adjective translates as "приблизно":

broad-brush economic trends - приблизні економічні тренди.

Classification by the type of structure of the constituent bases:

adj + n

This subgroup is constituted by noun phrases used as premodifiers.

long-term – тривалий, *high-tech* – високотехнологічний, *high - quality -*

високоякісний, *high - end* – висококласний, *good-looking* – красивий, *deep-sea* – глибоководний, *popular - science* - науково-популярний, *above-ground* – наземний, *light-green* - світло-зелений, *broadcast* – радіомовний, *high-efficiency-* високоефективний;

n + adj

rainproof – водонепроникний, *noise-free* – безшумний, *olive-green* - оливково-зелений, *peat-brown* - торф'яно-коричневий, *air-tight* – повітронепроникний, *acid-proof* – кислотостійкий, *border-line* – прикордонний, *sound-proof* – звуконепроникний, *world famous* - всесвітньо відомий, *light-sensitive* – світлочутливий, *fault-free* – безвідмовний;

adj + adj

Compound words that combine the bases of two or more adjectives are divided into several types according to their syntactic and semantic structure.

Additions based on the compositional connection with the semantics of conjunction: *blue-red* - синьо-червоний;

Additions based on a subordinate relationship, in which the first term characterizes not a definable noun, and the second characterizes adjective: *dark blue* - темно-зелений, *shiny-new* - блискучо-новий;

adj + pp ll

Ukrainian-born – українець за походженням, *old-fashioned* – старомодний, *cool-hearted* – холоднокровний;

adj + pp l

quick - thinking - швидко міркуючий, *easygoing* – безтурботний;

combining form – adj

Fino - Hungarian – фіно - угорський;

number + n

Here we consider compound words combined by the status of the first member. This is explained by the morphological, word-formation and syntactic specifics of numerals and counting words.

five-day - п'ятиденний, *5-page* - 5-сторінковий;

n + pp ll

tongue-tied – недорікуватий, *man-directed* – керований;

n + pp l

English-speaking – англомовний, *neverending* – нескінченний;

adv + adj

better-known – знаменитий;

adv + pp ll

highly-skilled – висококваліфікований; *ill-informed* - погано поінформований;

Classification by the type of structure of a compound word:

1. Neutral type, in which the components are connected without a connecting element: *noise - cancelling* – шумозаглушуючий.

2. Morphological type in which the bases are connected using a vowel or consonant: *electromechanical* – електромеханічний, *radioactive* – радіоактивний, *technological* - технологічний

3. The syntactic way in which articles, prepositions or conjunctions are preserved in the structure of compound words: *round-the-world* – кругосвітній.

Considering the results of my attempt to collect various data on the classification of compound adjectives, we can state that the research made it possible to identify the main word-formation models of compound adjectives in the modern mass media discourse, and to consider the activity and productivity of these models.

Various types of classifications of compound adjectives are presented. The models and types of compound adjectives common in the modern mass media vocabulary of the English language are highlighted.

The corpus of the English texts of the mass media discourse served as the material of this research, namely the articles presented by the sites of the high-quality British services such as "The British Broadcasting Corporation" [see ANNEX A].

1.2. The semantic and phonological criteria of compound adjectives

In recent years, linguistics has been paying more and more attention to the analysis of the semantic structure of the word. Compounding being defined by the Plag I. as *"the most productive type of word-formation process in English",* but also as *"the most controversial one in terms of its linguistic analysis"* [24: 131]. Various methods of semantic structure analysis are being developed, linking it with the morphological structure of the word, its syntactic use, or proceeding from the semantic analysis of the entire lexico-semantic group that this word belongs to.

When two or more bases are combined into one word, the meaning of this new composite can be expressed as a simple sum of the values of the elements included in it, or contain modified values of the elements included in it. Since the main function of words and the reason for their creation is that they can give meanings, then we will consider the semantic features of compound adjectives.

The scientific significance lies in the study of semantic features and structural models of compound adjectives, in identifying the function of these adjectives in mass media discourse.

Adjectives have a significant role in English-language modern mass media discourse, particularly in the context of our increasingly globalized society centered around mass media. Journalistic texts are characterized by their multidimensional meaning and the use of compound adjectives, which can be interpreted in colorful and ambiguous ways. This type of discourse is influential in shaping social thought and forming a conceptual understanding of the world. Compound adjectives are especially useful in this regard as they add expressiveness to the text and capture the reader's attention. Their most important function in mass media discourse is to fragment the text, making it easier to comprehend and enhancing its impact. The principle of linguistic economy is also an essential aspect of effective communication, seeking to achieve maximum results with minimal effort. A rich and flexible system of compound adjectives allows for versatile and expressive possibilities, focusing on even the smallest details, emotions, and feelings. With adjectives, media discourse can create a vivid and engaging experience for readers, ultimately influencing their perception and understanding of the world around them.

Additionally, the use of compound adjectives in media discourse can also convey a sense of expertise and authority, as they often involve technical or specialized terminology. This can lend credibility to the message being conveyed and create a sense of trust between the reader and the source. Furthermore, the creative use of compound adjectives can enhance the writer's ability to persuade and convince their audience, making them more likely to adopt a particular viewpoint or take a certain action. Overall, the role of compound adjectives in media discourse is crucial in shaping our understanding of the world and influencing our thoughts and behaviors.

The meaning of a compound word largely depends on the way of its word formation, therefore, in determining the method of translation, it is necessary to investigate the nature of the word-formation model.

The analysis of theoretical sources on issues related to composite adjectives provided us with the opportunity to draw the following conclusions on which further research is based. The terms "compound word" and "composite" are used as equivalent. This term is given the corresponding wording: a composite is word–forming basis consists of several non-affixal morphemes. The category of compound words includes: paired words, compound derivatives and actually compound words. There are a large number of classifications of compound words in the academic literature, we analyzed the classifications of specifically composite adjectives. Classifications of composite adjectives are based on the following aspects: the type of semantic inter-component relations, the structure of correlating phrases, syntactic-semantic criterion, also, semantic motivation and the order of the components. Contrary to the complexity of adjectives, lexical semantics has devoted less extensive research to this class compared to other parts of speech. Consequently this complexity is the reason for the lack of consensus in their classification and descriptions.

Adjectives pragmatically perform the function as modifiers and semantically indicate qualities [13]. Literally, this description include a diversity of cases and behaviours. R. Dixon established 7 classes of adjectives with similar semantic and grammatical properties: size, physical properties, color, human condition, time, evaluation, speed [13]. English adjectives grammatical category is indistinct and can

only be determined by additional criteria, some of criteria applicable to all adjectives and some only to certain types [26]. It should be considered that among syntactic, semantic and morphological behaviours of adjectives exists subtle interactions [20].

Gradeability and syntactic position - the criteria, as a rule, identified as important for determining the characteristics and behavior of adjectives. The syntactic criterion intersects with the gradeability, which is mostly a semantic aspect [26]. Gradeability can be determined as a peculiarity that includes the ability to being modified by degree adverbials such as enough, nearly, extremely and figuring in a class of complex syntactic environments or so-called "degree constructions" [19]. As was pointed out by Dixon, complementarity is a peculiarity of non-gradable adjectives, because the negation of one term assumes the statement of the other, as in *dead and alive* and conversely [13]. Antonymy also concern to gradable adjectives. The semantic differentiation determined by gradeability vs non-gradeability has syntactic implications. Actually the majority of non-gradable adjectives can represent a limited syntactic position, specifically only attributive. Birenbaum's study [7] aims to classify various compositions that beginning from the semantic relations between the constituents of the compound. The study distinguish several primary subgroups: 1. the noun can represent the source of the quality that signified by the adjective, as in *snow-blind* and *airsick*; 2. the adjective can represent the object, the aim or destination of the quality that signified by the adjective, as in *men-crazy* and *press-averse*; 3. the quality signified by the adjective is contrary to that is expressed by the noun [7]. Such compounds, in total, can mean the concept of resistance, as in *rainproof* and *noise-tight*. Nevertheless, Birenbaum [7] acknowledges that other relationships can be determined and that the semantic criterion is distinguished by subjectivity [7]. Prepositional phrases serve as the foundation for the compound constructions discussed earlier, which are ultimately classified as belonging to the "complement type" group [7]. Additionally, the researcher identifies six more subgroups of the N-Adj patterns, namely comparative, additive, qualitative, associative, emphatic, and subject type [7]. These subgroups are distinguished by the varying relationships between their constituents [7]. The scholar's criterion for

analyzing N-Adj compounds is semantic and syntactic, although there is no explicit differentiation between the two. The syntactic aspect applies to the "subject type" compounds, where the adjective can function as an attributive adjective in a noun phrase, such as *headstrong* and *strong head* [7]. The semantic aspect applies to the "emphatic type" compounds, where the noun intensifies the meaning of the adjective [7].

Gorska's [23] research delves into the N-Adj compounds that employ the productive pattern of -free, such as *flicker-free*, which is part of the broader category of privative adjectives that also includes denominal adjectives in -less, such as *meaningless* [23]. Unlike formal approaches, Gorska's investigation [23] takes a cognitive approach aimed at identifying the features that differentiate these two groups despite sharing the concept of "being without [23]". She argues that there must be more profoundly reasons behind the selectional differences and restrictions that prevent their interchangeability [23]. Gorska proposes to examine the cognitive domain of possession as a means of discriminating between these two groups [23]. In Slotkin's examination [22] of the same group of compounds, he expresses regret at the limited attention given by English morphology to such a productive formation [22]. He is concerned with analyzing the morphological productivity of this pattern relative to adjectives in –less [22]. In Slotkin's study, posits that -free adjectives convey a positive connotation and imply a desirable state, which is absent in -less derivatives [22]. This particularity has been effectively utilized in advertising to depict the attributes of products, leading to a considerable surge in the application of this structure in recent times, even to the detriment of -less formations.

Ljung [16] explores the use of participial compounds in mass media language and their function in meeting the demands of economy of space and information compactness. He argues that participial compounds are used as premodifiers to replace postmodifying relative clauses, thereby reducing the length of the text [16]. Ljung [16] views participial compounds as being interpreted in appliance with a pattern of principles, rather than as separate lexical units with idiosyncratic meanings, which explains the high percentage of hapax legomena [16]. He suggests that the

main function of participial compounds in language of the mass media discourse is syntactic repackaging, which contributes to text cohesion and condensation [16]. Ljung [16] quantitatively analyses the allocation of -ed and -ing participial compounds in different subgenres, and reach a decision that hard news has a higher frequency of participial compounds, as the requirement for content compression is more important in this genre [16]. Ljung [16] also notes the attendance of recurring second constituents that may aspire to the status of a semi-suffix, such as the use of -based in compounds like *London-based* and *English-based*, which appears to contradict his originative treatment that depend on syntactic structures that can cause a nonfinite quantity of construction [16]. Nevertheless, his findings in this regard lack sufficient explanation and require further justification.

In their study, Dalton-Puffer and Plug [12] investigate the distinction between suffixation and compounding for productive formatives such as -ful, -type, and -wise [12]. They reject the concept of "semi-suffix" as it fails to provide any significant comprehension into the nature of complex formations, and instead advocate for a clear differentiation between compounds and suffixation [12]. The authors also differentiate between two types of -wise, each with distinct morphological status [12]. The first type consists of construction with an adverbial function (e.g., *crosswise*) and is categorized as a suffix, conveying the meaning "in the manner of...". On the other hand, the second type, illustrated by formations such as *streetwise*, has an adjectival appointment, and the formative -wise, conveying the meaning "experienced, knowledgeable", is considered an independent lexical element [12]. Consequently, cases such as the latter, which exhibit increasing productivity, are classified as compounds [12].

