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КУРСОВА РОБОТА

З ПЕРЕКЛАДУ

ОСОБЛИВОСТІ ПЕРЕКЛАДУ АНГЛІЙСЬКИХ НЕОЛОГІЗМІВ- АБРЕВІАТУР У МЕДІЙНОМУ ПРОСТОРИ

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

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

Тема роботи «Особливості перекладу англійських неологізмів-аббревіатур у медійному просторі»

Науковий керівник Козяревич-Зозуля Ліана Василівна

Дата видачі завдання _____ вересня 2022 року

Графік виконання курсової роботи з перекладу

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

Науковий керівник _____ (підпис)

Студент _____  _____ (підпис)

**РЕЦЕНЗІЯ НА КУРСОВУ РОБОТУ
З ПЕРЕКЛАДУ З АНГЛІЙСЬКОЇ МОВИ**

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

Момоток Катерина Вадимівна

(ПІБ студента)

за темою «Особливості перекладу англійських неологізмів-аббревіатур у медійному просторі»

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

Усього набрано балів: _____

Оцінка:

«До захисту»

_____ (42-70 балів)

_____ (підпис керівника)

«На доопрацювання»

_____ (0-41 балів)

_____ (підпис керівника)

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INTRODUCTION

Language is always regarded as a complex system that exists and is defined through the interaction of language in a person – a person in language, language in society and culture. The tendency to consider language from the position of anthropocentric paradigm is the leading trend in modern linguistics, where language does not exist per se but is the most important component of culture, is manifested in it, and influences it, just as culture and the active influence of human beings have an influence on the peculiarities of language development and functioning.

Our study addresses the problems of functioning and translating neologisms-abbreviations in contemporary English, which implies a comprehensive and in-depth analysis of neologisms-abbreviations in media space.

Significant contributions to the development of neology and abbreviation have been made by such foreign linguists as J. Algeo [22], D. Kerremans [30], D. Mauer [32], K. Panajotu [34]. Among domestic linguists, special attention to the study of neologisms has been paid by such scholars as I. Andrusiak [1], M. Beloziorov [3], O. Biriukova [4], D. Vasylenko [5], O. Dziubina [9; 10], etc.

The issues of translation of neologisms-abbreviations remain insufficiently discussed. While studying this issue, we have found works that describe the general experience of translating neologisms or abbreviations belonging to a particular thematic group or occurring in a particular discourse (A.Kukarina [15], D. Karnedi [29], F. Sayadi [35]). However, there is a small number of works devoted to the translation of neologisms-abbreviations (M. Beloziorov [3]).

Thus, the **relevance** of the study lies in researching neologisms-abbreviations in the media space, their structural and semantic features, as well as in determining the ways to adequately render neologisms-abbreviations in the target language.

The **aim** of the study is to identify the specific features and difficulties in translating neologisms-abbreviations functioning in contemporary English-language media space into Ukrainian.

To achieve the **aim**, the following tasks have been set:

- to consider neologisms-abbreviations as an object of translation;
- to analyze classifications of neologisms-abbreviations in media discourse;
- to study the issue of contemporary media discourse in linguistics;
- to research structural and semantic features of neologisms-abbreviations in media discourse;
- to determine the main ways of translating neologisms-abbreviations in media discourse;
- to analyze translation transformations in rendering neologisms-abbreviations.

The **object** of research in this paper is neologisms-abbreviations functioning in the contemporary English-language media discourse.

The **subject** of the study is the main methods of translating neologisms-abbreviations from English into Ukrainian.

The **scientific novelty** of the research lies in a comprehensive study of structural and semantic features of neologisms-abbreviations, their functioning in English media space, and the main ways of translating them into Ukrainian.

The main **research methods** include the analysis of dictionary definitions of neologisms, contextual analysis for studying the functioning of neologisms in the media space, translation-transformational analysis, and the elements of the quantitative method.

The source of the **research material** was news articles from online editions of modern English-language newspapers. Dictionaries of neologisms provided the lexicographic source. In the course of the study, 50 English-language contexts that include neologisms-abbreviations and their translation into Ukrainian were analyzed.

The **theoretical significance** of the work lies in the in-depth study of the problem of translating neologisms-abbreviations in the media space, the description and analysis of structural and semantic features of such language innovations, and possible difficulties in their reproduction. In addition, this research may be of value to researchers in the field of lexicology, neology, lexicography as well as stylistics of language.

The **practical value** of the study lies in the possible use of the research findings in theoretical courses on English lexicology and stylistics, as well as in a practical translation course, in particular in the translation of neologisms and abbreviations in media texts. In addition, the work can serve as supporting material for creating an English-Ukrainian dictionary of neologisms-abbreviations.

The paper consists of the introduction, two chapters, conclusions, a list of references, dictionaries, and sources.

CHAPTER 1

THEORETICAL FRAMEWORK FOR THE STUDY OF NEOLOGISMS-ABBREVIATIONS IN TRANSLATION STUDIES

1.1. Neologisms-abbreviations as an object of translation

In developed languages, including English, thousands of new words are created every year. These new words are the major issue for the translator. Every day, new words, concepts, slang, emotional expressions, scientific phrases, and dialects are developed or integrated into the English language. As a result, translators must determine the meaning of neologisms based mostly on the context (a sentence, paragraph, chapter, or even the entire work) in which they are used. Neologisms are frequently created using pre-existing words and morphemes from the language. The study of these words and morphemes is another useful tool for determining the neologism meaning.

The problem of defining the term “neologism” is controversial and insufficiently grounded. If the period of creation and disappearance of a word is fixed more or less objectively, the duration of regarding the word in the “status of neologism” is subjective. Modern neological research is reduced to clarifying the typology of new words in language and speech. However, the systematization of neological material requires, first of all, specification, clarification of the very concept of “neologism”, which in most cases is identified with a new word, innovation and new creation.

First of all, neologism is a commonly used and widespread term. The word “neologism” first appeared in 1735 in French (“néologisme”), and it was borrowed into English in the meaning of “practice of innovation in language, the use of new words or old words in new senses” [39]. Since then, the term “neologism” has been used in linguistic literature to refer to new words in different languages. Neologisms differ from traditional canonical words by special connections with society, structural deviations that are fixed by the collective consciousness [10: 15].

The concept of a neologism, according to the internal form and etymology, also

covers a new meaning (lexical-semantic variant of a word, semolexeme), which is also a lexical new word; or semantic neologism. The involvement of new indecomposable stable combinations of words (idioms) in the composition of neologisms is also natural, since, firstly, in the idiom the words are modified in their meanings to zero, and, secondly, the two-, three-component unit acts as a word [7: 80]. Scholars interpret neologisms as new vocabulary units that are used intensively in actually spoken or written texts for a long time. These units are not formed every time to meet the communicative need, but are reproduced, “extracted” in the already established form from the language memory [21: 50].

K.F. Zabolotny holds the opinion that a neologism is a new word (a stable combination of words) that meets the requirements of communication, novel in meaning and in form (either in form or in meaning), formed according to the word-formation rules of the language or borrowed from other languages, which is perceived by speakers of the language as new for a certain period of time [11: 4]. I.Hrytsai uses the term “neologism” in a broad sense and defines it as a new word for a certain epoch in the development of language [8]. D. Vasylenko specifies that “neologism” is a lexical unit that has novelty, but is created on the basis of existing word-formation models in the language, which arose and became a fact of the language by virtue of social need on the initiative of its generation, which can fall out of use due to changed social conditions [5: 42].

Neologisms are words that exist in the language later than some period taken as a starting point. The concept of a neologism is changeable in time and space: a word remains a neologism as long as it retains its novelty. Having become commonly used, a neologism preserves a temporary connotation of novelty, which continues to be perceived for a relatively long period of time [9: 91]. The more often the word is used, the faster it loses the connotation of novelty. Thus, there are several main criteria for defining a neologism: 1. a word denoting a new reality; 2. a neologism as a stylistic category, the main criterion of which is the sense of semantic novelty; 3. a neologism as a formed synonym to an existing word that has a connotative meaning; 4. characterization of a neologism as a word not listed / listed in dictionaries; 5. a

neologism as a word existing at a certain point in time in a particular linguistic space.

Scholars encounter a variety of difficulties when using different types of abbreviations, from overlapping definitions to potential methods of translation. Recent studies have brought this issue to light, noting that abbreviations, acronyms, and initialisms are “gaining ground in every language because they facilitate communication since they are clear and time-saving” [34: 160].

The word “abbreviation” can be used to describe all instances in which the original word or phrase is compressed. As a result, the original (extended) form is “contracted”, “truncated”, or “shortened”. However, the majority of researchers do not clearly distinguish between one-word and multi-word shortenings; as a result, there are numerous contradictory definitions. Linguists also note the difficulty of creating distinct categories when categorizing terms, which is normal given the development of cognitive linguistics, whose proponents describe fuzzy borders.

According to O.S. Selivanova, the term “abbreviation” is understood as the process of creating abbreviations, which is considered in linguistics within the framework of word formation, studies the word-forming subsystem of the language, the way of forming words based on the system of morphemes and their linking [18: 3]. The prevalence of abbreviations is so great that it can be noted that abbreviated units make up about 18% of the vocabulary of any modern European language and rank second in popularity in the classification of word-formation methods [14: 148].

The rules for word creation that determine neologism must be kept in mind by the translator including: 1) creating new words by attaching affixes (e.g., googling); 2) adding new senses to existing words (e.g., footprint “an impact on the planet”); 3) coining neologisms out of borrowed or loan words (e.g., chuddies – from Hindi “underpants”, etc.). 4) creating neologisms by means of abbreviations and acronyms [35].

There are a variety of methods used in translation practice to translate neologisms from when an equivalent translation is not possible. F. Sayadi suggests the following model for the appropriate techniques to translate neologisms: 1) appropriate analogue; 2) transcription and transliteration; 3) loan and calque translation; 4)

explanatory and descriptive translation; 5) borrowing with assimilation translation [35]

Transliteration and transcription, calque or loan translation, explanatory and descriptive translation, and direct inclusion are some of the transformations used in neologism translation. Transliteration is a technique that involves translating an English word using Ukrainian letters in place of the original ones. Substituting the constituent elements, morphemes, or words (in the case of collocations) of the unit in the original with their lexical equivalents in the target language, neologisms can be translated via loan translation or calque.

When applying the procedures outlined above, descriptive translation is utilized to explain the meaning of the neologism. This happens most frequently when the thing, phenomenon, or idea that the neologism nominates is unavailable in the culture from which it is borrowed. Utilizing the English word in its original spelling in the Ukrainian text is known as direct inclusion. Such a strategy is the one that requires the least amount of work and opposition. In this case: one part of the compound word is an English translation in the original spelling, and the other is the Ukrainian equivalent.

