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КУРСОВА РОБОТА

З ПЕРЕКЛАДУ

**ОСОБЛИВОСТІ ПЕРЕКЛАДУ МІКРОБЛОГІВ НА МАТЕРІАЛІ
АКАУНТІВ ІНСТАГРАМ**

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Introduction

Term paper is focused on social media language concept, as well on its peculiarities and specifics, and especially on how it is used in blogs and what difficulties translator could face with.

In today's digital age, blogging is regarded as a powerful and long-term marketing asset for a business. If your business does not have a blog, you miss out on an opportunity to increase your company's presence and customer base.

When blogs originally emerged, they were typically used as a platform to share personal opinions, interests, feelings, and thoughts. Over some time, blogs soon began to show up on commercial websites. These websites' blogs are intended to draw visitors, boost website traffic, and provide relevant information to your target audience to raise demand for the company's services and encourage them to revisit your website.

But blog translation is not as simple as it seems. Hence, don't just jump to a conclusion upfront when you want to interpret some of your blog posts or website from scratch. Perhaps, weighing the pros and cons of blog translation is critical before making a decision.

The purpose of this study is in determing of the features of the translation of materials taken from Instagram blogs. What nuances should translator know and what difficulties may arise on his way.

The object of research is the language of social networks, in particular that used in the network instagram.Data sources are Instagram blogs of people of different industries - in this case it is professional camera shooting, painting and tourism.

The method of research is search work and analysis of materials from different sources and expression of own thoughts about that information.
Theoretical and practical value of this study lies in the analysis of a rather new topic for the translator - blogs. Understanding all the nuances and peculiarities in translation is an integral part of it because for a quality translation you need to know about all the difficulties that can stand in the way. Also, translator must know about all the specifics of the topic on which he is working.

In this coursework, both theoretical and practical examples of the features of the

social networks language are analyzed. Characteristic of discourse, analysis of a text fragment and actual research materials are also present.

Chapter 1. The concept and language of Instagram microblogs

1.1. The concept of the language of social networks

Social media is an any media of communication that allows users to create or share content with other people in their network. Over the past half-decade, social media has grown in size and popularity. All over the world people are messaging each other through instant messaging applications like "Kik" and "Facebook Messenger", sending each other silly photos with dog ears and nose with applications like "Snapchat", and tagging each other in various memes on Facebook and Instagram. With the recent introduction of social media, communicating with people has become easier than ever. With the push of a button, people can instantly communicate with others across the globe. With the invention of social media, a new pseudo-language has been created, using words like "LOL, ROFL, and, LMAO" and phrases like "Hit me up, what's the move?" and Sliding into the "DM's", and sending Emojis such as "😆". All these words have different meaning now than they had 10 years ago. Ultimately, social media has changed our communication in society, but with the strengthened communication in the internet over the recent years, our face to face conversation skills have fallen short [3].

Many Americans speaking the English language but with social media, it is a whole different story. Social media sites like Facebook, Twitter, and Instagram have created a new language of their own. Words like *Avatar, Bio, Chat, and Follower* all have entirely new meanings behind them. Avatar used to be a Hindu term for a material manifestation of a deity. Bio used to be a detailed description of someone's

life. Chat used to be just an informal conversation. Follower used to be a synonym for acolyte or companion. Now, avatar is a graphical representation of someone over the internet, bio's are short explaining texts on someone's profile, a witty little phrase, or a quote that they happen to enjoy, chats can refer to chat rooms where people will hang out in a virtual space and hold conversations, and as for the word follower – it refers to someone who subscribed to an entity on social media to receive updates from them. Many of these words are very similar to the definition of the words before the invention of social media but now they are modified to fit the needs for it. Social Media has also created words of their own. Words like *Blog, Hashtag, Selfie, and Tweet.* These words have never existed before the invention of social media, but now when it has literally became part of the life, these words became more prominent than ever [1].