The question of stress appropriation in compounds has been a topic of discussion for a significant amount of time in the field of phonology. Understanding the principles underlying stress assignment in compounds is important not only for linguistic analysis, but also for language teaching and learning. In particular, it is widely accepted that English composite words, particularly nominal composites, are represented by leftward stress [13]. Chomsky and Halle suggested the Nuclear Stress Rule

and the Compound Stress Rule as methods to differentiate between compounds and phrases [10]. Regarded to their concept the rule which refers to nuclear stress prescribe primary stress to the rightmost sonority peak in phrases, while the rule which refers to compound stress prescribe stress to the leftmost peak in compounds [10]. According to Chomsky and Halle [10], the Nuclear Rule is applicable to noun phrases, adjectives and verb phrases, while the Compound Rule is applicable to all lexical categories in English [10]. Yamada [29] has examined the problem of stress pattern in compound adjectives in two of his articles. Despite being an important aspect, this topic has been relatively neglected compared to the extensively discussed stress assignment in N-N compounds. Yamada [29] argues that the Compound Stress Rule, suggested by Chomsky and Halle [10] does not account for compound adjectives, and thus, he proposes a specific rule to explain their stress patterns in predicative position [29]. Using a syntactic approach, Yamada [29] identifies two stress patterns: *cólorblìnd* and *hígh-pítched*, to which he categorizes the various subgroups [29].

Despite this, the stress pattern of compounds is not always a clear-cut matter, as there is some degree of variability in how stress is assigned. However, this variability can be graded in terms of its frequency and exceptions are relatively rare, thus not invalidating the general rule. Structures commonly identified as compounds can feature stress on the right-hand constituent, and in this way the stress variability increases when analyzing composite structures that can refer to other lexical categories, for example: compound adjectives. Consequently, the criterion of stress alone cannot be relied upon to consistently differentiate between phrases and compounds. While the reference books in this field has provided valuable insights into this complex topic, it is important to note that most studies have been limited and piecemeal in nature. As a result, there has been a lack of systematic treatment of compound adjectives as a category, particularly in terms of their functional role as adjectives. This aspect has been particularly neglected and requires further investigation to fully understand the role of compound adjectives in the English language.

1.3. Functional-stylistic features of compound adjectives in publicistic texts

The journalistic style is characterized not only by logic, detail, clarity, consistency of presentation, but also emotionality, which brings it closer to the style of fiction [1: 331]. Linguistic features of journalistic genres combine features that make newspaper language mass communication: appeal to mass readers, orientation to various language preferences, journalistic nature. Features of the genre have an impact on the choice of vocabulary, syntactic constructions, expressive means for headings [1: 333].

In the previous sections, we have already found out that complex words are very actively studied by scientists, so many of their characteristics have already been studied to the smallest detail. However, this does not apply to the functional and stylistic characteristics of composites: they began to be studied by researchers relatively recently, and at the moment there are not so many scientific papers considering this aspect. Composites are non-standard linguistic units: they have a complex structure, unusual morphological characteristics and special semantics. Therefore, composites have specific functional and stylistic characteristics.

Compound adjectives perform the function of saving linguistic resources. V. Adams [3] identifies three stylistic subspecies: 1) established or more or less cliche-like combinations like *star-spangled, tight-lipped,* 2) "literary" formations which conform to a recognised pattern but are not likely to be much used (*jungle-resh, sunshine-flavoured*), 3) technical formations like *machine-independent, hardware-detected* [3]. Although adjectives of the first kind are much more common than adjectives of the second kind, compound adjectives are actively created in some genres, such as advertising, poetry and some kinds of journalism [3]. At the same time, here a native speaker has more freedom than, for example, in the case of nominal compounds, since in the absence of an appropriate referent, the creation of new nominal compounds seems absolutely meaningless [3]. In the scientific and technical literature, composite adjectives are used in view of their economy, compactness and clarity [3].

Compound adjectives can have the following functions:

1) saving of language resources,

2) nomination,

3) ensuring the memorability of the language unit,

4) ensuring clarity of the language unit and its meaning,

5) transfering of emotions and ratings,

6) strengthening the value of the main component,

7) a characteristic feature of certain functional styles.

These functions have different properties: some of them are inherent in all complex words, some are most often found in combination with others. Thus, it should be expected that each composite will perform several functions in the text at the same time, and when analyzing the language material, we will be able to determine not only one function for each unit under study.

In order to identify the functions of composite adjectives in the journalistic texts we are considering, we will use the method of functional-stylistic analysis of the text. Stylistic research of the text by language levels will be performed according to the following scheme:

1. Define the style of the text.

2. Define the speech style of the text

3. Define the pragmatic function of the text.

4. Formulate a theme of the text.

5. Formulate the main idea of the text.

6. Define the form of speech presentation(written or oral).

7. Define the structure used to build the text model.

8. Define the functional type of speech (description, narration, reasoning).

9. Define the stylistic features inherent in the text and analyze the stylistic use of language tools and their role in conveying the main idea.

10. Define the communicative purpose of the text.

11. Define the functions of composite adjectives.

The proposed scheme above was formed on the basis of the works of O. Kalita

[2: 47], I. Kochan [1: 49].

The text was selected by simple random sampling from articles published on the site https://www.bbc.com

We will conduct a functional and stylistic analysis of the text and, based on the conclusions, determine the functions and stylistic coloring of the composite adjectives used in it.

Text analysis: "Can technology clean up the shrimp farming business?" (see ANNEX B).

1. The text belongs to the informational - journalistic style.

2. According to the style of speech, the text belongs to a mixed type: popular - science.

3. According to the pragmatic functions, the text belongs to an interviews.

4. The main theme of the text is shrimp production technologies, their impact on the environment. The theme is stated in the title of the text and is formulated in the last two paragraphs.

5. The idea of the text is that recently many farmers have switched to shrimp farming, and this leads to social and environmental problems around the world, gradually moving to the role of technology in eliminating these problems. The idea is presented and formulated in the first paragraph of the text and then developed and supported by various arguments and facts.

6. The form of speech presentation is written.

7. The text is an separate work and contains the following components of a standard content composition: introduction (the first paragraph, which states the idea of the text) and the main part (all other paragraphs, which deal with the demand for growing shrimp and environmental problems associated with it). In conclusion (last paragraph), forecasts are made for the future and plans are discussed for the development of shrimp production technology.

8. The functional - semantic type of speech presented in the text is a narration with elements of reasoning.

9. Stylistic features of the text and their language tools:

- logic: dividing into paragraphs, the existence of a title, a developed system of link words (as far as, also, because, but), a variety of temporary forms of verbs indicating the sequence of events and reflecting causal relationships (often used Past Perfect and Present Perfect), frequent using the clauses of the purpose with a part of to, that explain the reasons for making those or other decisions and performing those or other actions, that is, demonstrate causal relationships ("many farmers have shifted to shrimp farming because the money is better");

- argumentation and reliance on facts: using citations, specific dates, personal names, numbers;

- accuracy, clarity and accessibility of the presentation: using unambiguous economic terms (operating costs, demand, export markets, etc.), inclusion of comparisons in the text ("...like India");

- emotionality and imagery: the use of idioms("...to turn its back on...", the use of amplifying adverbs, particles (even);

- scientific nature of the text: use of terms(Recirculating Aquaculture Systems, carbon, solar panels)

10. The purpose of this text is to inform the reader about the impact of the food industry on the environment and trade and how the development of technologies is related to production.

11. The compound adjectives used in this text can be divided into two groups:

- performing a purely nominative function: high-price(high-priced fresh and live shrimp), pond-based(pond-based shrimp farm), economically viable(economically viable option), single pointed(single pointed rostrum)

- performing both a nominative function and some others: the function of enhancing the meaning of the main component or the defined word: 1) the words sustainable and eco-friendly (sustainable and eco-friendly practices with zero antibiotics and zero waste) - a positive way to apply the method to aquaculture, the word eco-friendly also has the function of saving language resources;

2) the words tightly controlled (weather conditions can be tightly controlled) and

closely monitored(shrimp closely monitored) - emphasize the importance of using technology in shrimp breeding.

Based on the analysis of the text, we can conclude that the largest number of compound adjectives in this journalistic text perform a nominative function or several functions in combination with a nomination, because this is the main function of almost any word existing in the language. There is also the use of language resource saving function.

A review of theoretical sources characterizing the functional - stylistic aspect of compound adjectives and an analysis of the functions of compound adjectives in this journalistic text allowed to make the following conclusions:

Based on various scientific papers considering the functions of compound words, we have identified a set of functions that are distinguished by researchers: nomination, saving of language resources and strengthening the meaning of the main component or the defined word.

The communicative purpose of this journalistic text is to inform the reader. This text covers such aspects of society as economics, industry, science – that is, areas rich in events and often covered in the press. The functions of the composite adjectives highlighted in this text correspond to the above characteristics of the text and, thus, contribute to the achievement of its communicative purpose.

CHAPTER 2

TRANSLATION OF COMPOUND ADJECTIVES FROM ENGLISH INTO THE UKRAINIAN LANGUAGE IN MASS MEDIA DISCOURSE

2.1. Lexical transformations in the reproduction of lexical-grammatical and stylistic features of compound adjectives in the texts of modern mass media discourse

One of the features of the use of lexical translation transformations is an emphasis on the relationship between the form and content of the translated unit and the possibility of reproducing this unit with linguistic means of translation, taking into account the form and meaning. Therefore, we will consider in more detail the specifics of the use of lexical means when translating texts from modern mass media discourse. We will now examine in more detail the practical use of lexical transformations:

(3) *This unique cultural pocket of the US is sometimes called Cajun Country, but long before the arrival of the Francophone Acadians, or Cajuns, from Nova Scotia in 1755, there was a much larger population of <u>French-speaking</u> Creoles – people with roots in Europe and Africa born in Louisiana*(BBC21, URL). − Цей унікальний культурний куточок США іноді називають країною каджунів, але задовго до прибуття франкомовних акадійців, або каджунів, з Нової Шотландії в 1755 році, тут проживало набагато більше <u>франкомовних</u> креолів - людей з корінням у Європі та Африці, народжених у Луїзіані.

In the presented sentence is used equivalent translation, the lexical unit *French-speaking* is rendered as *франкомовних,* because they both convey the same meaning of "a person or group of people who speak French." The translation of "*франкомов-ний*" into Ukrainian used a similar construction to "*French-speaking*" in English, by combining the words "*франко*" (which means "French") and "*мовний*" (which means "speaking") to form a compound adjective. This approach is similar to the way "French-speaking" is constructed in English, where the word "French" is combined with the present participle of the verb "to speak."

(7) *What makes this sprayer far more <u>high-tech</u>, is that it is fitted with 36 cameras*(BBC3, URL). – Що робить цей розпилювач набагато більш <u>високотехнологічним</u>, так це те, що він оснащений 36 камерами.

In the presented sentence is used calque, the lexical unit *high-tech* is rendered as *високотехнологічним*. High tech is a short form of high technology. During translation, the function of saving linguistic means lost its meaning in the target text.

(9) *It spread <u>Anglo-European</u> culture across the nation and caused trade to flourish, but the story of the Chinese labourers who built the track has largely been forgotten*(BBC4, URL). – Це поширило <u>англо-європейську</u> культуру по всій країні та спричинило процвітання торгівлі, але історія китайських робітників, які побудували колію, майже забута.