Ways and rules of abbreviation translation depend on whether the abbreviation is common or created by the author. In the first case, it is easy to translate the abbreviation, as it is known to the translator who interprets texts. There are several ways to translate abbreviations into Ukrainian, every professional translator should know and use them. The researcher V.I. Karaban distinguishes four ways of translating abbreviations and acronyms of professional language: transcoding (transcribing or transliteration) of the abbreviation, translation by the corresponding full form of the word or phrase, transfer of the English abbreviation by the corresponding Ukrainian abbreviation or translation by the corresponding abbreviation, transcoding of the full (original) form of the corresponding abbreviation [13: 448].

A. Kukarina distinguishes seven methods of translation: 1) translation of the full form and creation of an abbreviation on its basis; 2) translation of the full form; 3) transliteration; 4) full borrowing by Latin letters; 5) transcription; 6) sound-letter transcription; 7) translation and transcription [15]. The ways of translating abbreviations that have an author's origin are quite difficult to formulate. The specifics

of using such abbreviated phrases depends on the subject matter, style, pragmatics of each particular text. It is important that the author themselves explain in detail the scientific concepts and categories that they abbreviate. Another difficulty when searching for translation methods for author's abbreviations is related to the fact that such linguistic units may coincide with other abbreviations, occur in the texts of other authors and have different meanings. Therefore, it is important to indicate separately what a particular abbreviation means.

1.2. Classification of neologisms-abbreviations in media discourse

Some classifications of neologisms are traditional. They include the distribution of neologisms by the way of their formation, by stylistic coloring). Others are based on features peculiar only to these linguistic units [22: 88]. Typically, there are four types of classification of neologisms [8]: I. By the type of language unit. 1. neolexemes – new words that are the result of borrowing; 2. neophrases – new, stable combinations of words with idiomatic semantics; 3. neosemes – new meanings of old words.

II. By the degree of novelty of the language unit. 1. absolute neologisms (strong) – words that were previously absent in the language; 2. relative neologisms (weak) – not fundamentally new words, i.e., lexical units that once existed, but at the present stage are already in a different sense. This also includes the so-called “internal borrowings”, which are redistribution in types and genres of speech.

III. By the type of signified realia: 1. new realia; 2. old realia; 3. actualized realia; 4. obsolete realia; 5. non-existent (hypothetical) realia.

IV. By the way of formation: 1. borrowed (divided into external and internal borrowings); 2. word-formation (formed by word-formation models); 3. semantic (new meanings of lexical units).

A specific typology of neologisms is found in the work of D. Kerremans. The author distinguishes in the category of neologisms: 1) rethinking or semantic innovation – a word can have a new meaning. The formation of neologisms by rethinking words for the name of some already known concept occurs, probably, in

connection with the need to shade one of the qualities of a concept that were not previously reflected in the verbal name, or to indicate stylistic and various emotional and evaluative shades of a concept or object [30].

Abbreviation (which is the result of abbreviation – the act of word formation) is understood as the formation of a new word by reducing its components to the level of letters, syllables. This is a secondary nomination or endowing an object with another name, which may depend, in particular, on expressive processes (unverbalization, euphemization, taboo, ellipsis, mnemonism of concepts). Related terms include such functional units as contractions, truncations, acronyms, telescopes, mixed abbreviations, backronyms, recursive abbreviations.

We take as a basis the division of lexical abbreviations into truncated words (compound abbreviations): apocope, syncope, apheresis (clipped or stump words) and acronyms – initialisms (initial words or acronyms) [19]. There are abbreviations of mixed type, which are formed from the initial part or parts of words and the full word. Complex abbreviations - numeric abbreviations consisting of letters and numbers, which include graphic abbreviations of lexical units: dots, dashes, slashes and combined abbreviations - are formed in two ways [18: 5].

A. Kukarina distinguishes 2 main types of compound nominations: abbreviations, compound names of different types. The researcher distinguishes truncations and words created by telescopic method from abbreviations, as she distinguishes the source material of transformed units [15]. An abbreviation requires a phrase, and a truncation is formed from a single word. Words created by the telescopic method do not constitute syntagmatic indivisibility. Telescoping is a type of compression word formation by combining two words that are in a serial relationship of the initial part of the first word and the final part of the second word. We also consider O.O. Selivanova's idea relevant, noting that, on the one hand, telescopisms are based on the reduction of words to the level of syllables or syllables and sounds; on the other hand, unlike abbreviations, telescopic word formation is based not on compounds, but on the composition of words connected by a serial connection [18: 721].

In English, abbreviations are divided into initial abbreviations (read as letters of the alphabet) and acronyms (read as separate words), but there are other positions on their division, because scholars sometimes understand these two terms as initials without a specific division into types [24]. There are different classifications of abbreviations by different parameters, but at this stage of the study we consider relevant to analyze the classification of abbreviations, which includes initial abbreviations. Some scholars consider them as alphabetisms, letter types, separating them from acronyms, and other linguists combine these concepts under the initial types. Truncations can be attributed to the constituent type of abbreviation, or constitute a separate group of abbreviated units [4].

Taking as a basis the related concepts to the abbreviation suggested by different researchers, we have considered the main terms and selected the relevant ones for our further research: a) graphic abbreviations; b) lexical abbreviations formed by syntactic abbreviation (letter); c) morphological abbreviations, i.e., truncation of the abbreviation type.

1.3. Contemporary media discourse in linguistics

Nowadays, all linguistic phenomena are considered in their connection with the linguistic personality, with the situation of communication, therefore, in the late XIX - early XX centuries, scholars introduced the term “discourse”, which originally meant not just a text, but a language, that is, a text in a real situation of communication. The word “discourse” has gradually come to mean many different concepts, each of which somewhat reflects the essence of the phenomena. For instance, T. van Dijk presents the concept of discourse as a dialogue: Discourse is defined as a “finished or lasting product”, a written or linguistic result of a communication action, which is then interpreted by the recipients. In a restricted sense, discourse is a text or a talk, i.e., the verbal element of a communicative action [26: 80-81].

T. van Dijk broadly defines discourse as a “complicated communicative event that occurs between the speaker and the listener in the process of communicative

activity in a given temporal, spatial, and other contexts”. This form of communication can include spoken words, written words, and both verbal and nonverbal elements. Examples of typical interactions include regular conversations with friends, doctor-patient conversations, and reading the newspaper [26: 197].

Discourse can be defined as language inscribed in a communicative situation. Discourse is language immersed in life. The concept of discursive traditionally means logical coherence, evidence. The meaning of the term discourse characterizes speech acts, speech, rather than language. The term discourse in linguistic literature refers not only to the act of speech, but also to a specific situation, extra-linguistic context and unspoken goals and intentions that accompany this act of speech [2: 52]. The main properties of discourse are coherence, hierarchy and continuity. Coherence in discourse is ensured by the presence of so-called discourse markers. According to S. Levinson, they “indicate only how the statement in which they are contained becomes a response, or continuation, of the previous discourse” [31: 197-198].

There is no single view on the typology of discourse, thus scholars suggest various options for discourse classification. Due to the development of modern electronic means of communication, V. Lukianets speaks about a new type of discourse based on electronic means of information transmission. This includes messaging in chat rooms, communication via SMS, various types of media, etc. This type of discourse is characterized by transience, informality, use of graphic methods of message transmission [16: 156]

Considering the issue of typology of discourse, I. S. Shevchenko and O. I. Morozova, among others, single out the following types: depending on the intention and communicative circumstances – argumentative (negotiations, exchange of opinions), conflict (scandal, quarrel, fight) and harmonious; taking into account the peculiarities of the addressee and addressee on socio-demographic grounds – children’s, adolescent, elderly, female and male, rural and urban residents; according to socio-professional activity – discourse of miners, drivers, sailors; according to socio-political criterion – discourse of Republicans, Social Democrats, conservatives, ultra-right, etc. [20: 234]. In his classification of discourse, H. H. Pocheptsov distinguishes:

TV and radio discourse, newspaper, theater, film discourse, literary discourse, discourse in the field of public relations, advertising discourse, political, religious (ideological) discourse [17].

Scholars also distinguish the following types of discourses: discourses of everyday communication (everyday conversations, friendly conversations, etc.); institutional discourses (legal, administrative, etc.); public discourse (discourse of public initiatives and speeches, diplomatic, PR discourse); political discourse (discourse of political ideologies, political institutions, political actions); media discourse; art discourse; business communication discourse (discourse of business negotiations, business communications); marketing discourse (discourse of advertising, sales, etc.); academic discourses (discourse of scientific communities, humanitarian disciplines); cultural and ideological discourses (discourses of cultural epochs, philosophical and religious trends) [12]. We believe that discourse should be classified according to several criteria, for example: oral or written, monologic, dialogic or polylogic discourse, serious or humorous, public, political discourse or discourse of everyday communication, etc.

Nowadays, media discourse is usually understood as any kind of discourse that is implemented in the field of mass media communication. The term “mass media discourse” describes the field of mass communication as an information-exchange process among all socially significant actors with the goal of influencing public opinion. As a form of broadcasting, mass communication is a socially conditioned phenomenon in which this function is realized through a range of methods and channels [23: 34].

The notion of mass media discourse has been consolidated in scientific research practice due to the works of N. Fairclough, who believes that media discourse is a message in conjunction with all other components of communication (sender, recipient of the message, channel, feedback, communication situation or context) [27]. Discrete units of media discourse, which divide information flows into separate parts, are media texts, therefore, it is impossible to study media discourse without analyzing the concept of “media text”.

As R. Scollon writes in his book “Mediated Discourse as Social Interaction”, First and foremost, media discourse refers to the speech found in periodicals like newspapers, magazines, and television. However, the discourse of online publications is progressively becoming more prominent given the state of media development today. According to the broadest definition of media discourse, it encompasses all forms of information transmission, including language itself as a medium of transmission (computer, telephone, microphone), as well as the products of these transmissions (letters, notes, memoirs, etc.) [36: 6]. Summarizing the above, we agree with the linguist’s opinion that discourse is a certain message, taking into account the sender and recipient, channel, feedback, situation and context.

Anne O’Keeffe notes that each type of discourse, including media discourse, has specific features that are expressed in the use of language at different levels [33]. Political, economic, scientific, and other sorts of discourse are all represented in media discourse because it comprises information from a variety of sectors. The subject of media discourse in this instance also involves techniques for narrating and disseminating information about them.