The way we communicate can change drastically just based on what the social media platform you are using. For instance, Twitter limits their status updates or tweets to 140 text characters so users do not have a lot of space to convey what they want to. Unlike Facebook, which allows users to uses up to 60,000 characters. That means that Facebook's statuses allow over 430 times the amount of content that Twitter's tweets allow. That shows that twitter users are probably more likely use shortened versions of their language to fit their needs for their form of social media. Compared to Facebook, which essentially does not limit its characters (it actually does but nobody will ever reach that character limit) on its status updates, the users of Facebook probably do not shorten what they are trying to say as much as a Twitter user would [4].

Another evolution in the language of social media is the usage of emojis and emoticons. Emoticons have been in use since the early days of the internet, even before social media emerged. The first usage of emoticons in the modern, digital age was by professor Scott Fahlman in 1982. On the computer science message board for Carnegie Mellon University, Professor Fahlman proposed to use ':-)'and':-(' to distinguish jokes from more serious posts. Within a few months, the use of emoticons had become very popular, and the set of emoticons was extended with hugs and

kisses, by using characters found on a typical keyboard. Almost a decade later, emoticons have found themselves in everyday communication over the internet [30].

Petra Kralj Novak, a researcher at the Department of Knowledge Technologies says: "There is a new generation of emoticons, called emojis, that is increasingly being used in mobile communications and social media". Emoji's have developed into a pseudo-language of their own. Novak et al writes, "An emoji is a graphic symbol, ideogram, that represents not only facial expressions, but also concepts and ideas, such as celebration, weather, vehicles and buildings, food and drink, animals and plants, or emotions, feelings, and activities" [31]. Emojis are used on a daily basis on almost all social media sites. In the last two years, there have been over 10,000,000,000 emojis used on twitter alone. Emoji's may just be emoticons in a new form but the recent usage of emoji's over social media has developed them into a new pseudo-language of their own. Emojis could be used to to convey emotions and feelings. Emojis can be considered the equivalent to someone facial expressions. People who use social media frequently will often be able to understand strings of emojis in conversation as an alternative to using written words [31].

Emojis are frequently used in texting and text conversations. Texting is also a social media form of it's own. It is known as "Direct Messaging". Text messages are also known as SMS messages. Erika M. Patterson, a Professor at Winthrop University writes: "Text messaging consists of 140 bytes of information available in each message sent. The Oxford English Dictionary Online defines SMS, or "short message service", a digital communication system enabling mobile phones to send and receive short text messages [7]. When texting was in it's infant stages the amount of data that could be sent was very limited. People had to use shorthand for messages that they were going to send because of the limited data amount. For example, sending *Txt* instead of text, *b4* instead of before. This style of speaking is known as text speak.

Text speak is a shorthand version of English. Some people try to argue that texting and using text-speak causes illiteracy in young people. Patterson disagrees with this idea, he says: Therefore, even with the incorporation of a foreign language,

our native version of Standard English and its correct grammatical uses would not be forgotten by children beyond the ages of six or seven, since our native language, linguistic sounds and patterns, and grammatical uses are hardwired and text speak would not affect our already developed patterns in linguistics. [7] Even though young people are constantly using text speak, Paterson believes that text speak is not to blame for illiteracy in young people. People learned how to use grammar properly in their younger days. Using text speak would not just erase everything that people have learned at their younger age [29].

Conclusion: social media language is genuinely unique. It has its own creation story, own followers and users, own variations and peculiarities. If somewhere in the world there was a country called Internet – social media language would've been its national language.

1.2. Peculiarities of the Instagram blogs language

At the current stage of development, sociolinguistics successfully uses the concepts and terms of communicative studies, which gives reason to associate it with social communications, and communication in social networks in particular. Under the influence of social networks, written speech is being transformed and a new way of communication is being created, which resembles an oral type of conversational style.