In the presented sentence, the practical transcribing transformation of the lexical unit *Anglo-European*, it is transferred as *англо-європейську* and performs a nominative function in the text.

(11) *Instead, in the 1860s, teams of Chinese labourers blasted through the granite and painstakingly hand-chiselled 15 shafts through the Sierra Nevada so that the first <u>transcontinental</u> railroad could whisk passengers 1,800 miles from Sacramento, California, to Omaha, Nebraska, cutting travel times from six months to just six days and forever transforming the nation*(BBC4, URL). – Натомість у 1860-х роках бригади китайських робітників пробили граніт і старанно вручну виточили 15 валів через Сьєрра-Неваду, щоб перша <u>трансконтинентальна</u> залізниця могла перевозити пасажирів на 1800 миль від Сакраменто, штат Каліфорнія, до Омахи, штат Небраска, скорочуючи час у дорозі від шести місяців до шести днів що назавжди змінило країну.

In the presented sentence is used transliteration, the compound adjective *transcontinental* was rendered as *трансконтинентальна*. The given lexical unit performs a nominative function in the text.

(13) *Rolled cabbage leaves are stuffed with a mixture of potatoes and buckwheat, simmered in a rich <u>tomato-red</u> pepper sauce and topped with a dollop of sour cream*(BBC5, URL). – Голубці фарширують картопляно-гречаною сумішшю,

пасерують у насиченому <u>томатно-червоному</u> перцевому соусі та заправляють сметаною.

In the presented sentence is used calque, the compound adjective *tomato-red* was rendered as *томатно-червоному*. The given lexical unit performs a nominative function in the text.

(15) *And there is even a <u>full-sized</u> shower on board for sleeper-cabin passengers: something usually only offered on multi-thousand-dollar business-class flights*(BBC6, URL). – І навіть є <u>повнорозмірний</u> душ на борту для пасажирів у спальних каютах: те, що зазвичай пропонується лише на дорогих рейсах бізнес-класу.

In the presented sentence is used calque, the lexical unit *full-sized* is transmitted as *повнорозмірний* and performs a nominative function in the text.

(16) *The Ocean, which was opened on 3 July 1904 by the Intercolonial Railway of Canada (IRC) was originally intended to serve as a supplemental line to the <u>now-defunct</u> Maritime Express railway service as a summer-only limited-stop service*(BBC6, URL). – Оушен, який був відкритий 3 липня 1904 року Міжколоніальною залізничною дорогою Канади, спочатку мав служити додатковою лінією до <u>нині неіснуючої</u> залізничної служби Марітайм Експресс як послуга що діє лише влітку з обмеженими зупинками.

In the presented sentence is used calque, the lexical unit *now-defunct* is presented as *нині неіснуючої* and performs a nominative function in the text.

(18) *With <u>white-linen</u> tablecloths and <u>deep-red</u>, cloth-backed dining chairs juxtaposed against the <u>oversized</u> windows and <u>built-in</u> table lamps, old-world luxury still shone through*(BBC6, URL). – Завдяки <u>лляно-білим</u> скатертинам і <u>темно-червоним</u> обіднім стільцям із тканинними спинками, які стояли поруч із <u>великими</u> вікнами та <u>вбудованими</u> настільними лампами, розкіш старого світу все ще сяяла.

In the presented sentence is used calque, the lexical units *white-line*, *deep-red*, and *built-in* are rendered as *лляно-білим*, *темно-червоним*, і *вбудованими*, respectively, they perform a nominative function in the text. The lexical unit

oversized is transmitted as *великими*, it is an equivalent translation, and performs the function of enhancing the meaning of the defined word in the text.

(19) *The semi-private dining car made it easy to imagine the history of this 100-year-old train route*(BBC6, URL). – Напівприватний вагон-ресторан дозволив легко уявити історію цього 100-річного залізничного маршруту.

In the presented sentence is used calque, the lexical unit *semi-private* is rendered as *напівприватний,* the lexical unit *100-year-old* is rendered as *100-річного* it is an equivalent translation, they perform a nominative function in the text.

(22) *Talking to locals brings up fascinating conversation topics, from towns where a polar-bear patrol checks the streets each morning to keep school children safe, to the boat skipper who accidentally collided with a whale in a fjord and was thrown overboard into an ice-cold sea*(BBC8, URL). – Спілкування з місцевими жителями піднімає захоплюючі теми, починаючи з міст, де патруль, який охороняє від білих ведмедів, щоранку перевіряє вулиці, щоб забезпечити безпеку школярів, і закінчуючи шкіпером човна, який випадково зіткнувся з китом у фіорді і був викинутий за борт в крижане море.

In the presented sentence is used an equivalent translation, the lexical unit *ice-cold* is rendered as *крижане*, and performs a nominative function in the text. The formation *ice-cold* is marked by an obvious comparison between its constituents, which can be paraphrased as "as cold as ice". In this structure, the noun modifying the adjective possesses a particular quality in a high degree. Generally, this formation has emphatic and hyperbolic form. The comparison between the constituents serves the purpose of eliciting a vivid image, which is more effective than using a simple intensifier such as "very". Therefore, this compound adjective possess an emotional advantage over corresponding phrases due to its brevity.

(23) *The largely self-sufficient community grew its own produce in gardens created on the roof of the dwelling below or in the countryside surrounding the old stone city*(BBC9, URL). – Переважно самодостатня громада вирощувала власну продукцію в садах, створених на даху житла або в сільській місцевості навколо старого кам'яного міста.

In the presented sentence is used an equivalent translation, the semi-prefix *self-* has the property of conciseness, therefore the lexical unit *self-sufficient* is transmitted as *самодостатня*, this lexical unit performs the function of amplifing the meaning of the defined word in the text in order to emphasize the independent activity of the community.

(24) *He argues <u>deep-sea</u> mining could be carried out with less disturbance to ecosystems than land-based mining, which often leads to habitat destruction and generates large quantities of waste*(BBC10, URL). – Він стверджує, що <u>глибоко-водний</u> видобуток корисних копалин міг би здійснюватися з меншою шкодою для екосистем, ніж наземний видобуток корисних копалин, що часто призводить до руйнування середовища проживання та утворення великої кількості відходів.

The compound adjective *deep-sea* was rendered as *глибоководний,* it is a calque, it conveying spatial extension, and performs a nominative function in the text.

(25) *Some of it spent more than a year floating in the North Pacific – including the remains of a <u>18m-long</u> (60ft) dock that drifted for 451 days – before washing up on the shores of the western US and Canada*(BBC11, URL). – Деякі з них понад рік плавали в північній частині Тихого океану, включаючи залишки <u>18-метрового</u> (60-футового) доку, який дрейфував 451 день, перш ніж його викинуло на береги західної частини США та Канади.

In the presented sentence is used an equivalent translation, the lexical unit *18m-long* is rendered as *18-метрового*, and performs the function of enhancing the meaning of the word being defined in the text.

(26) *<u>Limitless</u> renewable energy would offer tantalising benefits: <u>emissions-free</u> heating, greener fertiliser and electric transport*(BBC12, URL). – <u>Необмежена</u> відновлювана енергія запропонує приголомшливі переваги: опалення <u>без викидів</u>, більш екологічні добрива та електричний транспорт.

In the presented sentence is used an equivalent translation, the lexical unit *Limitless* is rendered as *Необмежена*, and performs a nominative function in the

text. Also, the word *emissions-free* was rendered as *без викидів*, and performs a nominative function in the text.

(28) <u>*Carbon-free*</u> *energy certainly promises tantalising benefits: total electrification of transport, emissions-free heating and cooling systems to power our homes and businesses, greener fertiliser for our farmlands*(BBC12, URL). − <u>Безвуглецева</u> енергія, безумовно, обіцяє приголомшливі переваги: повна електрифікація транспорту, системи опалення та охолодження без викидів шкідливих речовин для живлення наших будинків і підприємств, більш екологічні добрива для наших сільськогосподарських угідь.

In the presented sentence is used an equivalent translation, the lexical unit *Carbon-free* is rendered as *Безвуглецева*, and performs a nominative function in the text.

(30) *Less than a decade ago, the waterway was a* <u>*concrete-lined*</u> *culvert that ran through* <u>*seldom-visited*</u> *muddy fields*(BBC13, URL). − Менше десяти років тому, водний шлях був трубою що <u>облицьована бетоном</u>, яка проходила через <u>рідко відвідувані</u> мулисті поля.

In the presented sentence is used calque, the lexical unit *concrete-lined* is rendered as *облицьований бетоном*, and performs a nominative function in the text. The lexical unit *seldom - visited* is transferred as *рідко відвідувані,* it is an equivalent translation.

(32) *A bundle of* <u>*long-term*</u> *trends all point towards the city becoming significantly less absorbent, even as climate change increases the number of extreme rainfall events and the risk of flooding*(BBC13, URL). − Сукупність <u>довгострокових</u> тенденцій вказує на те, що місто стає значно менш абсорбуючим, навіть незважаючи на те, що зміна клімату збільшує кількість екстремальних опадів і ризик повеней.

In the presented sentence is used an equivalent translation, the lexical unit *long-term* is referred to as *довгострокових*, and performs a nominative function in the text.

(35) *And if well-designed, natural infrastructure can have repercussions which flow well beyond stormwater, like reducing air pollution, storing carbon dioxide, or boosting tourism*(BBC13, URL). – Добре спроектована природна інфраструктура може функціонувати не тільки як зливові стоки, а й мати інші позитивні ефекти, такі як: зменшення забруднення повітря, накопичення вуглекислого газу або стимулювання туризму.

In the presented sentence is used an equivalent translation, the lexical unit *well-designed* is translated as *Добре спроектована*, and performs a nominative function in the text.

(37) *Damluji says it is easy to see why these mud buildings have not lost their appeal – they are well-insulated, sustainable and extremely adaptable for modern use*(BBC14, URL). – Дамлуджі каже, що легко зрозуміти, чому ці глиняні будівлі не втратили своєї привабливості – вони добре ізольовані, стійкі та надзвичайно адаптовані для сучасного використання.

In the presented sentence is used an equivalent translation, the lexical unit *well-insulated* is translated as *добре ізольовані*, and performs a nominative function in the text. The lexical unit *extremely adaptable* is translated as *надзвичайно адаптовані*, it is calque, and it performs a nominative function in the text.

(38) *The story will be familiar to many governments who have tried to build something similar. While supporters are quick to point to the benefits of high-speed rail, the price tag is often intimidatingly large and administrations have a hard time justifying the cost*(BBC15, URL). – Ця історія буде знайома багатьом урядам, які намагалися побудувати щось подібне. Хоча прихильники швидко вказують на переваги високошвидкісних залізниць, ціна часто лякаюче велика, і адміністраціям важко виправдати витрати.

In the presented sentence is used an equivalent translation, *high-speed* was rendered as *високошвидкісних*. The given lexical unit performs a nominative function in the text.

(45) *"Creating a contained, self-sustaining ecosystem was always a target for El Gouna," said Omar El Hamamsy, CEO of Orascom Development (the Swiss-based*

company that built and manages El Gouna)(BBC17, URL). – «Створення замкнутої, <u>самопідтримуваної</u> екосистеми завжди було метою Ель-Гуни», — сказав Омар Ель-Хамамсі, генеральний директор Orascom Development (швейцарська компанія, яка побудувала та керує Ель-Гуною).