Media discourse becomes a largely mediating activity, in the course of which information can be created, transmitted, converted or fused. Knowledge within the media discourse becomes relative: “Truth or significance is determined by the linguo-social, socio-cultural and historical-civilizational contexts, which must also be taken into account when describing media discourse” [33]. The functions of media discourse include: 1) informative (transfer of information); 2) regulatory (influencing society); 3) educational (gaining new knowledge); 4) entertaining (obtaining aesthetic pleasure and emotional release); 5) phatic (establishing contact between the audience and the publication); 6) advertising (manipulation of the audience to purchase certain goods). Since the key concepts of media discourse are “information” and “knowledge”, the participants of communication gain access to different types of information, master and exchange it.

Depending on the content and purpose of use, the information can be divided into subject-logical, not related to the situation and participants of communication, and

pragmatic, the main function of which is to influence the recipient and convey his/her attitude to the speech topic. The main features of media discourse are: 1. group relevance (the addressee shares the views and values of his/her group); 2. publicity (openness, focus on the mass addressee); 3. dissent orientation (creation of a position of dissent – contradiction, disagreement – with the debate); 4. dramatization and mass orientation (targeted impact on several groups at the same time) [25].

Participants of the mass media discourse are journalists, TV and radio hosts, TV and radio commentators, all personnel who produce, broadcast and retransmit texts, as well as those who voluntarily or even involuntarily perceive the information that comes into their field of vision. For example, a passive passenger in a bus or subway who does not read, but unintentionally sees an advertisement or does not look at it at the moment, but knows about its existence is already exposed to mass media influence.

The peculiarity of the mass media discourse is social evaluation, openness of the author's position and "political and ideological modus of text formation", as its purpose is to influence and change the public consciousness by forming a positive or negative public opinion on certain factors of human social life. This feature of mass media discourse is also manifested in the specificity of the functional style serving it, the extralinguistic basis of which is "political and ideological activity". The specificity of media discourse is seen in the combination of two aspects: stylistic, on the one hand, and genre, on the other [28]. In other words, media discourse can be compared to a journalistic style of speech, and when analyzing media discourse, it is necessary to take into account the genre specificity of the texts that comprise it.

1. Conclusions

Discourse should be understood as a text in inseparable connection with the situational context: in conjunction with social, cultural, historical, ideological, psychological and other factors, which determines the special ordering of linguistic units of different levels when embodied in the text.

A neologism is a new lexical unit in the unity of its form and meaning (new

lexeme) or a completely new (added to the existing ones) meaning of a certain established lexical unit (new meaning), which are not initially attributed to any dictionary; over a certain period of time in society, they have arisen and spread primarily for the needs of communication; entered the common vocabulary (usualization); accepted as a linguistic norm (acceptance); most speakers perceive them as new.

Thus, the classification of neologisms can be based on different features. According to the sign of the language unit neologisms are divided into: neolexemes, neophrases and neosemes. According to the degree of novelty, neologisms are divided into absolute and relative, according to the type of designated realia, they denote: new and old realia. According to the way of formation neologisms are divided into: borrowed, word-forming and semantic. The type of neologisms influences the selection of translation methods which may include appropriate analogue, transcription and transliteration, loan and calque translation, explanatory and descriptive translation, and borrowing with assimilation translation

The formation of new abbreviations is a rational and objective process in the evolution of modern languages that aims to reduce the length of lexical units and thus make them more comprehensible. Given that they are increasingly used, translating these abbreviations is a challenging task for translators. The following techniques are used to translate English abbreviations into Ukrainian: descriptive translation; full form; equivalent Ukrainian abbreviation; transliteration (replacing the foreign abbreviation's letter composition with Ukrainian letters); borrowing (while maintaining the Latin spelling); and phonetic substitution (replacing the foreign abbreviation's letter form with Ukrainian letters).

CHAPTER 2

METHODS OF TRANSLATING NEOLOGISMS-ABBREVIATIONS IN MEDIA SPACE

2.1. Structural and semantic features of neologisms-abbreviations in media discourse

Neologisms-abbreviations are an important part of media texts and have become increasingly popular due to the rise of Internet technology, e-commerce, and social media. Semantically, they belong to various spheres of human activity.

Socio-political vocabulary is the most popular in the media space, due to its ability to reflect all areas of political and social life, for example: *“Eurozone leaders were fighting to keep near-bankrupt Greece in the economic bloc on Sunday, after the European Union canceled a planned summit of all 28 EU leaders that would have been needed in case of a **“Grexit”** (NBC: URL).*

Within this group of vocabulary, media discourse uses not only political vocabulary, but also vocabulary from other spheres of human activity (economics, law, medicine). The neologism-abbreviation “stagflation” is used in media space to denote a newly-coined economic term: *“With the clock now ticking on Brexit talks, analysts expected the U.K. would face an economic slowdown, **stagflation** and corporate defections” (NBC: URL).*

A computer neologism-abbreviation is a linguistic term that refers to any new word or phrase that has appeared in the lexicon of a language at a certain stage of its development, to denote a new concept in the field of information and communication technologies and whose novelty is realized by speakers. This type of neologisms is often used in media discourse, for instance: *“BroadVision, Inc. (Nasdaq:BVSN), the leader in cloud-based social business solutions, today announced the introduction of a free monthly **webinar** series designed to help businesses learn about the benefits and best practices of social business” (NBC: URL).*

Internet neologisms occupy an important place among new language formations.

Virtual communication generates a unique lexical layer that synthesizes professionalisms, colloquialisms, or slang, for instance: *“NBC News’ digital video team is looking to speak with folks who are willing to **vlog** their experiences in quarantine and self-quarantine”* (NBC: URL).

The largest number of newly formed terms has been identified in the field of social networking, for example: *“Researchers have found that **emoticons**, though they obviously resemble little faces, aren’t actually processed in our brain the same way”* (NBC: URL). *“Users have to learn how to **DM** (direct message), use hashtags and, **IMHO**, learn occasionally cryptic acronyms”* (NBC: URL).

This confirms the thesis about the rapid development of society in this area of public life.

A lot of units appear at the intersection of Internet technologies and economic sphere, for example: *“Amazon has routinely had problems policing what is sold on its massive **e-commerce** platform, on which independent companies are able to reach customers while giving Amazon a cut of the sales”* (NBC: URL).

As recent global events caused by various natural disasters and the pandemic show, this semantic area will continue to develop rapidly. This is also due to the latest inventions that improve the efficiency of various means of communication.

The sphere of tourism also produces new forms of travelling which is reflected in the enrichment of vocabulary by neologisms-abbreviation, for example: *“You’ve heard of glamping, but what about **champing**? The latest travel trend involves spending the night in ancient churches for one of the most unique and picturesque experiences you could have on the road”* (NBC: URL).

*“I have definitely embarked on the new **bleisure** trend. I did a few fun things for myself on my last work trip, and tote my laptop to long weekends and midweek escapes all over the country”* (NBC: URL).

During the coronavirus pandemic, the lexical composition of the English language is being enriched by lexical items related to Covid-19, for example: *“Immigration advocates have called on the administration to help not only Ukrainians but also Central American and Haitian migrants who have been repeatedly turned back*

*at the border under Title 42, a policy put in place by the Trump administration to stop the spread of **Covid***” (NBC: URL).

The widespread abbreviation COVID is a word-forming basis for a number of neologisms including ACTT (Adaptive COVID-19 Treatment Trial); COPD (Corona Data Donation App); CGR (Coronavirus Global Response); ECDC (European Centre for Disease Prevention and Control); CFR (case-fatality rate), etc., for example:

*“The finding is consistent with a study from last month which also found the **CFR** — or the number of deaths divided by the number of diagnosed cases — to be 1.4 percent, based on statistics across China”* (NBC: URL).

The reduced unit can be used as an equivalent substitute for the prototypical lexeme, participate in the creation of compound words, and may eventually become a word-forming affix.

Hostilities in Ukraine has given rise to neologisms-abbreviations denoting weaponry, for example: *“The Biden official’s apparent confidence in Ukraine’s abilities comes as the administration debates whether to grant the continued requests of Ukrainian President Volodymyr Zelenskyy’s government for more powerful weaponry, like **ATACMS** missile systems and tanks, and as Ukraine says Russia is preparing to send 200,000 fresh troops to attack Kyiv”* (NBC: URL).

In our study, we shall also consider the structural types of neologisms-abbreviations used in media space. A group of lexical innovations formed by using compression techniques for certain information actualizes abbreviation models. The concept of abbreviation is used to refer to both the unit itself and the process of its formation by reducing the sound or graphic length of a correlate, which can be: 1) a set of morphemes, 2) a word, 3) a phrase, 4) a group of words. Abbreviations of various types, formed according to the models of abbreviation, initial contraction, acronymization, truncation, elliptical contraction, creolization, are used to nominate different phenomena in modern media texts.

The **abbreviation** is defined as the process of creating units of secondary nomination with the status of a word, which consists in shortening any linear parts of the source of motivation and contributes to the emergence of a lexeme that, in its form,

reflects a certain part or parts of the components of the original form. Among the commonly used abbreviations, we distinguish a group of internationalisms that are perceived out of context, for example: “Aviva **PLC**, Britain’s largest insurance company, withdrew its 17 billion pound (\$30 billion) takeover offer for Prudential PLC Friday, just days after it announced the approach” (NBC: URL) (PLC – Public limited company).

Terminological abbreviations are variants of multicomponent nominations, the semantic dimension of which is characterized by complete similarity with the corresponding full correlates. Such innovations are used by specialists in a certain field of life, which for a wide range of people circle of people are incomprehensible without decoding, for example: “The United States condemns the attack in Erbil today in which a **VBIED** detonated outside the U.S. Consulate and took a number of innocent lives”, State Department acting spokesperson Marie Harf said in a statement” (NBC: URL). (VBIED – vehicle-borne improvised explosive device).

Initial contractions are lexical items formed from the initial letters of words pronounced alphabetically. Initialisms fully correspond to the lexical content of the full word, denoting various phenomena. The fact of homonymy of forms of initial contractions, which are characterized by of the primary structure, in some way makes it difficult to understand such units in media discourse, for example: “A week ago, I didn’t know what **CSA** meant. Now, I know it means community-supported agriculture and that local farmers will drop off their produce for you on a weekly basis” (NBC: URL).

The use of initial contractions in a number of derivative innovations is a vivid example of the derivational potential of the graphic level of the language system used in the processes of formation of lexical units that name social phenomena, institutions, processes, people by profession, types of activities, and states. A characteristic feature of modern English-language media discourse is the presence of the same initials in terms of expression abbreviations used to refer to different realities.