It is worth noting that communication in social networks can only become an impetus to "new knowledge", when the participant(s) of the discussion are united in some specialized, professional group, which chooses as the subject of discussions new sources of knowledge, in-depth study of topics already familiar to them etc. In another case, if a group in a social network united, for example, according to a "geographical" principle, it is rather doubtful to talk about its"intellectualization" [14].

Quite often, in order to give their own messages an emotional color and expression, in anticipation of the same open, and most importantly, wide reaction,

communicators in social networks use stylistically reduced vocabulary: jargonisms, slangisms, the use of a large number of abbreviations and the use of emoticons, etc.

In our opinion, the lack of clear requirements for the use of language when communicating in social networks, prohibitions and censorship, becomes the cause and actually the consequence of the formation of new unique language units - slangisms. The opinions of linguists regarding slang differ: some believe that "slang spoils and pollutes the literary language, that it is a parasitic layer of vocabulary that must be fought against. Others, on the contrary, see in it an element that gives the language liveliness and imagery, contributes to its enrichment and improvement" [2, p. 60].

A unified information space contributes to the unification of communicative and linguistic processes and leads to the development of bilingual relations, which directly affect the linguistic culture of society. Considering that English is the most common language of communication in social networks, this means that the number of non-native English-speaking users is growing rapidly. This provokes its own tendencies in the communication and development of other languages, in particular, the influence on the use of the English language, its lexical-grammatical, stylistic, and punctuation norms [35].

One of the distinct features of Internet communication is the available possibility of forming a lexicographic base. Domestic researchers admit that "when a new socio-cultural phenomenon appears, users themselves form a lexicon that serves this phenomenon. Accordingly, dictionaries of various sociolinguistic orientations immediately appear on the Internet" [3, p. 46]. Generally, most of the suggested words come from social networking websites. Thus, it can be assumed that social networks not only form new lexical structures, but are also responsible for the spread of these words.

In conditions of growing importance of social networks as a communication platform, the importance of literary language as a way of interpersonal communication and community communication is gradually changing. "Given that network communities in the Internet environment are informal and involve relative

freedom of content and literary style, any regulation of their functioning seems, on the one hand, inappropriate." [4, p. 456]. The language of social networks is a reflection of the real speech situation with a significant number of discrepancies between the literary language and the actual speech of users. The popularization of the simplified attitude of users to the norms of the literary language and the predominance of non-normative features inherent in spoken speech can lead to illiteracy of the individual and society in general. Because the "fashion" for the language of communication on the network is not set by writers and poets, but by people (if we are talking about real users, not fake persons) with a large number of likes, subscribers, etc. [33].

Various social media platforms moderate and remove content for legal or political reasons [5]. Some decisions are driven by the legalities of the country where they operate. All US social media sites, for instance, ban nudity, animal abuse, violence, etc., as well as content that commits copyright infringement. Platforms may also abide by censorship standards imposed by governments. Several studies have examined attributes and impacts of Chinese censorship on social media [3, 17, 22, 25, 28] or social media censorship more broadly [3].

The impact of censorship on information sharing, propagation, accessibility, and journalistic practices was discussed in [4] in the context of socio-political protests in authoritarian regimes. Beyond these, social media sites may also choose to remove content for social, moral, or community reasons. Facebook, Instagram, Tumblr, and YouTube moderate general pornographic content, and Facebook bans hateful and violent speech [18]. In the context of eating disorders, while there is no obvious moderation on eating disorder-related content on Twitter, YouTube, or Reddit, other platforms like Pinterest and Facebook more rigorously ban tags and terms around it [10]. Tumblr issues public service announcements on searches on pro-ED terms and Instagram has banned several pro-ED tags and provides content advisories on others [21].

Instagram's regulation of pro-ED content falls into this broad social space and it is presented as one of the first quantitative insights into the effectiveness of platform-enforced moderation of pro-ED behavior.