In the presented sentence is used an equivalent translation, the semi-prefix *self-* has the property of conciseness, therefore a lexical unit *self-sustaining* is transferred as *самопідтримуваної*, and performs the function of amplifying the meaning of the word being defined in the text.

(46) *Two desalination plants (some of the first on the Red Sea and the very first to utilise <u>energy-efficient</u> <u>low-temperature</u> desalination) meet 95% of El Gouna's drinking water needs*(BBC17, URL). – Два опріснювальні заводи (одні з перших на Червоному морі та перші, що використовують <u>енергоефективне</u> <u>низькотемпературне</u> опріснення) забезпечують 95% потреб Ель-Гуни в питній воді.

In the presented sentence is used an equivalent translation, the lexical unit *energy-efficient* is transferred as *енергоефективне*, and has a nominative function in the text. Lexical unit *low-temperature* is transferred as *низькотемпературне*, also has a nominative function in the text.

(50) *These furry <u>sharp-toothed</u> rodents build dams on waterways to create a pond, inside which they build a "lodge" where they can protect themselves from predators*(BBC20, URL). – Ці пухнасті <u>гострозубі</u> гризуни будують дамби на водних шляхах, щоб створити ставок, там вони будують "будиночок", де можуть захиститися від хижаків.

In the presented sentence is used calque, the lexical unit *sharp-toothed* is transferred as *гострозубі*, and has a nominative function in the text.

(48) *May's <u>Kafka-esque</u> balancing act*(BBC18, URL). – <u>Кафкіанський</u> акт балансування Мей.

In the presented sentence, the transformation of calque in *Kafka-esque* is used. The given lexical unit is transferred as *Кафкіанський*, and performs the function of amplifying the meaning of the word being defined in the text. Kafkaesque - extremely

unpleasant, frightening, and confusing, and similar to situations described in the novels of Franz Kafka.

2.2. Lexical-semantic transformations in the reproduction of lexical-grammatical and stylistic features of composite adjectives in the texts of modern mass media discourse

The list of lexical and semantic translation transformations includes concretization, generalization, differentiation, and modulation. Lexical and semantic translation transformations are designed to carry out such modifications of the meanings of lexical units that make it possible to convey their semantic content by means of the translation language. So they focus more on the content rather than the form of the unit being translated. We will now examine in more detail the practical use of lexical-semantic transformations:

(1) *"We have gone for aquaculture focusing fully on sustainable and eco-friendly practices with zero antibiotics and zero wastage," he says*(BBC1, URL). – "Ми обрали аквакультуру, повністю зосередившись на стійких і екологічних методах без використання антибіотиків і з нульовими відходами", - говорить він.

In the presented sentence, a transformation of differentiation was used, where one of the dictionary meanings of the word *sustainable* was used - *стійкий, стабільний, сталий*. The given unit is presented as *стійких*, because in the text it performs the function of amplifing the meaning of the defined word and emphasizes the positive impact of the methods on aquaculture.

(2) *"For a country like India where several hundred thousand tonnes of shrimp are raised by mostly small farmers to be processed and sold into export markets, earthen ponds provide the most economically viable option," he says*(BBC1, URL). – «Для такої країни, як Індія, де кілька сотень тисяч тонн креветок вирощують переважно дрібні фермери для переробки та продажу на експортних ринках, земляні ставки є найбільш вигідним варіантом», — каже він.

In the presented sentence, a transformation of differentiation was used, where one of the dictionary values of the compound adjective component (*viable*) was used: *життєздатний, прийнятний, вигідний*.

(15) *And there is even a full-sized shower on board for sleeper-cabin passengers: something usually only offered on* <u>*multi-thousand-dollar*</u> *business-class flights*(BBC6, URL). − І навіть є повнорозмірний душ на борту для пасажирів у спальних каютах: те, що зазвичай пропонується лише на <u>дорогих</u> рейсах бізнес-класу.

In the text, the transformation of generalization was carried out, the lexical unit *multi-thousand-dollar* was transferred as *дорогих*, the transformation was used to save language lexical means, while preserving the semantic value in the target text.

(20) *The story of West Virginia's past often goes something like this: in the late 1800s, blue-collar workers came from Wales, Eastern Europe and other far-flung corners of the world to mine coal that ultimately built the cities that fired America to global* <u>*superpower*</u> *status*(BBC7, URL). − Історія минулого Західної Вірджинії часто звучить приблизно так: наприкінці 1800-х років робітники виробничих професій приїхали з Уельсу, Східної Європи та інших віддалених куточків світу, щоб видобувати вугілля, на якому в кінцевому підсумку були побудовані міста, завдяки яким Америка здобула статус глобальної <u>надпотужної</u> держави.

In the presented sentence, a differentiation transformation was used, where one of the dictionary values of the compound adjective component (*super*) was used:*над-, супер-*. The given unit is transmitted as a *надпотужної* and more accurately conveys the meaning of the compound adjective according to the context while preserving the semantic value.

(27) *Perhaps the desalination of seawater, suddenly* <u>*cost-efficient*</u>*, would relieve Earth's water shortages*(BBC12, URL). − Можливо, опріснення морської води, яке раптово стало <u>рентабельним</u>, позбавить Землю від нестачі води.

In the presented sentence, a transformation of differentiation was used, where one of the dictionary meanings of the compound adjective *cost-efficient* was used -

економічний, *рентабельний*, *ефективний з погляду витрат*. The given unit is transferred as *рентабельним*.

(29) *Finally, a <u>never-ending</u> supply of renewables would not necessarily solve the world's equity problems in the short term*(BBC12, URL). – Нарешті, <u>нескінчен-ні</u> поставки відновлюваних джерел енергії не обов'язково вирішать світові проблеми справедливості в короткостроковій перспективі.

In the presented sentence, the transformation of lexical generalization was used to translate *never-ending* into Ukrainian, since in English this word combination is a compound adjective that describes the characteristic of an object (which has no end). To convey this information in Ukrainian, the adjective *нескінченні* is used.

(36) *Mud buildings are remarkably good at keeping us cool in summer and warm in winter, and withstanding extreme weather. In the search for more sustainable buildings, architects are returning to this overlooked, <u>age-old</u> construction material*(BBC14, URL). – Будівлі з глини надзвичайно добре зберігають прохолоду влітку та тепло взимку, а також витримують екстремальні погодні умови. У пошуках більш стійких будівель архітектори повертаються до цього забутого, <u>вікового</u> будівельного матеріалу.

In the presented sentence, the compound adjective *age-old* was given as *віковий*, this can be considered as concretization, since this compound adjective indicates a certain age range, and not a general characteristic of time.

(39) *"It only makes sense in <u>high-density</u> areas, and it only makes sense over distances of under 800km," says Prof Flyvbjerg*(BBC15, URL). – «Це має сенс лише в <u>густонаселених</u> районах, і лише на відстані менше 800 км», — каже професор Флівб'єрг.

In the presented sentence, the transformation of modulation is used, the compound adjective *high-density* has been rendered as *густонаселених*. The given lexical unit performs a nominative function in the text.

(43) *On the shore of the Red Sea, the <u>forward-thinking</u> town of El Gouna was founded with a mission: to do its part to protect the environment*(BBC17, URL). – На

березі Червоного моря було засноване <u>прогресивне</u> місто Ель-Гуна з місією: зробити свій внесок у захист навколишнього середовища.

In the presented sentence, a transformation of differentiation occurred, where one of the dictionary meanings of the compound adjective *forward-thinking – далекоглядний, передовий, прогресивний* was used. The given unit is transferred as *прогресивне*.

(49) *Mr Bowe, who employs 30 local people, says the latest win has created "the <u>feel-good</u> factor and the craic over the last couple of days"* (BBC19, URL). – Містер Боу, у якого працюють 30 місцевих жителів, каже, що остання перемога створила "атмосферу <u>благополуччя</u> та ентузіазму за останні пару днів".

In the presented sentence, the transformation of the concretization of a compound adjective *feel-good* is used, it is transferred as *благополуччя*.

2.3. Grammatical transformations in the reproduction of lexical-grammatical and stylistic features of composite adjectives in the texts of modern mass media discourse

Significant grammatical differences between the English and Ukrainian languages lead to the need to use grammatical transformations in translation, which include grammatical replacement, transposition, additions and ommisions. We will now examine in more detail the practical use of grammatical transformations:

(1) *"We have gone for aquaculture focusing fully on sustainable and <u>eco-friendly</u> practices with zero antibiotics and zero wastage," he says*(BBC1, URL). – "Ми обрали аквакультуру, повністю зосередившись на стійких і <u>екологічних</u> методах без використання антибіотиків і з нульовими відходами", - говорить він.

There was a transformation of the omission in the lexical unit *eco-friendly*, since the complete construction is translated as *екологічно чисті*, which in any case is more cumbersome, while *екологічних* retains its semantic meaning and at the same time performs the function of saving linguistic lexical means.

(2) *"For a country like India where several hundred thousand tonnes of shrimp are raised by mostly small farmers to be processed and sold into export markets, earthen ponds provide the most <u>economically viable</u> option," he says*(BBC1, URL). – «Для такої країни, як Індія, де кілька сотень тисяч тонн креветок вирощують переважно дрібні фермери для переробки та продажу на експортних ринках, земляні ставки є найбільш <u>вигідним </u>варіантом», — каже він.

There was a transformation of the omission when translating the compound adjective *economically viable*. The given unit is transmitted as *вигідним*, and more accurately conveys the meaning of the lexical unit according to the context while preserving the semantic value in the target text.

(4) *A typical <u>pond-based</u> shrimp farm might only manage two*(BBC1, URL). – Типова <u>ставкова</u> ферма може виробляти лише два цикли креветок.

In the presented sentence, the grammatical transformation of omission was used, to save language lexical resources, *pond-based* was translated as *ставкова* instead of *заснована на ставку*, while preserving the semantic meaning in the target text.

(5) *<u>Eye-catching</u> images of the natural phenomenon were captured by photographers including BBC Weather Watchers*(BBC2, URL). – Фотографи, зокрема спостерігачі за погодою BBC, зробили <u>приголомшливі</u> зображення цього природного явища.

In the presented sentence, the transformation of transposition is used, it was carried out as a transition from one grammatical category to another while preserving the meaning of the text, since different grammatical structures are presented in the language of the source text and the target text.

(6) *No-one likes weeding, but new technology is helping farmers around the world tackle weeds in a more efficient and <u>environmentally friendly</u> way*(BBC3, URL). – Ніхто не любить прополювати бур'яни, але нові технології допомагають фермерам у всьому світі боротися з бур'янами більш ефективним і <u>екологічним</u> способом.

In the presented sentence, the transformation of omission is used when translat-

ing the compound adjective *environmentally friendly*. The given lexical unit is transmitted as *екологічним*, instead of *безпечним для довкілля*, the transformation was carried out to save language lexical means, while preserving the semantic value in the target text.

(8) *One weeding innovation that moves away from spraying herbicides altogether instead uses <u>high-powered</u> thermal lasers that zap weeds once they have been identified by AI-enabled cameras*(BBC3, URL). − Одна з інновацій у боротьбі з бур'янами, яка повністю відходить від розпилення гербіцидів, натомість використовує <u>потужні</u> теплові лазери, які знищують бур'яни після того, як їх ідентифікують камери з підтримкою штучного інтелекту.

In the presented sentence, the transformation of omission is used, to save language lexical means, *high-powered* was translated as *потужні* instead of *високопродуктивні*, while preserving the semantic value in the target text.