Acronymization is defined as a method of word formation that involves the formation of lexical units from the initial letters of other words, the phonetic structure

of which corresponds to monomorphemic words that are pronounced both alphabetically and orthographically as ordinary words.

Acronyms that have a perfect match with commonly used lexical items are created for syntactic convenience. This group of innovations is highly productive, as evidenced by numerous units that denote the realities of financial life (FIRSTS (Floating Interest Rate Short Term Securities), COLA (cost of living adjustment); educational activities (EARTH (Education And Research Towards Health)); environmental activities (IMPROVE (Interagency Monitoring of Protected Visual Environments)); establishments (CLEVER (Clinical Laboratory for Evaluation and Validation of Epidemiologic Research), CLASS (Computer-based Laboratory for Automated School Systems), etc., for example: *“Thanks to an unusual quirk, Social Security beneficiaries can expect to realize the full **COLA** increase”* (NBC: URL).

Truncation is associated with the class of lexical contractions, which is usually interpreted as the loss of a fragment of form by a lexical unit, represented by a sound, or a morpheme. In the material under study, lexical innovations formed by the truncation mechanism are represented by apocope, syncope, apheresis and mixed-type truncations. In our study, we have fixed the instances of apocope and apheresis.

Apocope, as a highly productive group of contractions, occurs due to the truncation of the final part of a lexical unit. Among the analyzed apocope, we have found units denoting the product (vid – video, merch – merchandise), objects (snap – snapshot), social phenomena (relo – relocation), activity (virch – virtual reality), process, phenomenon (met – metastasis), attribute (fab – fabulous), for instance: *“There's no wrong way to host a party, but there are plenty of ways to bring your gathering from drab to **fab!**”* (NBC: URL).

The reduction of a syllable or syllables in a newly formed lexeme can also be traced to the truncation of fragments of several words due to the destruction of the morphemic structure of the original units, as for example, cli-fi (climate fiction) – “a genre of science-fiction concerned with the effects of climate change” [38], hi-fi (high fidelity) – “a set of high-quality sound-reproducing equipment” [38]. Such words are associated with the form of their full correlates and the process of reduction is clear, so

the meaning of the word is preserved, e.g.: *“If you can do that, you've achieved your goal. So when I think of **Cli-Fi**, what they call climate fiction now, this new genre, **Cli-Fi**”* (NBC: URL).

With apheresis, the initial part of a word is truncated in the form of a sound, morpheme, or fracto-lexeme. The selected neologisms-abbreviations with apheresis in media space mainly nominate objects (string – G-string), for example: *“An American Web site offering **G-string** underwear and T-shirts for dogs emblazoned with picture of Buddha dropped them from its sales list on Wednesday after protests by predominantly Buddhist Thailand”* (NBC: URL).

Creolization is defined as a complex combination of means of different semiotic systems, which results in a hybrid graphic-orthographic form of a lexeme in the process of word formation, the formation of which involves a combination of verbal and non-verbal elements. The unit of nomination is a digital or alphabetic form of an image, the removal of which makes it impossible to transmit information about an object of reality, or distorts it, or is interpreted differently by communicators. The emergence and active functioning of such lexical innovations with the number “2” are associated with the emergence of the Internet language, such as, B2B (business-to-business), B2C (business-to-consumer), B2B2C (business-to-business-to-consumer), C2C (consumer-to-consumer), etc., for example: *“I know for a fact that **B2B** blogs can be very interesting -- brilliant, powerful, gripping, compelling, explosive and even viral”* (NBC: URL).

As one of the most effective means and word-formation processes of English vocabulary enrichment, **telescoping** consists in merging fragments of lexical units or one lexical unit with a fragment of another. Telescopisms are used to name: people by their occupation, behavior and lifestyle (civilitary (civil + military), flee-ancee (flee + fiancée), freegan (free + vegan); devices (nanobot (nano + robot); socio-political phenomena (terrorocracy (terror + democracy), womenomics (women + economics), etc., for example: *“Every **mancation** should include a couple rounds of golf, so as to ensure you see the light of day for at least four hours”* (NBC: URL).

The results of the analysis of 50 abbreviations according to their structure may

be represented in Figure 2.1.

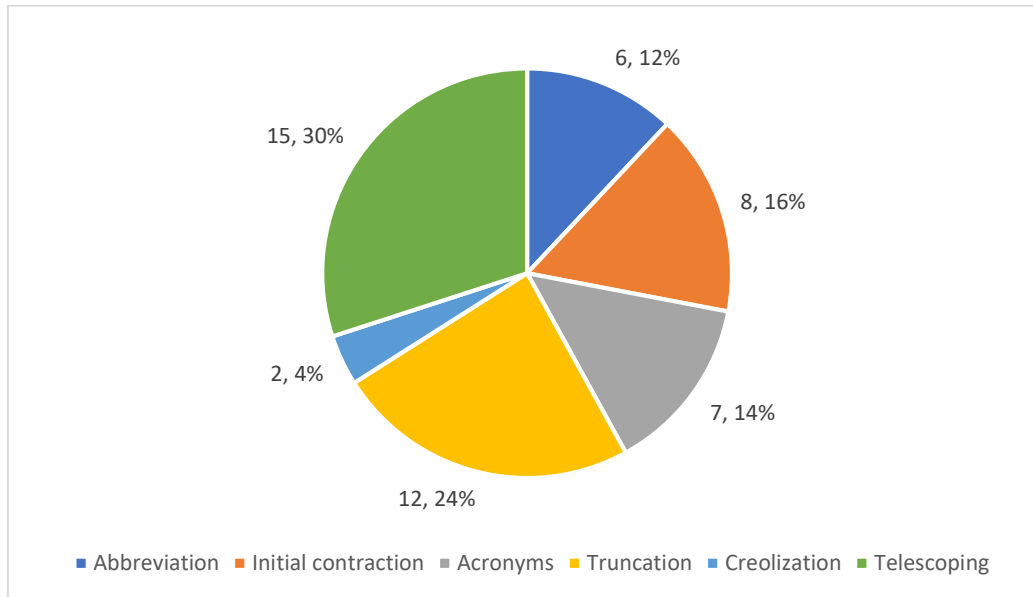


Fig. 2.1. Structure neologisms-abbreviations in media discourse

The data prove that telescoping is the most frequent way of forming neologisms-abbreviations in media discourse (15 cases, 30%) followed by truncation (12 cases, 24%), initial contractions (8 cases, 16%), acronymization (7 cases, 14%) and abbreviation (6 cases, 12%). Creolization (2 cases, 4%) is the least frequent method of forming neologisms-abbreviations in media discourse. A characteristic feature of all types of contractions is their large information capacity and simplicity of form, which function in contemporary English-language media discourse as full-fledged units for designating people by their characteristic features, group affiliation, attributes, social phenomena, activities, products, objects, and states.

2.2. The main ways of translating neologisms-abbreviations in media discourse

Neologisms-abbreviations are an integral part of modern media discourse. They are used to shorten lengthy phrases and words, making them easier to understand and remember. In today's media space, neologisms-abbreviations are often used to convey complex ideas in a concise and efficient manner. However, it can be challenging to

adequately render the meaning of these terms. To bridge this gap, the selection of TL **equivalent** for neologism-abbreviations has become an important tool for translators, for example: *“But researchers don’t just see AI as a tool to predict and address our everyday needs”* (NBC: URL). – *“Але дослідники розглядають **ШІ** не лише як інструмент для прогнозування та задоволення наших повсякденних потреб”*.

Full translation is applied to some English neologisms-abbreviations having no corresponding neologisms-abbreviations in the Ukrainian language, for example: *“The authors of these bills and the dark money groups pushing for them do not want it to be possible to be a **trans** kid in this country,” said Gillian Branstetter, a longtime **trans** advocate and the press secretary for women’s advocacy group the National Women’s Law Center”* (NBC: URL). – *“Автори цих законопроектів і тіньові фінансові групи, які їх підтримують, не хочуть, щоб у цій країні існувала можливість бути **трансгендерною** дитиною”, - сказала Джилліан Бранстеттер, багаторічна захисниця прав **трансгендерів** і прес-секретарка жіночої правозахисної групи “Національний жіночий юридичний центр”*.

Transcoding (transliteration and transcription) is the method of translating which consists in using Ukrainian letters or sounds to represent the letters or sounds composing an English word, for instance: *“One thing **Netiquette** does know is that according to a recent study, employers are fed up with Facebook — at least in England”* (NBC: URL). – *“Одне що **Нетикет** знає точно: згідно з нещодавнім дослідженням, роботодавці втомилися від Facebook - принаймні в Англії”*.

This process is especially important in media discourse and is usually applied to neologisms-abbreviations when they are understood by a large readership, for example: *“Washington and other governments have provided Kyiv with more powerful weapons, including **HIMARS** artillery, that have inflicted serious damage on Russian forces”* (NBC: URL). – *“Вашингтон та інші уряди надали Києву більш потужну зброю, в тому числі артилерію «**Гімарс**», яка завдала серйозної шкоди російським військам”*.

Transliteration helps make media discourse more accessible and understandable for all readers, regardless of their native language or cultural background, for instance:

*“We interviewed three successful **vloggers** of Latino heritage, to find out why they started out, what keeps them going” (NBC: URL). – “Ми взяли інтерв'ю у трьох успішних **влогерів** латиноамериканського походження, щоб дізнатися, з чого вони починали і що їх надихає”.*

The most common translation method used for neologism-abbreviations is **loan translation**, or calque. Loan translation is the process of breaking down the word into its component parts and translating each part separately. This method can help translators to accurately translate neologism-abbreviations in media texts without losing any of their original meaning or context, for example: *“The plan would allow vulnerable Ukrainians, specifically activists, journalists and those who are part of the **LGBT community**, to safely enter the U.S. at least temporarily” (NBC: URL). – “План дозволить вразливим українцям, зокрема активістам, журналістам та представникам **ЛГБТ-спільноти**, безпечно в'їжджати до США, принаймні тимчасово”.*

Neologisms-abbreviations can be difficult to decipher for those who do not understand the language or the culture in which the neologism-abbreviation has been created. This is where descriptive translation of neologisms-abbreviations comes into play. **Descriptive translation** is a reproduction of the meaning of an English word using a common explanation. It is the process of translating neologisms-abbreviations into more descriptive terms that are easier to understand for TL readers, for example: *“Even now, you wouldn't dream of ignoring institutional rules just so you could write snail mail missives to all your **BFFs**” (NBC: URL). – “Навіть зараз вам не спаде на думку ігнорувати інституційні правила лише заради того, щоб писати листи усім своїм **найкращим друзям**”.*

This method allows media content to be accessible to a wider audience without sacrificing the original intent or meaning of the text. By using descriptive translation, translators can ensure that TL recipients has access to the same information regardless of their language background, for example: *“Food **frenemies** are those friends or relatives who encourage you (gently or not) to get off track, especially when you are feeling vulnerable” (NBC: URL). – “Харчові **закляті друзі** – це друзі або родичі,*

які заохочують вас (м'яко чи ні) зійти з правильного шляху, особливо коли ви почуваетесь вразливими”.