Language variation has been of great interest to researchers for many decades. Social media has become a popular medium to explore, model, and detect a variety of linguistic variations [15] and to understand the emergence of linguistic conventions [23, 26] over contexts such as geography, demographics, and style. Automated detection of language variation has been methodologically challenging. Most quantitative work in this area focuses on identifying a hand-curated small set of variable pairs (actual term and variant term) and measuring their frequencies, except [15] that one which uses a latent variable model for the purpose. Lexical variation, in particular, is challenging to measure because it is often difficult to assess what could be in the possible universe of all variants – social media is known for use of non-standard terms (smh, jk, ima, wassup). Lexical variants often do not follow any regular, expected patterns, conventions or rules as they deviate from their actual terms. Note that the precise definition of lexical variation in the literature is varied and often depends on the specific research question under investigation. Eisenstein et al. [15] defined lexical variation to be the differences in the use of different linguistic constructs (e.g., words) and proposed methods to detect how such constructs vary with geography. Bamman et al. [4] extended these investigations of lexical variations in Twitter to gender identity. Schwartz et al. [3] found differences in lexical constructs across populations on Twitter. The lengthening of sentiment words as a form of lexical variation was examined by Brody and Diakopoulos [8].

Conclusion: the language of the blogosphere is unique and diverse and can be divided into the language of authors and the language of comments, the difference between the language features of which is very significant.

1.3. Specifics of Mass Media discourse in Instagram blogs

After analysing what Instagram blogs are, we can easily figure out to which of discourse types they belong. Blogs can be of various types, ranging from, for example, blogs about travel or cooking to more complicated things like science or politics. But anyway the blog is a multifaceted tool for transmitting information to the masses, no matter whether it is a politician or scientist, or just amateur that decided to read through all the cookbooks and start a blog and show other people how to cook. In general, mass media discourse is a discourse that has many ramifications but its very essence is in that it is used when author wants to convey his subjective thoughts to a particular audience. Mass Media discourse is used almost in everything what is related to the Internet.In our case – blogs and they are also something multifaceted and for a common understanding of what mass media discourse is, blog is perfect example. Let's look at the common characteristic of amateur blogs that ran by ordinary people. We can characterize posts as non-fictional mass media texts (they imply discussing events in the real world, with the addition of authors argumetns and thoughts) with usage of slang and neologisms, as well as hyperbole and irony (depending on the subject of the author's post), also it's not uncommon when authors also use professional words in their posts. Also pretty common thing in blogs is usage of nonce-words and acronyms (LOL, SMT, WKND, w8, ty, r u?). Mass media discourse is complex and its main peculiarity is freedom of word and language style usage.

Text analysis

Hello friends!! I thought today I would share this painting again ♥ the photos here are good size comparison for it (though I'm a small person!) And I think it's nice for me to be in some pics with my work.

I've always been really proud of this - titled "Magic of a Dressing Table", the piece is about childlike innocence - being oblivious to tension and breakdowns of family relationships. The memories from my childhood at my grandparents' house were very organic - almost like magic. Playing with the chickens in the chicken coup, picking

beans with my poppy in the garden (I will share a photo of this on my story), playing at my grandmother's dressing table... and I have a special memory - my grandfather bought me one of those little excavation toys, where there is a prize coated in hard sand and you pick away to reveal what's inside. I was obsessed with it, and when I brought the prize out, it was a little toy skeleton. One of his arms was shorter than the other, obviously a manufacturing fault - but my Poppy and I turned it into something special and named him Sammy Short-Arm, and I painted him. As you grow up, memories like this are fewer and far between - you realise the deep complications in family relationships, and tensions lead to less time spent together. I miss the times where things felt innocent like that.

I feel vulnerable sharing what this painting is about, but I am also glad I have! I think the best thing about my job is being able to bring a feeling I have and make it into an image that makes me feel that feeling when I look at it. I'd love to hear what this piece makes you think about ♥

I really do hope this painting goes home with someone soon - I have put a lot of myself into it ♥ it is available for purchase on my website, which you can navigate to at the link in my bio. I am currently having a 25% off sale sitewide too, so if you enter "AWESOME25" at checkout, the discount will apply. In this case, it's quite a substantial amount off the full price! Thank you for reading this far ♥♥

     The text under analysis belongs to artefact text type. It is of mass media discourse.