(10) *Jagged and bumpy, the walls of the tunnel hardly resemble underpasses made by <u>modern-day</u> machinery*(BBC4, URL). − Зубчасті та вибоїсті стіни тунелю мало нагадують підземні переходи, зроблені <u>сучасною</u> технікою.

In the presented sentence, the transformation of omission is used, to save language lexical means, *modern-day* was transferred as *сучасною*, the transformation was used to save language lexical means, while preserving the semantic value in the target text.

(12) *Climbing through the Sierra Nevada mountains, the trip offers expansive views of <u>snow-capped</u> peaks and swaths of towering pine and fir trees*(BBC4, URL). − Сходження через гори Сьєрра-Невада відкриває широкі види на <u>засніжені</u> вершини та смуги високих сосен і ялин.

In the presented sentence, the transformation of omission is used in the translation of the compound adjective *snow-capped*. The given lexical unit was transferred as *засніжені* instead of *покритих снігом*, the transformation was used to save language lexical means, while preserving the semantic value in the target text.

(14) *The Ocean line is often seen as a <u>budget-conscious</u> way to travel between Nova Scotia and Quebec*(BBC6, URL). − Оушен лайн часто розглядається як <u>бю-</u>

джетний спосіб подорожувати між Новою Шотландією та Квебеком.

In the presented sentence, the transformation of omission is used, to save language lexical means, the compound adjective *budget-conscious* was transferred as *бюджетний*, the transformation was used to save language lexical means, while preserving the semantic value in the target text.

(16) *The Ocean, which was opened on 3 July 1904 by the Intercolonial Railway of Canada (IRC) was originally intended to serve as a supplemental line to the now-defunct Maritime Express railway service as a* <u>*summer-only*</u> *limited-stop service*(BBC6, URL). – Оушен, який був відкритий 3 липня 1904 року Міжколоніальною залізничною дорогою Канади, спочатку мав служити додатковою лінією до нині неіснуючої залізничної служби Марітайм Експресс як <u>послуга що діє лише влітку</u> з обмеженими зупинками.

In the presented sentence, the transformation of grammatical replacement of the compound adjective *summer-only* were used, it was replaced by the grammatical construction *послуга що діє лише влітку* with the addition of the word *послуга*, the given transformation preserves the semantic value in the target text, but loses the function of saving linguistic lexical means.

(17) *In fact, not much has changed since its inception a century ago, with the contemporary journey retaining much of the original comfort and charm – from the cabin attendant service to the* <u>*local-focused*</u> *dining car menu*(BBC6, URL). – Насправді мало що змінилося з моменту його заснування століття тому, сучасне подорожування зберегло багато первісного комфорту та чарівності – від послуг бортпровідника до меню у вагоні-ресторані, <u>орієнтованого на місцеві потреби</u>.

In the presented sentence, the lexical unit *local-focused*, the literal translation of which is: *місцево-орієнтованого*, is replaced by the grammatical construction *орієнтованого на місцеві потреби* with the addition of the word *потреби*, using the transposition and performs a nominative function in the text, while preserving the semantic value in the target text.

(20) *The story of West Virginia's past often goes something like this: in the late 1800s, blue-collar workers came from Wales, Eastern Europe and other far-flung*

corners of the world to mine coal that ultimately built the cities that fired America to global <u>superpower</u> status(BBC7, URL). – Історія минулого Західної Вірджинії часто звучить приблизно так: наприкінці 1800-х років робітники виробничих професій приїхали з Уельсу, Східної Європи та інших віддалених куточків світу, щоб видобувати вугілля, на якому в кінцевому підсумку були побудовані міста, завдяки яким Америка здобула статус глобальної <u>надпотужної держави</u>.

In the sentence, the addition grammatical transformation of the word *держави* was used to merge the compound adjective *superpower* into one grammatical construction.

(21) *In the decades that followed, entire communities emerged in coal camps – and thrived, thanks to demand for the much <u>sought-after</u> fuel source*(BBC7, URL). – У наступні десятиліття цілі громади виникли у вугільних таборах – і процвітали завдяки попиту на дуже <u>затребуване</u> джерело палива.

In the presented sentence, the transformation of grammatical replacement is used. The expression *sought-after* describes an object that many people are looking for and want to have. The lexical unit *sought-after* is transmitted as *затребуване*, and performs a nominative function in the text.

(24) *He argues deep-sea mining could be carried out with less disturbance to ecosystems than <u>land-based</u> mining, which often leads to habitat destruction and generates large quantities of waste*(BBC10, URL). – Він стверджує, що глибоководний видобуток корисних копалин міг би здійснюватися з меншою шкодою для екосистем, ніж <u>наземний</u> видобуток корисних копалин, що часто призводить до руйнування середовища проживання та утворення великої кількості відходів.

In the presented sentence, the transformation of omission is used, in order to save language lexical resources, *land-based* was transferred as *наземний* instead of *наземного базування*, while preserving the semantic value in the target text. The given lexical unit performs a nominative function in the text.

(28) *Carbon-free energy certainly promises tantalising benefits: total electrification of transport, <u>emissions-free</u> heating and cooling systems to power our homes*

and businesses, greener fertiliser for our farmlands(BBC12, URL). – Безвуглецева енергія, безумовно, обіцяє приголомшливі переваги: повна електрифікація транспорту, системи опалення та охолодження <u>без викидів шкідливих речовин</u> для живлення наших будинків і підприємств, більш екологічні добрива для наших сільськогосподарських угідь.

The word *emissions-free* was rendered as *без викидів шкідливих речовин*, using the transformation of the addition: *шкідливих речовин*, which more accurately conveys the meaning of a compound adjective according to the context while preserving the semantic value, also performs a nominative function in the text.

(31) <u>*Low-lying*</u>, *coastal Auckland is New Zealand's largest city, with a population of 1.4 million people and an annual average rainfall of 1210mm (48in) – slightly more than New York, and twice as much as London typically receives in a year*(BBC13, URL*).* – <u>Низинний</u> прибережний Окленд є найбільшим містом Нової Зеландії з населенням 1,4 мільйона чоловік і середньорічною кількістю опадів 1210 мм (48 дюймів) – трохи більше, ніж в Нью-Йорку, і в два рази більше, ніж зазвичай випадає в Лондоні за рік.

In the presented sentence, the grammatical transformation of omission was used, in order to save language lexical means, *Low-lying* was translated as *Низинний*, instead of *Низько розташований*, while preserving the semantic value in the target text.

(33) *Cities* <u>*worldwide*</u> *will need to become more spongy, not less, if they're to adapt to our warmer, stormier planet*(BBC13, URL). – Містам <u>у всьому світі</u> потрібно буде стати більш пристосованими до опадів, а ні навпаки, якщо вони хочуть адаптуватися до нашої теплішої та штормової планети.

In the presented sentence, the transformation of grammatical replacement is used, and the compound adjective *worldwide* was replaced by the grammatical construction *у всьому світі*, the given transformation preserves the semantic value in the target text.

(34) *Building or restoring* <u>*nature-based flood-prevention*</u> *infrastructure like mangroves, swales and wetlands costs around 50% less than traditional infrastruc-*

ture (such as concrete sea walls) while delivering the same – or better – outcomes in cities, according to research by the International Institute for Sustainable Development (IISD) (BBC13, URL). – Будівництво або відновлення природної інфраструктури для запобігання повеней, таких як мангрові зарості, болота та водно-болотні угіддя, коштує приблизно на 50% дешевше, ніж традиційна інфраструктура (наприклад, бетонні морські стіни), при цьому в містах досягаються однакові або кращі результати, згідно з дослідженням Міжнародний інститут сталого розвитку (МІСР).

In the presented sentence, the grammatical transformation of omission was used, to save language lexical means, *nature-based* was translated as *природної*, while preserving the semantic value in the target text.

(40) *That could mean lower property price rises in larger cities, with expensive infrastructure upgrades in their outer suburbs being replaced by cheaper ones in towns, according to urban planner Marcus Spiller, founder of Melbourne-based consultancy SGS Economics and Planning*(BBC15, URL). – За словами міського планувальника Маркуса Спіллера, засновника мельбурнської консалтингової компанії SGS Economics and Planning, це може означати більш повільне зростання цін на нерухомість у великих містах, при цьому дорога модернізація інфраструктури в їх передмістях буде замінена більш дешевою в містах.

In the presented sentence, the transformation of transposition is used, it was carried out while preserving the meaning of the text, since the language of the source text and the target text have different grammatical structures. Also, the transformation of omission is applied, to save language lexical means, *Melbourne-based* was transferred as *мельбурнської*, while preserving the semantic value in the target text.

(41) *Near the Bosnia-Herzegovina border, a small-town hotel is focused on regenerating a war-scarred village and bringing a community together*(BBC16, URL). – Готель у невеликому містечку біля кордону з Боснією та Герцеговиною спрямований на відновлення постраждалого від війни села та об'єднання громади.

In the presented sentence, the grammatical replacement transformation was used and the compound adjective *war-scarred*, was replaced by the grammatical

construction of *постраждалого від війни* using the addition of the preposition *від*, the given transformation preserves the semantic value in the target text, but loses the function of economy-language lexical means.

(42) *However, the 58-room, newly built property aims to not only offer guests an improved place to sleep – with its modern Scandi design and <u>eco-conscious</u> room amenities – but to also improve the surrounding community, which has remained scarred from the Balkans war of the '90s and breakup of the former Yugoslavian state*(BBC16, URL). – Однак нещодавно побудований готель на 58 номерів має на меті не лише запропонувати гостям покращене місце для сну - завдяки сучасному дизайну в стилі Сканді та <u>екологічним</u> зручностям у номерах – але й покращити навколишнє середовище, яке постраждало від війни на Балканах у 90-х роках та розпаду колишньої Югославської держави.

In the presented sentence, the transformation of omission is used. The lexical unit *eco-conscious* performs the function of saving language lexical means, since the complete construction is translated as *екологічно свідомі*, it is in any case more cumbersome and does not correspond to its meaning in the text, while *екологічним* adds semantic meaning and at the same time performs the function of saving language lexical means.

(44) *To be honest, when I'd imagined my trip to Egypt's Red Sea region, I'd pictured swimming in warm, crystal-clear waters and discovering vibrant coral reefs surrounded by <u>brightly coloured</u> fish*(BBC17, URL*)*. – Чесно кажучи, коли я уявляв свою подорож до єгипетського регіону Червоного моря, я уявляв купання в теплій, прозорій воді і відкриття яскравих коралових рифів, оточених <u>кольоровими</u> рибами.

The transformation of omission in the compound adjective *brightly coloured* was used. Since, in this case, it was not necessary to convey a compound adjective *brightly coloured* completely, because its first component is here rather for an amplifying than for a nominative purpose.

2.4. Lexical-grammatical transformations in the reproduction of lexical-

grammatical and stylistic features of composite adjectives in the texts of modern mass media discourse

Lexical-grammatical transformations of translation include antonymic translation and full rearrangement. Translation transformations at this level no longer concern individual lexical units, but their associations, as well as larger text fragments. In this case, the emphasis is no longer on the lexical content of the text, but on its semantic content, and therefore changes in translation relate to both the lexical and grammatical aspects of the language. We will now examine in more detail the practical use of lexical-grammatical transformations:

(47) *This is a* <u>*long-term*</u> *project, conceived in 2014 in partnership with the Egyptian Ministry of State for Environmental Affairs*(BBC17, URL). – Це <u>не корот-котривалий</u> проект, задуманий у 2014 році у партнерстві з Міністерством охорони навколишнього середовища Єгипту.