Descriptive equivalents belong to the non-calqued ways of translating neologisms and are fundamentally different from calquing in the sense that in descriptive means of translating neologisms, the translation invariant is the meaning of the foreign language unit itself, regardless of the nature of its relations with the external structure of the word, whereas in calquing the translation invariant is the form of the SL unit (though not sound or graphic, as in transcription or transliteration, but rather lexical or lexical-morphological), the content side remains as if “behind the brackets”, for example: “*Small businesses who pivoted to **e-commerce** saw record sales during Black Friday weekend*” (NBC: URL). – “*Малий бізнес, який переорієнтувався на електронну комерцію, продемонстрував рекордні продажі під час вихідних Чорної п'ятниці*”.

According to D. Karnedi, explication or descriptive translation is often the only possible way to translate a neologism from one language into another [29]. Descriptive translation is used when it is difficult to convey the meaning of a neologism-abbreviation using other methods of translation. The neologisms-abbreviations “s-commerce” and “e-commerce” containing acronym components are reproduced in the given examples with the help of explication: “*Twitter now joins other companies like Facebook that are trying to prove that a return on investment can be achieved through **s-commerce***” (NBC: URL). – “*Twitter приєднується до інших компаній, таких як Facebook, які намагаються довести, що за допомогою **соціальної комерції** можна досягти рентабельності інвестицій*”.

The translation technique of direct inclusion. Recently, the translation technique of direct inclusion has become widespread, which consists in using the English word in its original form in the target text (e.g., iPad, iPod) [37: 14], for example: “*Take Mondays for example: The marketing and sales teams know that Mondays are the best day to make sales, so the social-media team shouldn't contradict this sentiment by posting a cat **GIF** that says, “I hate Mondays” no matter how cute it may seem*” (NBC: URL). – “*Візьмемо, наприклад, понеділок: Відділи маркетингу*”

та продажів знають, що понеділок - найкращий день для продажів, тому команда соціальних мереж не повинна суперечити цій думці, публікуючи **GIF**-зображення кота з написом "Ненавиджу понеділки", хоч би яким милим він не здавався”.

The use of the direct inclusion method can be justified in cases where none of the above translation methods can reproduce a neologism-abbreviation due to the specifics of its sound or spelling.

Translators also use **substitutional translation** as a method of reproducing a neologism, using a word that already exists in the target language, which is not a neologism in Ukrainian, but is characterized by a sufficient commonality of meaning with the source word [6: 58], for example: “*An apparent typo was sending motorists in South Florida seeking to resolve their traffic citations to a website selling 2024 merch for former President Donald Trump, officials said*” (NBC: URL). – “*За словами чиновників, через очевидну помилку автомобілісти в Південній Флориді, які намагалися вирішити питання зі штрафами за порушення правил дорожнього руху, потрапляли на сайт, що продає сувенірну продукцію 2024 року, присвячену колишньому президенту Дональду Трампу*”.

The method of **combined renomination** represents a combination of transcoding (direct inclusion, substitution) and calque or descriptive translation which is given immediately in the text or in footnotes, for example: “*ChinaNet's mobile platform has been WAP formatted to display franchisor information for all wireless phones, including smartphones, which have direct access to 28.com*” (NBC: URL). – “*Мобільна платформа ChinaNet була відформатована у форматі ПБД (протокол бездротового доступу) для відображення інформації про франчайзера на всіх бездротових телефонах, включаючи смартфони, які мають прямий доступ до 28.com*”.

In the given example, the abbreviation “WAP” has been rendered by its Ukrainian equivalent “ПБД” and supplied with a descriptive translation in brackets.

A similar case is observed in the reproduction of the neologism-abbreviation “Quitaly” (“the possibility that Italy might abandon the euro and return to the lira”

[38]), for instance: *"Quitally" might be "interesting to speculate about," said Bremmer, but "it's not what any Italian government is about to seriously consider"* (NBC: URL). – *"Quitally" (вихід Італії з єврозони) може бути "цікавою темою для роздумів", - сказав Бреммер, - але "це не те, що будь-який італійський уряд збирається серйозно розглядати"*.

Thus, we may conclude that the structure, meaning and functioning of neologisms-abbreviations in media space affects the choice of translation methods. The main ways of translating neologisms-abbreviations include transcoding (transliteration, transcription), calquing, descriptive translation, direct inclusion, combined renomination, and substitution translation. The results of the analysis of 33 cases of translating abbreviations may be represented in the following pie-chart.

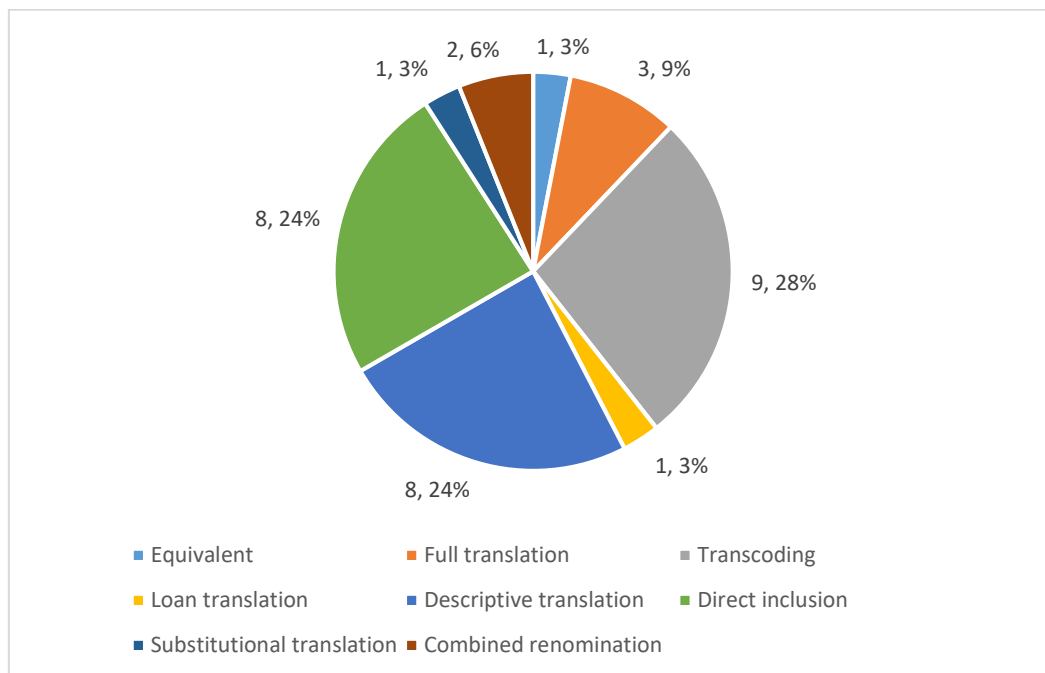


Fig. 2.2. Ways of translating neologisms-abbreviations in media discourse

The data of the diagram show that transcoding is the most frequent method of conveying abbreviations since it is represented by the largest number of usages in the research sample (9 cases, 28%). Descriptive translation and direct inclusion have been used in 8 cases each making up 24% of the total sample, full translation occurs in 3 cases (9%) while combined renomination has been attested in 2 cases (6%). The usage of equivalent, calque (loan translation) and substitutional translation are the least

employed methods of conveying neologisms-abbreviations in media discourse.

2.3. Translation transformations in rendering neologisms-abbreviations

In the process of the research, we have come across several cases of translating neologisms-abbreviations by means of lexical, grammatical, and lexical-grammatical transformation.

The grammatical transformation of **substitution** is applied in the following example where the neologism-abbreviation functioning as an attribute in the SL has been rendered into the TL as in the syntactic function of an adverbial modifier: “*Apps can also allow users to browse NFT collections owned by others so long as the apps do “not include buttons, external links, or other calls to action that direct customers to purchasing mechanisms other than **in-app** purchase”* (NBC: URL). – “Додатки також можуть дозволяти користувачам переглядати колекції NFT, що належать іншим, за умови, що вони “не містять кнопок, зовнішніх посилань або інших стимулів до дії, які спрямовують клієнтів на інші механізми купівлі, окрім купівлі **в додатку**”.

The substitution is also applied in the extract given below where the neologism in the singular form has been translated in the plural form: “*“Hooking” could prove groundbreaking for the nascent **webisode** genre by amassing a sizable viewership, given its aggregation of Internet personalities who can promote the production to their devoted audiences of millions of young viewers”* (NBC: URL). – ““Гачок” може стати новаторським для жанру **веб-серіалів**, що тільки-но зароджується, зібравши значну аудиторію глядачів, оскільки в ньому зібрані інтернет-персони, які можуть просувати цей продукт для своєї відданої аудиторії, що налічує мільйони молодих глядачів”.