     The text was taken from blog of Instagramm user lilyroseburgess.The text is aimed at auditory of regular readers.The aim of the textual information is to tell the reader about authors past, through her story about picture she painted. Structural level of text is ensured by lexical and semantic cohesion. Lexical cohesion is implemented by repetition links, which are:

-**simple lexical repetition**:

chicken-chicken coup, excavation toys - little toy, prize -prize, family relationships - family relationships, tension- tensions, memories- memories

-complex lexical repetition: feel-feeling, innocence -innocent

-**simple paraphrase**:

photos-pics, painting-work, painting-piece, childlike innocence-childhood, grandparents house - grandmothers dressing table, grandparents house - grandfather, grandfather - poppy, image -–piece.

-**complex paraphrase**:

feel vulnerable –glad

-**co-reference:**

painting-work, painting-piece

-**substitution:** fault - it, toy skeleton - him, Sammy Short-Arm - him

Grammatical cohesion and syntactical structure is ensured by sequences of tenses. Compound and complex sentences, as well as use of conjuncions and prepositions, ensure grammatical cohesion.

Stylistic charachteristics of the text are:

1) **Strong positions of the text**:

Post (text) is whole, it has connection between the introduction, beginning and with the end of the story (excluding advertising part) and the main theme of text which was painting "Magic of a Dressing Table".

2) **Weak positions**: Last part of the text, which was an advertising, transition is a bit sharp and felt like jumping from one text to another not related to main theme of the post.

3) **Tropes**:

Metaphor: small person, organic memories,

Epithet: childlike innocence, felt like magic, special memory.

4) The author used special vocabulary, that is:

pics (pictures), story (short video in Instagramm profile)

Chapter 1 conclusion.

Analyzing the blogs leads to the following conclusions: the language of the blogosphere is unique and diverse and can be divided into the language of authors and the language of comments, the difference between the language features of which is very significant. Speaking directly about the language of bloggers, it should be said that it is a reflection of modern trends in the language. So, in the texts of the English blogosphere, there are often simplified grammatical constructions that are characteristic of the colloquial style of speech; in the Ukrainian-language blog there is a huge number of words borrowed from the English language and neologisms formed due to these borrowings. It is noted that all bloggers actively use a variety of language expressive means in order to convey the desired information as fully as possible and attract as many readers as possible.

Chapter 2. Mass media discourse: discourse features, translation

1.1 Transformations in the translation of mass media discourse.

Example 1

This was a **mission** that I will never forget. A truly **challenging shoot**, but with **learnings** for a lifetime. Just a few days before departing from the ship, I had the opportunity to take part on a mission to photograph the ship by helicopter. It was a brand new Airbus and being the aviation nerd I was, I was always **super excited** to take a ride. The <u>video team</u> used the onboard GSS camera equipped with an @reddigitalcinema **Helium** in 8k for the **sharpest images possible** [2]

Це була **місія**, яку я ніколи не забуду. Дійсно **складна зйомка**, але із **досвідом** на все життя. Буквально за кілька днів до відходу з корабля у мене була можливість взяти участь у місії з фотографування корабля на вертольоті. Це був новий Airbus, і будучи авіаційним занудою, я завжди був **надзвичайно зацікавлений** у тому щоб покататися. <u>Команда по відео</u> використовувала бортову GSS-камеру, оснащену **<u>Геліум</u> <u>@reddigitalcinema</u>** у 8k для отримання **<u>щонайчіткіших зображень</u>**.