Antonym translation is used in the presented sentence, the verb *long-term* with meaning *довгостроковий* was replaced by a verb with a negative participle *не короткотривалий*. In this way, antonyms are used: *long-term – короткотривалий*, after which the translated word is supplemented with a negative participle *не*.

(35) *And if* <u>*well-designed*</u>*, natural infrastructure* <u>*can have repercussions which flow well beyond stormwater*</u>*, like reducing air pollution, storing carbon dioxide, or boosting tourism*(BBC13, URL). – <u>Добре спроектована</u> природна інфраструктура <u>може функціонувати не тільки як зливові стоки, а й мати інші позитивні ефекти</u>, такі як: зменшення забруднення повітря, накопичення вуглекислого газу або стимулювання туризму.

Full rearrangement is used in the presented sentence, the construction <u>*can have repercussions which flow well beyond stormwater*</u> is rendered as <u>може функціонувати не тільки як зливові стоки, а й мати інші позитивні ефекти</u> there is the structure of the source language is significantly different from that of the target language, and certain elements of the source language do not have direct equivalents in the target language.

(44) *To be honest, when I'd imagined my trip to Egypt's Red Sea region, I'd pictured swimming in warm, <u>crystal-clear</u> waters and discovering vibrant coral reefs surrounded by brightly coloured fish*(BBC17, URL*). –* Чесно кажучи, коли я уявляв свою подорож до єгипетського регіону Червоного моря, я уявляв купання в теплій, <u>прозорій</u> воді і відкриття яскравих коралових рифів, оточених кольоровими рибами.

In the presented sentence, the compensation transformation of the compound adjective *crystal-clear* is used. The given lexical unit is transferred as *прозорій*, and performs the nominative function and the function of saving language lexical means in the text, while preserving the semantic value in the target text. Formation *crystal-clear* is characterised by an immediately retraceable comparison between the constituents, which can be paraphrased as "as clear as crystal". In this structure, the noun modifying the adjective possesses a particular quality in a high degree. Generally, this formation has emphatic and hyperbolic form. The comparison between the constituents serves the purpose of eliciting a vivid image, which is more effective than using a simple intensifier such as "very". Therefore, this compound adjective possess an emotional advantage over corresponding phrases due to its brevity. This expression refers to something that completely transparent and unclouded.

(5) <u>*Eye-catching*</u> *images of the natural phenomenon were captured by photographers including BBC Weather Watchers*(BBC2, URL). – Фотографи, зокрема спостерігачі за погодою BBC, зробили <u>приголомшливі</u> зображення цього природного явища.

There was a transformation of compensation for the compound adjective *Eye-catching*. There is no such exact equivalent in the Ukrainian language, so compensation was used, as a result of which we got a translation of a synonymous meaning. The given lexical unit is transmitted as *приголомшливі*, and performs a nominative function in the text. This expression refers to something that grabs attention, usually because it is striking or unusual to look at. It is generally used in a positive sense.

Table 2.1

Перекладацькі засоби відтворення складних прикметників у текстах масс медійного дискурсу

Method	Number	Fraction
1. Lexical translation transformations	**32**	**43,83%**
equivalent translation	17	23,28%
practical transcribing	1	1,36%
transliteration	1	1,36%
calque	13	17,80%
2. Lexical-semantic translation transformations	**10**	**13,69%**
concretization	2	2,73%
generalization	2	2,73%
differentiation	5	6,84%
modulation	1	1,36%
3. Lexico-grammatical translation transformations	**4**	**5,47%**
antonymic translation	1	1,36%
full rearrangement	1	1,36%
compensation	2	2,73%
4. Grammatical translation transformations	**27**	**36,98%**
grammatical replacement	5	6,84%
transposition	3	4,10%
addition	5	6,84%
omission	14	19,17%
general	73	100%

The conducted research demonstrates that the lexical-grammatical and stylistic features of the texts of modern mass media discourse are transmitted in more than half of the cases with the use of lexical transformations (43,83%). Lexico-semantic translation transformations (13,69%) are designed to clarify the meaning of lexical units of the original in the translated text, while grammatical translation transformations (36,98%) are designed to overcome differences between the grammatical systems of the English and Ukrainian languages. Both the lexical and grammatical as pects of the texts of modern mass media discourse are affected by lexical-grammatical translation transformations (5,47%), which are mostly designed to convey the most essential components of the meaning of a word combination or phrase in cases where the translator does not have the opportunity to reproduce them by symmetrical means translation languages. If we consider separate translation transformations, the lexical-grammatical and stylistic features of the texts of modern mass media discourse are most often transmitted using equivalent translation (23,28%), differentiation (6,84%), omission (19,17%).

1. Lexical-grammatical and stylistic features of the texts of modern mass media discourse are transmitted in the Ukrainian translation using lexical, lexical-semantic, lexical-grammatical and grammatical translation transformations. In particular, lexical means (43,83%) are most often used in the transfer of individual lexical units, in particular, terms, fixed expressions and other components of the special vocabulary of international relations, allowing the translator to reproduce the elements of the message form in the original language by means of the translation language.

2. Lexical-semantic transformations (13,69%) are used when reproducing lexical units, the meaning of which needs to be clarified during translation to simplify the perception of such texts. In this group, the transformation of differentiation is the most frequent (6,84%), which involves a certain clarification of the meaning of the original language unit in the translated language.

3. Lexical-grammatical transformations (5,47%) of the translation are intended to convey the most essential components of the meaning of the word combination or

phrase in cases where the translator does not have the opportunity to reproduce them symmetrically using the translated language.

4. Grammatical transformations (36,98%), designed to overcome grammatical differences between the original language and the translated language, caused by the difference in the use of word forms and syntactic constructions. In this group, the most common are addition (6,84%), and omission (19,17%), and grammatical replacement (6,84%), while grammatical replacements often require the use of transposition, i.e., these transformations are mutually dependent.

CONCLUSIONS

Compound adjectives are an important part of the mass media discourse. They are commonly used by journalists, writers, and other media professionals to add descriptive and emotive power to their communication. Compound adjectives are formed by combining two or more words into a single term that conveys a specific meaning or nuance.

The use of compound adjectives is a technique that has been employed in the media for many years. They can be used in news reporting, opinion pieces, advertising, and other forms of media communication. These adjectives can be used to convey positive or negative connotations, depending on the context and tone of the communication.

One of the advantages of using compound adjectives is that they can create vivid imagery and evoke strong emotions in the reader or listener. They can be used to describe a situation, an event, or a person in a way that is memorable and impactful.

Another advantage of compound adjectives is that they can serve as a means of linguistic economy. This means that they allow writers and speakers to convey complex ideas in a concise and efficient manner. This is particularly important in the media, where space and time are often limited. By using compound adjectives, media professionals can communicate their message effectively while also respecting the constraints of their medium.

However, there are some challenges associated with the use of compound adjectives in the mass media discourse. One of these challenges is the risk of creating confusion or ambiguity. If a compound adjective is not well-constructed, it can be difficult for the reader or listener to understand its intended meaning. In some cases, a poorly constructed compound adjective can even have the opposite effect of what was intended, leading to misunderstanding or misinterpretation.

Another challenge of using compound adjectives is that they can sometimes be seen as overused or clichéd. If media professionals rely too heavily on compound adjectives, they may lose their impact and become less effective in conveying

meaning or emotion. Therefore, it is important for media professionals to use compound adjectives judiciously and to ensure that they are always relevant and impactful.

Compound adjectives are a powerful tool in the mass media discourse. They allow media professionals to convey complex ideas and evoke strong emotions in their audiences. However, the use of compound adjectives also presents some challenges, including the risk of confusion and the danger of overuse. By using compound adjectives judiciously and effectively, media professionals can create compelling and impactful communication that engages and informs their audiences.

In this study, the aim was to solve the following tasks.

The first one is to review theoretical sources devoted to the general characteristics of compound words and adjectives in particular in English and Ukrainian: their structural and semantic properties;

The second one is to review theoretical sources devoted to the functional and stylistic aspect of compound adjectives in English and Ukrainian and their translation from English into Ukrainian;

The third one is to identify functional and stylistic features of compound adjectives in selected English-language printed media texts;

All of the above tasks were performed and the purpose of the work was achieved through a careful study of theoretical materials, a set of examples from the total amount of material and detailed analysis.

The language of the modern mass media as an expression of the evolution of public opinion is constantly evolving. The influence of extralinguistic and intralinguistic factors has led to the intensification of innovation processes aimed primarily at updating the vocabulary of the media, the formation of a new ideology, improving the means of influencing the recipient, which improves the effectiveness of journalistic text.

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Lexico-grammatical and stylistic features of compound adjectives in English

texts of modern mass media discourse and their translation into Ukrainian

№	Source language	Target language
1.	*"We have gone for aquaculture focusing fully on <u>sustainable</u> and <u>eco-friendly</u> practices with zero antibiotics and zero wastage," he says* (BBC1, URL).	"Ми обрали аквакультуру, повністю зосередившись на <u>стійких</u> і <u>екологічних</u> методах без використання антибіотиків і з нульовими відходами", - говорить він.
2.	*"For a country like India where several hundred thousand tonnes of shrimp are raised by mostly small farmers to be processed and sold into export markets, earthen ponds provide the most <u>economically viable</u> option," he says* (BBC1, URL).	«Для такої країни, як Індія, де кілька сотень тисяч тонн креветок вирощують переважно дрібні фермери для переробки та продажу на експортних ринках, земляні ставки є найбільш <u>економічно вигідним</u> варіантом», — каже він.
3.	*This unique cultural pocket of the US is sometimes called Cajun Country, but long before the arrival of the Francophone Acadians, or Cajuns, from Nova Scotia in 1755, there was a much larger population of <u>French-speaking</u> Creoles – people with roots in Europe and Africa born in Louisi-*	Цей унікальний культурний куточок США іноді називають країною каджунів, але задовго до прибуття франкомовних акадійців, або каджунів, з Нової Шотландії в 1755 році, тут проживало набагато більше <u>франкомовних</u> креолів - людей з корінням у Європі та Африці, народжених у Луїзіані.

	ana(BBC21, URL).	
4.	*A typical <u>pond-based</u> shrimp farm might only manage two* (BBC1, URL).	Типова <u>ставкова</u> ферма може виробляти лише два цикли креветок.
5.	*<u>Eye-catching</u> images of the natural phenomenon were captured by photographers including BBC Weather Watchers* (BBC2, URL).	Фотографи, зокрема спостерігачі за погодою BBC, зробили <u>приголомшливі</u> зображення цього природного явища.
6.	*No-one likes weeding, but new technology is helping farmers around the world tackle weeds in a more efficient and <u>environmentally friendly</u> way* (BBC3, URL).	Ніхто не любить прополювати бур'яни, але нові технології допомагають фермерам у всьому світі боротися з бур'янами більш ефективним і <u>екологічним</u> способом.
7.	*What makes this sprayer far more <u>high-tech</u>, is that it is fitted with 36 cameras* (BBC3, URL).	Що робить цей розпилювач набагато більш <u>високотехнологічним</u>, так це те, що він оснащений 36 камерами.
8.	*One weeding innovation that moves away from spraying herbicides altogether instead uses <u>high-powered</u> thermal lasers that zap weeds once they have been identified by AI-enabled cameras* (BBC3, URL).	Одна з інновацій у боротьбі з бур'янами, яка повністю відходить від розпилення гербіцидів, натомість використовує <u>потужні</u> теплові лазери, які знищують бур'яни після того, як їх ідентифікують камери з підтримкою штучного інтелекту.