The grammatical transformation of **transposition** (permutation) is a change in the arrangement of language elements in the translation text compared to the original text. This transformation is mostly observed in the reproduction of complex neologisms, for example: “*A Biden **admin** official recently told members of Congress*

*that Ukraine has the military capability to take back Crimea” (NBC: URL). – “Представник **адміністрації** Байдена нещодавно заявив членам Конгресу, що Україна має військовий потенціал, щоб повернути Крим”.*

Addition in translation is a grammatical transformation intended to compensate for structural elements implicit in the source language or paradigmatic forms that are absent in the target language, for example: *“Advocates also point to the mental health risks plaguing **trans youths** and how **anti-trans policies** can exacerbate them” (NBC: URL). – “Правозахисники також вказують на ризики для психічного здоров'я, з якими стикаються **представники трансгендерної молоді**, і на те, як **політика протидії трансгендерності** може погіршити їх”.*

The translation of the neologism “netizens” in the following example is achieved by adding the lexeme “активні” and a descriptive translation: *“Besides causing an uproar among Indian **netizens**, the rejection also drew the ire of Michael Steiner, Germany's ambassador to India” (NBC: URL). – “Крім того, що ця відмова викликала обурення серед індійських **активних користувачів мережі**, вона також викликала гнів Міхаеля Штайнера, посла Німеччини в Індії”.*

While translating the following extract, the translator has resorted to adding the lexeme “телемагазинів” which helps to clarify the meaning of the neologism in the TL text: *“Ron Popeil, the inventor and **infomercial** icon whose kitchen and direct-to-consumer products generated billions of dollars in U.S. sales, died Wednesday in Los Angeles” (NBC: URL). – “Рон Попейл, винахідник та ікона **реklamних роликів телемагазинів**, чії продукти для кухні та товарів прямого продажу принесли мільярди доларів у США, помер у середу в Лос-Анджелесі”.*

In the following example, the grammatical transformation of **omission** is used since the TL text lacks the neologism-abbreviation PTA (parent–teacher association), for example: *“If they care about families in the way that they say they do, or if they care about kids in the way that they say they do, they would leave us alone and allow us the opportunity to take a breath to be the boring **PTA parent** who organizes a fundraiser and is able to attend after-school activities” (NBC: URL). – “Якби вони дбали про сім'ї так, як кажуть, або якби вони дбали про дітей так, як кажуть,*

вони б залишили нас у спокої і дали б нам можливість перевести подих і побути нудними батьками, які організують збір коштів і мають можливість відвідувати позашкільні заходи”.

The lexical transformation of **generalization** is used when a translation of a source language neologism-abbreviation with a narrower meaning is replaced by a target language item with a broader meaning, for example: “*Here are the top places to take a **staycation** looking at three areas: recreation activities, food and entertainment, and rest and relaxation*” (NBC: URL). – “*Ось найкращі місця для **відпочинку** за трьома напрямками: активний відпочинок, їжа та розваги, а також відпочинок і релаксація*”.

The lexical transformation of **concretization**, which lies in using a unit with a narrower lexical meaning in the TL text, is applied to translate the neologism-abbreviation in the following example: “*Just as I was about to head to the gas station’s handy mart, thinking I’d get off on a technicality, I remembered the local food **co-op***” (NBC: URL). – “*Коли я вже збиралася прямувати до розташованого поруч із заправкою маркету, думаючи, що відбудуся незначною формальністю, я згадала про місцевий продуктовий **магазин***”.

Differentiation of meaning is observed in rendering the neologism-abbreviation “app” which has the following Ukrainian equivalents – додаток, застосунок, програма, наприклад: “*Apple argues that control over the App Store allows it to ensure the security of **apps** and payments*” (NBC: URL). – “*Apple стверджує, що контроль над App Store дозволяє їй гарантувати безпеку **застосунків** і платежів*”.

The lexical-grammatical transformation of **paraphrasing** is used in cases where it is necessary to involve additional means of expressing the meaning of the source unit by the linguistic means of the target language, which stylistically improve the structure of the message. Since a calquing or literal translation of the neologism “pre-fab” would be incomprehensible to the recipient, the translator uses the paraphrasing transformation in the following example: “***Pre-fab** solution? BSB’s system of pre-fabrication involves constructing segments of a building in advance at an indoor*

factory” (NBC: URL). – “**Готове рішення? Система попереднього виготовлення BSB передбачає будівництво сегментів будівлі заздалегідь на заводі в приміщенні**”.

The results of the analysis of 17 cases of translating abbreviations may be represented in the following diagram. The data of the diagram show that in the process of translating neologisms-abbreviations, translators use lexical, grammatical, and complex lexical and grammatical transformations including transposition, substitution, addition, omission, differentiation, generalization, concretization, paraphrasing. Addition and differentiation are attested as the most frequent translation transformations comprising 23% of the sample each. Generalization has been fixed in 18% of all examples with translation transformations. Substitution is represented by 12% of examples.

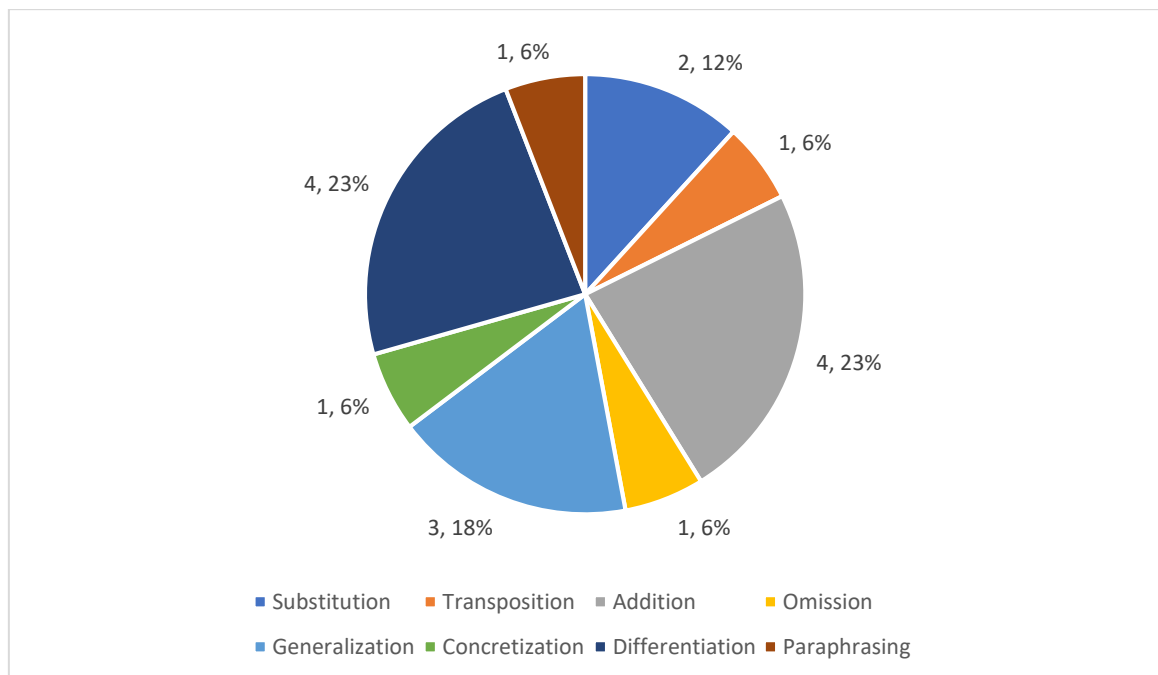


Fig. 2.3. Translation transformations in conveying neologisms-abbreviations in media discourse

Transposition, omission, concretization and paraphrasing are the least frequent transformations employed to convey neologisms-abbreviations in the media discourse. It should be noted that each media text needs to be considered individually when translating neologisms-abbreviations, as different methods may be more suitable

depending on the context and language. A skilled translator will be able to assess which translation method is best for each text and ensure that its meaning is accurately conveyed in another language.

2. Conclusions

The current trend in forming new words nowadays is by shortening existing words and phrases. The growth in the number of abbreviations can be explained by the fact that, as a rule, complex words and phrases are usually cumbersome and inconvenient to use.

When translating English neologisms-abbreviations into Ukrainian, the main task of a translator is to find out their meaning and choose the best technique for an adequate translation that will preserve the semantics, connotations, and stylistic coloring embedded in the unit.

The problem of translating neologisms-abbreviations is a complex one, and it is the translator that makes final decisions at each particular moment; however, the toolkit for performing this task is traditional. It includes such translation methods as the choice of equivalent, transcoding (transliteration, transcribing), calquing, descriptive translation, direct inclusion, approximate translation (using the closest equivalent), and substitution translation. In addition to these methods, translators use translation transformations such as permutation, substitution, addition, omission, differentiation, generalization, concretization, paraphrasing.

Recommendations for the translation of neologisms-abbreviations include an attempt to disclose the meaning of the neologism with the help of neologism dictionaries, and verification of the suggested variant for possible use by other translators and authors. The peculiarities of translating a neologism-abbreviation depend not only on its structure and semantic meaning but also on the novelty and degree of its adaptation in the language.

CONCLUSIONS

Language is a living organism that develops and functions as a dynamic structure. The intensive development of society, science, technology, and various changes in social life lead to the emergence of many new realities and concepts that require nomination; therefore, in order to designate these new concepts or to give new meaning to the existing ones, speakers create neologisms. Some of these neologisms are coined in the form of abbreviations. The emergence and functioning of neologisms is an indication of language evolution and development, the embodiment of the human desire to express the wealth of knowledge, and a manifestation of civilization's progress.

The emergence of a significant number of neologisms is vividly represented in the language of the media, which is particularly responsive to changes in public life. In the course of our work, we have come to the conclusion that neologisms-abbreviations in the English-language media space are a very widespread phenomenon.

Neologisms-abbreviations are usually created for a specific functional purpose, primarily to enhance the expressiveness and accuracy of speech. The main difficulty that arises when translating a neologism is conveying the meaning of a new word. When a translator first encounters a neologism, they have little idea about the concept it conveys or defines. That is why the context most often determines its meaning.

Having considered different viewpoints on the nature of neologisms we have come to the conclusion that they are words that exist in the language later than some period taken as a starting point. The concept of a neologism is changeable in time and space: a word remains a neologism as long as it retains its novelty. Having become commonly used, a neologism preserves a temporary connotation of novelty, which continues to be perceived for a relatively long period of time. In our study, we understand abbreviations as the formation of a new word by reducing its components to the level of letters, syllables. They are a secondary nomination or endowing an object with another name, which may depend, in particular, on expressive processes.

Traditional classifications of neologisms distinguish new words by their

semantics, method of formation, stylistic coloring, degree of novelty, degree of novelty of the denoted reality, method of entry into the language, etc.

The main ways of forming English neologisms-abbreviations in media space are the processes of abbreviation, initial contractions, acronymization, truncation, creolization, telescoping. Semantically, we may distinguish the neologisms-abbreviations designating people by their characteristic features, group affiliation, attributes, social phenomena, activities, products, objects, states, etc.

For an adequate translation (a translation that ensures the necessary completeness of interlingual communication in specific conditions) of an English neologism-abbreviation into Ukrainian, the translator must remember that the Ukrainian equivalent must adequately reflect the meaning of the translated unit. That is, the Ukrainian equivalent in the TL text must fit into the context. Moreover, the translator can determine the meaning of an unknown neologism from the context itself.

The conducted analysis shows that the main ways of translating neologisms-abbreviations include transcoding (transliteration, transcription), calquing, descriptive translation, direct inclusion, combined renomination, and substitution translation. In addition, translators apply lexical, grammatical, and complex lexical and grammatical transformations including permutation, substitution, addition, omission, differentiation, generalization, concretization, paraphrasing.

The study has allowed distinguishing two stages of translating English neologisms-abbreviations into Ukrainian: a) establishing the meaning of a neologism-abbreviation (when the translator either refers to the latest editions of English explanatory or encyclopedic dictionaries or finds out the meaning of a new word, taking into account its structure and context); b) actual translation (rendering) by means of the Ukrainian language using various methods of translation and translation transformations. It should be noted that none of the analyzed translation methods is universal and independent and cannot provide an absolutely adequate translation. When translating, the interpreter should take into account the type of abbreviation it belongs to (abbreviation, truncation, telescoping, etc.) and the context in which the word is used in order to convey the meaning of the neologism-abbreviation as faithfully

as possible while preserving its stylistic and emotional characteristics and making the translation as clear as possible. the translation as clear as possible for the Ukrainian-speaking recipient.

Further study of the translation of neologisms-abbreviations based on a larger corpus of units and bilingual material, as well as ways of translating neologisms-abbreviations that function in other types of discourse, may become a research prospect in this sphere.

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LIST OF DATA SOURCES

NBC – NBC News. URL: <https://www.nbcnews.com/>

ANNEX

Methods of translating neologisms-abbreviations in the media space

№	Original	Translation	Translation method
1.	<i>“But researchers don’t just see AI as a tool to predict and address our everyday needs”</i>	<i>“Але дослідники розглядають ШІ не лише як інструмент для прогнозування та задоволення наших повсякденних потреб”</i>	equivalent
2.	<i>“The authors of these bills and the dark money groups pushing for them do not want it to be possible to be a trans kid in this country,” said Gillian Branstetter, a longtime trans advocate and the press secretary for women’s advocacy group the National Women’s Law Center”</i>	<i>“Автори цих законопроектів і тіньові фінансові групи, які їх підтримують, не хочуть, щоб у цій країні існувала можливість бути трансгендерною дитиною”, - сказала Джилліан Бранстеттер, багаторічна захисниця прав трансгендерів і прес-секретарка жіночої правозахисної групи “Національний жіночий юридичний центр”</i>	full translation
3.	<i>“The United States condemns the attack in Erbil today in which a VBIED detonated outside the U.S. Consulate and took a number</i>	<i>“Сполучені Штати засуджують сьогоднішній напад в Ербілі, під час якого біля консульства США здетонував вибуховий</i>	full translation

	<i>of innocent lives”, State Department acting spokesperson Marie Harf said in a statement”</i>	пристрій , що забрав життя багатьох невинних людей”, - заявила в.о. речниці Державного департаменту Марі Харф”.	
4.	<i>A provider of video ringtones and personalization solutions for mobile devices, today announced a new carrier partnership with StarHub, one of Singapore's most innovative infocomm providers and fastest growing mobile operators.</i>	Постачальник відео-рингтонів та рішень для персоналізації мобільних пристроїв, сьогодні оголосив про нове партнерство зі StarHub, одним з найбільш інноваційних провайдерів інфокомунікацій у Сінгапурі та найбільш швидкозростаючих мобільних операторів.	full translation
5.	<i>“One thing Netiquette does know is that according to a recent study, employers are fed up with Facebook — at least in England”</i>	“Одне що Нетикет знає точно: згідно з нещодавнім дослідженням, роботодавці втомилися від Facebook - принаймні в Англії”	transcoding
6.	<i>“Washington and other governments have provided Kyiv with more powerful weapons, including HIMARS artillery, that have inflicted serious damage on</i>	“Вашингтон та інші уряди надали Києву більш потужну зброю, в тому числі артилерію « Гімарс », яка завдала серйозної шкоди російським	transcoding

	<i>Russian forces”</i>	<i>військам”</i>	
7.	<i>“We interviewed three successful vloggers of Latino heritage, to find out why they started out, what keeps them going”</i>	<i>“Ми взяли інтерв'ю у трьох успішних влогерів латиноамериканського походження, щоб дізнатися, з чого вони починали і що їх надихає”</i>	transcoding
8.	<i>However, if the idea of roughing it outdoors without the conveniences of bedding and bathrooms induces hives, there's always the option of glamping — a popular vacation trend that marries camping with the comforts of home.</i>	<i>Однак, якщо ідея ночувати на природі без зручностей постільної білизни та ванної кімнати викликає у вас неприємні відчуття, завжди є варіант глемпінгу – популярного напрямку відпочинку, який поєднує кемпінг із домашнім комфортом.</i>	transcoding
9.	<i>Sorry people with tiny hands, it looks like phablets are not going away; in fact, they are on pace to pass laptops and tablets in sales over the next two years, according to market research firm IDC.</i>	<i>Вибачте, люди з маленькими руками, але, схоже, фаблети нікуди не дінуться; насправді, за даними дослідницької компанії IDC, протягом наступних двох років вони випередять ноутбуки та планшети за обсягом продажів.</i>	transcoding
10.	<i>“Eurozone leaders were fighting to keep near-bankrupt Greece in the</i>	<i>“Лідери єврозони боролися за збереження майже збанкрутілої Греції в</i>	transcoding

	<i>economic bloc on Sunday, after the European Union canceled a planned summit of all 28 EU leaders that would have been needed in case of a “Grexit”</i>	<i>економічному блоці в неділю, після того, як Європейський Союз скасував запланований саміт всіх 28 лідерів ЄС, який був би необхідний у випадку "Грекзиту".</i>	
11.	<i>“With the clock now ticking on Brexit talks, analysts expected the U.K. would face an economic slowdown, stagflation and corporate defections”</i>	<i>"Зважаючи на те, що час переговорів щодо Brexit спливає, аналітики очікують, що Великобританія зіткнеться з економічним спадом, стагфляцією та корпоративним дезертирством"</i>	transcoding
12.	<i>“BroadVision, Inc. (Nasdaq:BVSN), the leader in cloud-based social business solutions, today announced the introduction of a free monthly webinar series designed to help businesses learn about the benefits and best practices of social business”</i>	<i>BroadVision, Inc. (Nasdaq:BVSN), лідер в області хмарних рішень для соціального бізнесу, сьогодні оголосив про початок серії безкоштовних щомісячних вебінарів, покликаних допомогти компаніям дізнатися про переваги та кращі практики соціального бізнесу.</i>	transcoding
13.	<i>“NBC News' digital video team is looking to speak with</i>	<i>"Команда цифрових відео NBC News шукає людей, які</i>	transcoding

	<i>folks who are willing to vlog their experiences in quarantine and self-quarantine”</i>	готові вести влог про свій досвід перебування на карантині та самоізоляції”	
14.	<i>“The plan would allow vulnerable Ukrainians, specifically activists, journalists and those who are part of the LGBT community, to safely enter the U.S. at least temporarily”</i>	“План дозволить вразливим українцям, зокрема активістам, журналістам та представникам ЛГБТ-спільноти , безпечно в’їжджати до США, принаймні тимчасово”	loan translation
15.	<i>But for people like me, those goals of being a health-conscious locavore just haven’t happened.</i>	Але для таких людей, як я, ці цілі – бути свідомим до свого здоров’я споживачем місцевої продукції – просто не здійснилися.	descriptive translation
16.	<i>“Even now, you wouldn’t dream of ignoring institutional rules just so you could write snail mail missives to all your BFFs”</i>	“Навіть зараз вам не спаде на думку ігнорувати інституційні правила лише заради того, щоб писати листи усім своїм найкращим друзям ”	descriptive translation
17.	<i>“Food frenemies are those friends or relatives who encourage you (gently or not) to get off track, especially when you are feeling vulnerable”</i>	“Харчові закляті друзі – це друзі або родичі, які заохочують вас (м’яко чи ні) зійти з правильного шляху, особливо коли ви відчуваєтеся вразливими”.	descriptive translation
18.	<i>“Small businesses who</i>	“Малий бізнес, який	descriptive

	<i>pivoted to e-commerce saw record sales during Black Friday weekend”</i>	<i>переорієнтувався на електронну комерцію, продемонстрував рекордні продажі під час вихідних Чорної п’ятниці”.</i>	translation
19.	<i>“Twitter now joins other companies like Facebook that are trying to prove that a return on investment can be achieved through s-commerce”</i>	<i>“Twitter приєднується до інших компаній, таких як Facebook, які намагаються довести, що за допомогою соціальної комерції можна досягти рентабельності інвестицій”</i>	descriptive translation
20.	<i>“Amazon has routinely had problems policing what is sold on its massive e-commerce platform, on which independent companies are able to reach customers while giving Amazon a cut of the sales”</i>	<i>“Amazon регулярно стикається з проблемами контролю за тим, що продається на її величезній платформі електронної комерції, на якій незалежні компанії мають змогу виходити на клієнтів, отримуючи при цьому частку від продажів”.</i>	descriptive translation
21.	<i>“Thanks to an unusual quirk, Social Security beneficiaries can expect to realize the full COLA increase”</i>	<i>“Завдяки незвичайній випадці, отримувачі соціальної допомоги можуть розраховувати на повне підвищення індексації прожиткового мінімуму”</i>	descriptive translation
22.	<i>“Every mancation should</i>	<i>“Кожна чоловіча</i>	descriptive

	<i>include a couple rounds of golf, so as to ensure you see the light of day for at least four hours”</i>	<i>відпустка повинна включати пару раундів гри в гольф, щоб ви могли бачити світло щонайменше чотири години”</i>	translation
23.	<i>“Take Mondays for example: The marketing and sales teams know that Mondays are the best day to make sales, so the social-media team shouldn’t contradict this sentiment by posting a cat GIF that says, “I hate Mondays” no matter how cute it may seem”</i>	<i>“Візьмемо, наприклад, понеділок: Відділи маркетингу та продажів знають, що понеділок - найкращий день для продажів, тому команда соціальних мереж не повинна суперечити цій думці, публікуючи GIF-зображення кота з написом "Ненавиджу понеділки", хоч би яким милим він не здавався”</i>	direct inclusion
24.	<i>This week, after an NBC News inquiry, Apple pulled it from its iTunes store.</i>	<i>Цього тижня, після запиту NBC News, Apple видалила його зі свого магазину iTunes.</i>	direct inclusion
25.	<i>Apple has clarified the rules on NFTs, which can be a digital representation of a real-life asset such as artwork and are usually purchased using cryptocurrency.</i>	<i>Apple роз’яснила правила щодо NFT, які можуть бути цифровим представленням реального активу, наприклад, твору мистецтва, і зазвичай купуються за</i>	direct inclusion