9.	*It spread Anglo-European cul-ture across the nation and caused trade to flourish, but the story of the Chinese labourers who built the track has largely been forgotten* (BBC4, URL).	Це поширило <u>англо-європейську</u> культу-ру по всій країні та спричинило процві-тання торгівлі, але історія китайських ро-бітників, які побудували колію, майже забута.
10.	*Jagged and bumpy, the walls of the tunnel hardly resemble un-derpasses made by modern-day machinery* (BBC4, URL).	Зубчасті та вибоїсті стіни тунелю мало нагадують підземні переходи, зроблені <u>сучасною</u> технікою.
11.	*Instead, in the 1860s, teams of Chinese labourers blasted through the granite and pains-takingly hand-chiselled 15 shafts through the Sierra Neva-da so that the first transconti-nental railroad could whisk passengers 1,800 miles from Sacramento, California, to Omaha, Nebraska, cutting trav-el times from six months to just six days and forever transform-ing the nation* (BBC4, URL).	Натомість у 1860-х роках бригади китай-ських робітників пробили граніт і ста-ранно вручну виточили 15 валів через Сьєрра-Неваду, щоб перша <u>трансконти-нентальна</u> залізниця могла перевозити пасажирів на 1800 миль від Сакраменто, штат Каліфорнія, до Омахи, штат Небра-ска, скорочуючи час у дорозі від шести місяців до шести днів що назавжди змі-нило країну.
12.	*Climbing through the Sierra Nevada mountains, the trip of-fers expansive views of snow-capped peaks and swaths of towering pine and fir trees* (BBC4, URL).	Сходження через гори Сьєрра-Невада ві-дкриває широкі види на <u>засніжені</u> вер-шини та смуги високих сосен і ялин.

13.	*Rolled cabbage leaves are stuffed with a mixture of pota-toes and buckwheat, simmered in a rich <u>tomato-red</u> pepper sauce and topped with a dollop of sour cream* (BBC5, URL).	Голубці фарширують картопляно-гречаною сумішшю, пасерують у насиченому <u>томатно-червоному</u> перцевому соусі та заправляють сметаною.
14.	*The Ocean line is often seen as a <u>budget-conscious</u> way to trav-el between Nova Scotia and Quebec* (BBC6, URL).	Оушен лайн часто розглядається як <u>бюджетний</u> спосіб подорожувати між Новою Шотландією та Квебеком.
15.	*And there is even a <u>full-sized</u> shower on board for sleeper-cabin passengers: something usually only offered on <u>multi-thousand-dollar</u> business-class flights* (BBC6, URL).	І навіть є <u>повнорозмірний</u> душ на борту для пасажирів у спальних каютах: те, що зазвичай пропонується лише на <u>дорогих</u> рейсах бізнес-класу.
16.	*The Ocean, which was opened on 3 July 1904 by the Interco-lonial Railway of Canada (IRC) was originally intended to serve as a supplemental line to the <u>now-defunct</u> Maritime Express railway service as a <u>summer-only</u> limited-stop service* (BBC6, URL).	Оушен, який був відкритий 3 липня 1904 року Міжколоніальною залізничною дорогою Канади, спочатку мав служити додатковою лінією до <u>нині неіснуючої</u> залізничної служби Марітайм Експресс як <u>послуга що діє лише влітку</u> з обмеженими зупинками.
17.	*In fact, not much has changed since its inception a century ago, with the contemporary journey retaining much of the original comfort and charm –*	Насправді мало що змінилося з моменту його заснування століття тому, сучасне подорожування зберегло багато первісного комфорту та чарівності – від послуг бортпровідника до меню у вагоні-

	from the cabin attendant service to the <u>local-focused</u> dining car menu (BBC6, URL).	ресторані, <u>орієнтованого на місцеві пот-реби</u>.
18.	*With <u>white-linen</u> tablecloths and <u>deep-red</u>, cloth-backed dining chairs juxtaposed against the <u>oversized</u> windows and <u>built-in</u> table lamps, old-world luxury still shone through* (BBC6, URL).	Завдяки <u>лляно-білим</u> скатертинам і <u>темно-червоним</u> обіднім стільцям із тканинними спинками, які стояли поруч із <u>великими</u> вікнами та <u>вбудованими</u> настільними лампами, розкіш старого світу все ще сяяла.
19.	*The <u>semi-private</u> dining car made it easy to imagine the history of this <u>100-year-old</u> train route* (BBC6, URL).	<u>Напівприватний</u> вагон-ресторан дозволив легко уявити історію цього <u>100-річного</u> залізничного маршруту.
20.	*The story of West Virginia's past often goes something like this: in the late 1800s, blue-collar workers came from Wales, Eastern Europe and other far-flung corners of the world to mine coal that ultimately built the cities that fired America to global <u>superpower</u> status* (BBC7, URL).	Історія минулого Західної Вірджинії часто звучить приблизно так: наприкінці 1800-х років робітники виробничих професій приїхали з Уельсу, Східної Європи та інших віддалених куточків світу, щоб видобувати вугілля, на якому в кінцевому підсумку були побудовані міста, завдяки яким Америка здобула статус глобальної <u>надпотужної</u> держави.
21.	*In the decades that followed, entire communities emerged in coal camps – and thrived, thanks to demand for the much <u>sought-after</u> fuel source* (BBC7, URL).	У наступні десятиліття цілі громади виникли у вугільних таборах – і процвітали завдяки попиту на дуже <u>затребуване</u> джерело палива.

22.	*Talking to locals brings up fascinating conversation topics, from towns where a polar-bear patrol checks the streets each morning to keep school children safe, to the boat skipper who accidentally collided with a whale in a fjord and was thrown overboard into an ice-cold sea* (BBC8, URL).	Спілкування з місцевими жителями піднімає захоплюючі теми, починаючи з міст, де патруль, який охороняє від білих ведмедів, щоранку перевіряє вулиці, щоб забезпечити безпеку школярів, і закінчуючи шкіпером човна, який випадково зіткнувся з китом у фіорді і був викинутий за борт в крижане море.
23.	*The largely self-sufficient community grew its own produce in gardens created on the roof of the dwelling below or in the countryside surrounding the old stone city* (BBC9, URL).	Переважно самодостатня громада вирощувала власну продукцію в садах, створених на даху житла або в сільській місцевості навколо старого кам'яного міста.
24.	*He argues deep-sea mining could be carried out with less disturbance to ecosystems than land-based mining, which often leads to habitat destruction and generates large quantities of waste* (BBC10, URL).	Він стверджує, що глибоководний видобуток корисних копалин міг би здійснюватися з меншою шкодою для екосистем, ніж наземний видобуток корисних копалин, що часто призводить до руйнування середовища проживання та утворення великої кількості відходів.
25.	*Some of it spent more than a year floating in the North Pacific – including the remains of a 18m-long (60ft) dock that drifted for 451 days – before washing up on the shores of the*	Деякі з них понад рік плавали в північній частині Тихого океану, включаючи залишки 18-метрового (60-футового) доку, який дрейфував 451 день, перш ніж його викинуло на береги західної частини США та Канади.

	western US and Canada (BBC11, URL).	
26.	*Limitless renewable energy would offer tantalising benefits: emissions-free heating, greener fertiliser and electric transport (BBC12, URL).*	<u>Необмежена</u> відновлювана енергія запропонує приголомшливі переваги: опалення <u>без викидів</u>, більш екологічні добрива та електричний транспорт.
27.	*Perhaps the desalination of seawater, suddenly <u>cost-efficient</u>, would relieve Earth's water shortages (BBC12, URL).*	Можливо, опріснення морської води, яке раптово стало <u>рентабельним</u>, позбавить Землю від нестачі води.
28.	*<u>Carbon-free</u> energy certainly promises tantalising benefits: total electrification of transport, <u>emissions-free</u> heating and cooling systems to power our homes and businesses, greener fertiliser for our farmlands (BBC12, URL).*	<u>Безвуглецева</u> енергія, безумовно, обіцяє приголомшливі переваги: повна електрифікація транспорту, системи опалення та охолодження <u>без викидів шкідливих речовин</u> для живлення наших будинків і підприємств, більш екологічні добрива для наших сільськогосподарських угідь.
29.	*Finally, a <u>never-ending</u> supply of renewables would not necessarily solve the world's equity problems in the short term (BBC12, URL).*	Нарешті, <u>нескінченні</u> поставки відновлюваних джерел енергії не обов'язково вирішать світові проблеми справедливості в короткостроковій перспективі.
30.	*Less than a decade ago, the waterway was a <u>concrete-lined</u> culvert that ran through <u>seldom-visited</u> muddy fields*	Менше десяти років тому, водний шлях був трубою що<u>облицьована бетоном</u>, яка проходила через <u>рідко відвідувані</u> мулисті поля.

	(BBC13, URL).	
31.	*Low-lying, coastal Auckland is New Zealand's largest city, with a population of 1.4 million people and an annual average rainfall of 1210mm (48in) – slightly more than New York, and twice as much as London typically receives in a year* (BBC13, URL).	Низинний прибережний Окленд є найбільшим містом Нової Зеландії з населенням 1,4 мільйона чоловік і середньорічною кількістю опадів 1210 мм (48 дюймів) – трохи більше, ніж в Нью-Йорку, і в два рази більше, ніж зазвичай випадає в Лондоні за рік.
32.	*A bundle of long-term trends all point towards the city becoming significantly less absorbent, even as climate change increases the number of extreme rainfall events and the risk of flooding* (BBC13, URL).	Сукупність довгострокових тенденцій вказує на те, що місто стає значно менш абсорбуючим, навіть незважаючи на те, що зміна клімату збільшує кількість екстремальних опадів і ризик повеней.
33.	*Cities worldwide will need to become more spongy, not less, if they're to adapt to our warmer, stormier planet* (BBC13, URL).	Містам у всьому світі потрібно буде стати більш пристосованими до опадів, а ні навпаки, якщо вони хочуть адаптуватися до нашої теплішої та штормової планети.
34.	*Building or restoring nature-based flood-prevention infrastructure like mangroves, swales and wetlands costs around 50% less than traditional infrastructure (such as*	Будівництво або відновлення природної інфраструктури для запобігання повеней, таких як мангрові зарості, болота та водно-болотні угіддя, коштує приблизно на 50% дешевше, ніж традиційна інфраструктура (наприклад, бетонні морські стіни),

	concrete sea walls) while delivering the same – or better – outcomes in cities, according to research by the International Institute for Sustainable Development (IISD) (BBC13, URL).	при цьому в містах досягаються однакові або кращі результати, згідно з дослідженням Міжнародний інститут сталого розвитку (МІСР).
35.	*And if <u>well-designed</u>, natural infrastructure can have repercussions which flow well beyond stormwater, like reducing air pollution, storing carbon dioxide, or boosting tourism (BBC13, URL).*	<u>Добре спроектована</u> природна інфраструктура може функціонувати не тільки як зливові стоки, а й мати інші позитивні ефекти, такі як: зменшення забруднення повітря, накопичення вуглекислого газу або стимулювання туризму.
36.	*Mud buildings are remarkably good at keeping us cool in summer and warm in winter, and withstanding extreme weather. In the search for more sustainable buildings, architects are returning to this overlooked, <u>age-old</u> construction material (BBC14, URL).*	Будівлі з глини надзвичайно добре зберігають прохолоду влітку та тепло взимку, а також витримують екстремальні погодні умови. У пошуках більш стійких будівель архітектори повертаються до цього забутого, <u>вікового</u> будівельного матеріалу.
37.	*Damluji says it is easy to see why these mud buildings have not lost their appeal – they are <u>well-insulated</u>, sustainable and <u>extremely adaptable</u> for modern use (BBC14, URL).*	Дамлуджі каже, що легко зрозуміти, чому ці глиняні будівлі не втратили своєї привабливості – вони <u>добре ізольовані</u>, стійкі та <u>надзвичайно адаптовані</u> для сучасного використання.
38.	*The story will be familiar to many governments who have*	Ця історія буде знайома багатьом урядам, які намагалися побудувати щось подібне.

	tried to build something similar. While supporters are quick to point to the benefits of high-speed rail, the price tag is often intimidatingly large and administrations have a hard time justifying the cost (BBC15, URL).	Хоча прихильники швидко вказують на переваги <u>високошвидкісних</u> залізниць, ціна часто лякаюче велика, і адміністраціям важко виправдати витрати.
39.	*"It only makes sense in high-density areas, and it only makes sense over distances of under 800km," says Prof Flyvbjerg* (BBC15, URL).	«Це має сенс лише в <u>густонаселених</u> районах, і лише на відстані менше 800 км», — каже професор Флівб'єрг.
40.	*That could mean lower property price rises in larger cities, with expensive infrastructure upgrades in their outer suburbs being replaced by cheaper ones in towns, according to urban planner Marcus Spiller, founder of <u>Melbourne-based</u> consultancy SGS Economics and Planning* (BBC15, URL).	За словами міського планувальника Маркуса Спіллера, засновника <u>мельбурнської</u> консалтингової компанії SGS Economics and Planning, це може означати більш повільне зростання цін на нерухомість у великих містах, при цьому дорога модернізація інфраструктури в їх передмістях буде замінена більш дешевою в містах.
41.	*Near the Bosnia-Herzegovina border, a small-town hotel is focused on regenerating a <u>war-scarred</u> village and bringing a community together* (BBC16, URL).	Готель у невеликому містечку біля кордону з Боснією та Герцеговиною спрямований на відновлення <u>постраждалого від війни</u> села та об'єднання громади.

42.	*However, the 58-room, newly built property aims to not only offer guests an improved place to sleep – with its modern Scandi design and <u>eco-conscious</u> room amenities – but to also improve the surrounding community, which has remained scarred from the Balkans war of the '90s and breakup of the former Yugoslavian state* (BBC16, URL).	Однак нещодавно побудований готель на 58 номерів має на меті не лише запропонувати гостям покращене місце для сну - завдяки сучасному дизайну в стилі Сканді та <u>екологічним</u> зручностям у номерах – але й покращити навколишнє середовище, яке постраждало від війни на Балканах у 90-х роках та розпаду колишньої Югославської держави.
43.	*On the shore of the Red Sea, the <u>forward-thinking</u> town of El Gouna was founded with a mission: to do its part to protect the environment* (BBC17, URL).	На березі Червоного моря було засноване <u>прогресивне</u> місто Ель-Гуна з місією: зробити свій внесок у захист навколишнього середовища.
44.	*To be honest, when I'd imagined my trip to Egypt's Red Sea region, I'd pictured swimming in warm, <u>crystal-clear</u> waters and discovering vibrant coral reefs surrounded by <u>brightly coloured</u> fish* (BBC17, URL).	Чесно кажучи, коли я уявляв свою подорож до єгипетського регіону Червоного моря, я уявляв купання в теплій, <u>прозорій</u> воді і відкриття яскравих коралових рифів, оточених <u>кольоровими</u> рибами.
45.	*"Creating a contained, <u>self-sustaining</u> ecosystem was always a target for El Gouna,"* said Omar El Hamamsy, CEO of Orascom Development (the	«Створення замкнутої, <u>самопідтримуваної</u> екосистеми завжди було метою Ель-Гуни», — сказав Омар Ель-Хамамсі, генеральний директор Orascom Development (швейцарська компанія, яка побуду-

	Swiss-based company that built and manages El Gouna) (BBC17, URL).	вала та керує Ель-Гуною).
46.	*Two desalination plants (some of the first on the Red Sea and the very first to utilise <u>energy-efficient</u> <u>low-temperature</u> desalination) meet 95% of El Gouna's drinking water needs (BBC17, URL).*	Два опріснювальні заводи (одні з перших на Червоному морі та перші, що використовують <u>енергоефективне</u> <u>низькотемпературне</u> опріснення) забезпечують 95% потреб Ель-Гуни в питній воді.
47.	*This is a <u>long-term</u> project, conceived in 2014 in partnership with the Egyptian Ministry of State for Environmental Affairs (BBC17, URL).*	Це <u>не короткотривалий</u> проект, задуманий у 2014 році у партнерстві з Міністерством охорони навколишнього середовища Єгипту.
48.	*May's <u>Kafka-esque</u> balancing act (BBC18, URL).*	<u>Кафкіанський</u> акт балансування Мей.
49.	*Mr Bowe, who employs 30 local people, says the latest win has created "the <u>feel-good</u> factor and the craic over the last couple of days" (BBC19, URL).*	Містер Боу, у якого працюють 30 місцевих жителів, каже, що остання перемога створила "атмосферу благополуччя та ентузіазму за останні пару днів".
50.	*These furry <u>sharp-toothed</u> rodents build dams on waterways to create a pond, inside which they build a "lodge" where they can protect themselves from predators (BBC20, URL).*	Ці пухнасті <u>гострозубі</u> гризуни будують дамби на водних шляхах, щоб створити ставок, там вони будують "будиночок", де можуть захиститися від хижаків.

Can technology clean up the shrimp farming business?

''For generations the family of Debabrata Khuntia made a living by fishing in the Bay of Bengal and the rivers and canals of Purba Medinipur in West Bengal.

He remembers being able to catch 10 tonnes of fish a year, some of which he would keep and the rest he would sell in the market. But those days are gone. There are few fish and Debabrata now makes a living growing tomatoes and brinjal. He is in no doubt what is to blame. "Excessive shrimp farming."

Many farmers have shifted to shrimp farming because the money is better, he says. But that involves building shrimp ponds, feeding the shrimp and treating them with antibiotics. At the end of the growing cycle - when the shrimp are ready for market - the water is flushed into the river untreated which, Debabrata says, has caused pollution. "The water turns black and smells," he says. The poor quality of the water has even hit his vegetable crop. Shrimp farming has also been blamed for social and environmental problems elsewhere in the world. Despite those problems, India is unlikely to turn its back on the industry.

Shrimp or prawn?

Crustacean enthusiasts among you will have noticed that we have used the term shrimp throughout this piece. For many people the terms prawn and shrimp are used interchangeably.

Jenny Mallinson, who ran the aquarium at the University of Southampton for 43 years, makes these distinctions: As far as the UK food industry is concerned, shrimps are small and prawns are big. In the wild, British shrimps lie flat on the ground with the legs splayed out sideways and are grey with black spots. Live British prawns stand up on their legs, usually with a bent body and a single pointed rostrum (a beak-like point) between the eyes. Prawns are also transparent, sometimes with red markings and some can take up the colour of the red or green seaweed they are living in. It should also be noted that in the US, India and other parts of the world the plural shrimp is used, rather than shrimps.

Shrimp farming has helped drive up incomes in rural areas and has become a

valuable export business. India is the world's biggest exporter of frozen shrimp, a trade worth almost $5bn (£4bn) a year. But some think it could be done in a way that is less damaging to the environment. "Around one million rural farmers and coastal communities depend on shrimp and fish aquaculture, but traditional farming practices prevent them from achieving production efficiency and fail to predict diseases," says Rajamanohar Somasundaram, the chief executive and co-founder of Aquaconnect. Mr Somasundaram is betting that better quality data will raise productivity across the whole aquaculture industry. His firm Aquaconnect, founded in 2017, collects data and offers it to all parts of the industry. For farmers, it has developed an artificial intelligence, which takes account of the farmer's resources and can advise on the best amounts of feed to use, or how to improve water quality. The firm offers information for retailers and seafood buyers, including demand prediction and harvest prediction. Aquaconnect also gathers data on farms that is useful for banks and insurance firms, who work with farmers. "The dominance of unscientific farming practices, lack of access to quality farm inputs, and identifying the right buyer to sell harvested products are always a great challenge," says Mr Somasundaram.

Other entrepreneurs want technology to take even closer control of aquaculture production. At the moment, the vast majority of Indian fish and shrimp farming is done in ponds or sea cages, but there is another way. Recirculating Aquaculture Systems (RAS) involve circulating water through tanks. The water is continuously filtered and monitored, so very little is wasted.

Conditions can be closely controlled, with much less risk of pollution to the local environment. With no need for a natural water source, the tanks can be located anywhere, perhaps close to big cities - a potential market for fresh produce.

Shaji Baby John is the chairman and managing director of Kings Infra Ventures, one of the pioneer companies in India's aquaculture industry. His firm has developed an RAS for shrimp farming and has built two pilot plants in partnership with a Japanese firm. One is outdoor, one is indoor. Because the water conditions can be tightly controlled, and the shrimp closely monitored, Mr John says his RAS can produce five shrimp cycles a year. A typical pond-based shrimp farm might only manage

two. That boost in productivity means that a 1,000 sq m facility could produce up to 45 tonnes of shrimp a year. "As it's a controlled environment the production quality is better, losses are limited," says Mr John.

But all that technology is expensive and many doubt whether RAS for shrimp will take off in India.

"There is very limited potential for RAS to become the mainstream production technology for shrimp in India," says Victor Suresh, president of the Society of Aquaculture Professionals. "RAS has very high capital and operating costs," he points out. He says RAS might be able to compete near big cities where there might be demand for high-priced fresh and live shrimp. But at the moment that's not a big market for India's shrimp farmers. "For a country like India where several hundred thousand tonnes of shrimp are raised by mostly small farmers to be processed and sold into export markets, earthen ponds provide the most economically viable option," he says. Mr John concedes that the initial investment costs of RAS farming are high, but says the quality of fish from his RAS systems is better and the cost per shrimp is lower than in traditional ponds. Also, by using solar panels for electricity, he says the new facilities should have a low carbon footprint. "We have gone for aquaculture focusing fully on sustainable and eco-friendly practices with zero antibiotics and zero wastage," he says.'' (By Priti Gupta in Mumbai & Ben Morris in London, BBC News) (BBC1, URL)

РЕЗЮМЕ

У Вступі обґрунтовується вибір теми дослідження, її актуальність, зазначається мета та основні завдання, наукова новизна дослідження, визначається матеріал і методи дослідження та вказується структура статті. У Розділі 1 висвітлюються теоретичні положення, важливі для виконання поставлених завдань і досягнення мети, досліджуються лінгвістичні особливості текстів масс медійного дискурсу, проблеми, що виникають при перекладі, їх класифікація.

У Розділі 2 увага зосереджена на способах передачі лексичних, граматичних і стилістичних особливостей англомовних текстів масс медійного дискурсу під час їх перекладу з англійської мови на українську. Проведений аналіз розкриває широкі перспективи подальших досліджень, зокрема вивчення мовно-стилістичних параметрів текстів масс медійного дискурсу на основі різноманітних текстів та різними мовами.

Ключові слова: переклад, перекладацькі трансформації, масс медійний дискурс.