		криптовалюту.	
26.	<i>“Immigration advocates have called on the administration to help not only Ukrainians but also Central American and Haitian migrants who have been repeatedly turned back at the border under Title 42, a policy put in place by the Trump administration to stop the spread of Covid”.</i>	<i>“Імміграційні активісти закликали адміністрацію допомогти не лише українцям, але й мігрантам з Центральної Америки та Гаїті, яких неодноразово повертали назад на кордоні відповідно до Розділу 42 - політики, запровадженої адміністрацією Трампа, щоб зупинити поширення Covid”.</i>	direct inclusion
27.	<i>“The Biden official’s apparent confidence in Ukraine’s abilities comes as the administration debates whether to grant the continued requests of Ukrainian President Volodymyr Zelenskyu’s government for more powerful weaponry, like ATACMS missile systems and tanks, and as Ukraine says Russia is preparing to send 200,000 fresh troops to attack Kyiv”</i>	<i>“Очевидна впевненість Байдена в можливостях України з’явилася в той час, коли адміністрація обговорює, чи задовольнити постійні запити уряду президента України Володимира Зеленського про надання більш потужного озброєння, такого як ракетні системи ATACMS і танки, і коли Україна заявляє, що Росія готується відправити 200 000 нових солдатів для нападу на Київ”.</i>	direct inclusion

28.	<i>"If you can do that, you've achieved your goal. So when I think of Cli-Fi, what they call climate fiction now, this new genre, Cli-Fi"</i>	<i>"Якщо ви можете це зробити, ви досягли своєї мети. Тому, коли я думаю про жанр Cli-Fi, про те, що зараз називають кліматичною фантастикою, про цей новий жанр, Cli-Fi"</i>	direct inclusion
29.	<i>"I know for a fact that B2B blogs can be very interesting -- brilliant, powerful, gripping, compelling, explosive and even viral"</i>	<i>"Я точно знаю, що блоги для B2B можуть бути дуже цікавими - блискучими, потужними, захоплюючими, переконливими, вибуховими і навіть вірусними"</i>	direct inclusion
30.	<i>"Aviva PLC, Britain's largest insurance company, withdrew its 17 billion pound (\$30 billion) takeover offer for Prudential PLC Friday, just days after it announced the approach"</i>	<i>"Aviva PLC, найбільша страхова компанія Великобританії, відкликала свою пропозицію про поглинання Prudential PLC вартістю 17 мільярдів фунтів стерлінгів (\$30 мільярдів) у п'ятницю, всього через кілька днів після того, як оголосила про свій намір"</i>	direct inclusion
31.	<i>"An apparent typo was sending motorists in South Florida seeking to resolve their traffic citations to a</i>	<i>"За словами чиновників, через очевидну помилку автомобілісти в Південній Флориді, які намагалися</i>	substitutional translation

	<i>website selling 2024 merch for former President Donald Trump, officials said</i>	<i>вирішити питання зі штрафами за порушення правил дорожнього руху, потрапляли на сайт, що продає сувенірну продукцію 2024 року, присвячену колишньому президенту Дональду Трампу”</i>	
32.	<i>“ChinaNet's mobile platform has been WAP formatted to display franchisor information for all wireless phones, including smartphones, which have direct access to 28.com”</i>	<i>“Мобільна платформа ChinaNet була відформатована у форматі ПБД (протокол бездротового доступу) для відображення інформації про франчайзера на всіх бездротових телефонах, включаючи смартфони, які мають прямий доступ до 28.com”</i>	combined renomination
33.	<i>““Quitally” might be “interesting to speculate about,” said Bremmer, but “it's not what any Italian government is about to seriously consider.”</i>	<i>““Quitally” (вихід Італії з єврозони) може бути “цікавою темою для роздумів”, - сказав Бреммер, - але “це не те, що будь-який італійський уряд збирається серйозно розглядати”</i>	combined renomination
34.	<i>“Apps can also allow users to browse NFT collections</i>	<i>“Додатки також можуть дозволяти користувачам</i>	substitution

	<i>owned by others so long as the apps do “not include buttons, external links, or other calls to action that direct customers to purchasing mechanisms other than in-app purchase”</i>	<i>переглядати колекції NFT, що належать іншим, за умови, що вони “не містять кнопок, зовнішніх посилань або інших стимулів до дії, які спрямовують клієнтів на інші механізми купівлі, окрім купівлі в додатку”</i>	
35.	<i>“Hooking” could prove groundbreaking for the nascent webisode genre by amassing a sizable viewership, given its aggregation of Internet personalities who can promote the production to their devoted audiences of millions of young viewers”</i>	<i>“Гачок” може стати новаторським для жанру веб-серіалів, що тільки-но зароджується, зібравши значну аудиторію глядачів, оскільки в ньому зібрані інтернет-персони, які можуть просувати цей продукт для своєї відданої аудиторії, що налічує мільйони молодих глядачів”</i>	substitution
36.	<i>“A Biden admin official recently told members of Congress that Ukraine has the military capability to take back Crimea”</i>	<i>“Представник адміністрації Байдена нещодавно заявив членам Конгресу, що Україна має військовий потенціал, щоб повернути Крим”</i>	transposition
37.	<i>“Advocates also point to the mental health risks plaguing trans youths and how anti-trans policies can exacerbate</i>	<i>“Правозахисники також вказують на ризики для психічного здоров'я, з якими стикаються</i>	addition

	<i>them”</i>	представники трансгендерної молоді, і на те, як політика протидії трансгендерності може погіршити їх”	
38.	<i>“Advocates also point to the mental health risks plaguing trans youths and how anti-trans policies can exacerbate them”</i>	<i>“Правозахисники також вказують на ризики для психічного здоров'я, з якими стикаються представники трансгендерної молоді, і на те, як політика протидії трансгендерності може погіршити їх”</i>	addition
39.	<i>“Besides causing an uproar among Indian netizens, the rejection also drew the ire of Michael Steiner, Germany's ambassador to India”</i>	<i>“Крім того, що ця відмова викликала обурення серед індійських активних користувачів мережі, вона також викликала гнів Міхаеля Штайнера, посла Німеччини в Індії”</i>	addition
40.	<i>“Ron Popeil, the inventor and infomercial icon whose kitchen and direct-to-consumer products generated billions of dollars in U.S. sales, died Wednesday in Los Angeles”</i>	<i>“Рон Попейл, винахідник та ікона реklamних роликів телемагазинів, чії продукти для кухні та товарів прямого продажу принесли мільярди доларів у США, помер у середу в Лос-Анджелесі”</i>	addition
41.	<i>“If they care about families</i>	<i>“Якби вони dbали про сім'ї</i>	omission

	<i>in the way that they say they do, or if they care about kids in the way that they say they do, they would leave us alone and allow us the opportunity to take a breath to be the boring PTA parent who organizes a fundraiser and is able to attend after-school activities”</i>	<i>так, як кажуть, або якби вони дбали про дітей так, як кажуть, вони б залишили нас у спокої і дали б нам можливість перевести подих і побути нудними батьками, які організують збір коштів і мають можливість відвідувати позашкільні заходи”</i>	
42.	<i>“Here are the top places to take a staycation looking at three areas: recreation activities, food and entertainment, and rest and relaxation”</i>	<i>“Ось найкращі місця для відпочинку за трьома напрямками: активний відпочинок, їжа та розваги, а також відпочинок і релаксація”</i>	generalization
43.	<i>“I have definitely embarked on the new bleisure trend. I did a few fun things for myself on my last work trip, and tote my laptop to long weekends and midweek escapes all over the country”</i>	<i>"Я, безумовно, приєднався до нового тренду відпочинку. Під час останньої робочої поїздки я зробив для себе кілька цікавих речей, а також взяв із собою ноутбук на довгі вихідні та втечі в середині тижня по всій країні".</i>	generalization
44.	<i>“An American Web site offering G-string underwear and T-shirts for dogs</i>	<i>"Американський веб-сайт, що пропонує нижню білизну зі стрінгами та</i>	generalization

	<i>emblazoned with picture of Buddha dropped them from its sales list on Wednesday after protests by predominantly Buddhist Thailand”</i>	футболки для собак із зображенням Будди, вилучив їх зі списку продажів у середу після протестів з боку переважно буддистського Таїланду”.	
45.	<i>“Just as I was about to head to the gas station’s handy mart, thinking I’d get off on a technicality, I remembered the local food co-op”</i>	“Коли я вже збиралася прямувати до розташованого поруч із заправкою маркету, думаючи, що відбудуся незначною формальністю, я згадала про місцевий продуктовий магазин ”	concretization
46.	<i>“Apple argues that control over the App Store allows it to ensure the security of apps and payments”</i>	“Apple стверджує, що контроль над App Store дозволяє їй гарантувати безпеку застосунків і платежів”	differentiation
47.	<i>It has a Deep South feel — a relaxed vibe that seems typical of once powerful places now past their prime.</i>	Тут панує атмосфера глибокого Півдня – розслаблена енергетика , яка здається типовою для колись потужних місць, що вже минули свій розквіт.	differentiation
48.	<i>“Researchers have found that emoticons, though they obviously resemble little faces, aren’t actually</i>	“Дослідники з’ясували, що смайлики , хоч і нагадують маленькі обличчя, насправді обробляються в	differentiation

	<i>processed in our brain the same way”</i>	<i>нашому мозку не однаково”</i>	
49.	<i>“There’s no wrong way to host a party, but there are plenty of ways to bring your gathering from drab to fab!”</i>	<i>“Немає неправильного способу влаштувати вечірку, але є безліч способів перетворити ваше зібрання з нудного на феєричне!”</i>	differentiation
50.	<i>“Pre-fab solution? BSB’s system of pre-fabrication involves constructing segments of a building in advance at an indoor factory”</i>	<i>“Готове рішення? Система попереднього виготовлення BSB передбачає будівництво сегментів будівлі заздалегідь на заводі в приміщенні”</i>	paraphrasing

РЕЗЮМЕ

Курсову роботу присвячено дослідженню способам перекладу неологізмів-абревіатур у медійному просторі. У ході роботи проаналізовано проблему неологізмів-абревіатур як об'єкт перекладу, розглянуто класифікацію неологізмів-абревіатур у медіа-дискурсі та здійснено перекладацький аналіз фактичного матеріалу дослідження (неологізмів-абревіатур, усього 50 одиниць). Окрім цього, у курсовій роботі складено таблицю, що містить використані способи перекладу неологізмів-абревіатур.

Ключові слова: переклад, метод перекладу, перекладацька трансформація, неологізми-абревіатури, медійний простір.