Lex tr: Practical transcription: mission – місія, Helium - Геліум
Lex and sem.tr:Differentiation: challenging shoot - складна зйомка, super excited – надзвичайно зацікавлений
Lex and sem.tr: Modulation :learnings – досвід,
Gr tr: Transposition: <u>video team</u> - <u>команда по відео</u>, <u>@reddigitalcinema Helium</u> – <u>Геліум @reddigitalcinema</u>

Gr tr: Omission: sharpest images possible - щонайчіткіших зображень

Example 2

<u>We were able to coordinate with the ship below during morning golden hour</u> to get the **shots** we needed. <u>I</u> along with @thegavinthurston **tackled** the **mission** <u>from an</u> **<u>imagery standpoint</u>**. I was just a young green filmmaker and Gavin really took me

under his wing during these 4 weeks at sea <u>and will</u> always appreciate that **guidance**. It was fun collaborating <u>and one of the more</u> memorable experiences onboard [2]

<u>Під час ранкової золотої години</u> <u>ми змогли скоординуватися з кораблем знизу</u>, щоб отримати <u>потрібні нам</u> **знімки**. **З позиції для зйомки**, разом з @ thegavinthurston <u>я</u> **впорався** із **завданням**. Я був просто молодим зеленим режисером, і Гевін дійсно взяв мене під своє крило протягом цих 4 тижнів у морі, <u>і я</u> завжди буду цінувати ті **настанови**. Було весело співпрацювати <u>і це було</u> одне з найбільш пам'ятних вражень на борту.

Lex tr: Differentiation: shot – знімки, mission – завдання,

Lex and sem.tr: Modulation: tackled the mission - впорався із завданням, imagery standpoint – позиція для зйомки

Gr tr: Transposition: <u>We were able to coordinate with the ship below during morning golden hour</u> to get the **shots** we needed - <u>Під час ранкової золотої години</u> <u>ми змогли скоординуватися з кораблем знизу</u>, щоб отримати <u>потрібні нам</u> **знімки.**

З позиції для зйомки, разом з @ thegavinthurston <u>я</u> **впорався** із **завданням**. - <u>I</u> along with @thegavinthurston **tackled** the **mission** <u>from an</u> **imagery standpoint**.

Gr tr:Addition: <u>and will</u> always appreciate - <u>і я</u> завжди буду цінувати, <u>and one of the more</u> memorable experiences - <u>і це було</u> одне з найбільш пам'ятних вражень.

Example 3

This painting really is <u>my</u> favourite of all the <u>paintings</u> <u>I've</u> **painted** so far - **which is** a lot. <u>Not only does it</u> **hold** my favourite colour combo - blue and orange, <u>but it</u> **holds** some **real sentimental** value for me. This painting reminds me of my grandmother, Rose. Nanna Rose **is** <u>where I got the second half of my first name from</u> ✦✩♥[1]

Ця картина є дійсно улюбленішою з усіх, <u>які</u> <u>я вже</u> **написала** – **а їх** багато.**Вона ховає у собі не тільки** моє улюбленне поєднання кольорів – голубий і помаранчевий, <u>але й так само вона</u> **має** насправді **сентиментальне** для мене

значення. Ця картина нагадує мені мою бабусю Роуз. Бабця Роуз – **ось ,** звідки я отримала другу половину свого імені ✦⁺♥

Lex tr: Practical transcription: sentimental – сентиментальне
Lex tr: Differentiation: painted – написала; real - насправді
Lex and sem.tr: Modulation: hold – ховати; holds – має; is – ось; which is – а їх
Gr tr: Transposition: I've painted so far - які я вже написала; some real sentimental value <u>for me</u> - має насправді сентиментальне <u>для мене</u> значення; where I got the second half of my first name <u>from</u> - <u>звідки я отримала</u> другу половину свого імені.

Gr tr:Addition: I've painted so far - <u>які</u> я вже написала; <u>but it holds</u> - <u>але й так само</u> вона; Not only does it hold - Вона ховає <u>у собі</u> не тільки;
Gr tr: Replacement: <u>Not only does it hold</u> - <u>Вона ховає у собі не тільки</u>;
Gr tr: Omission: This painting really is <u>my</u> favourite of all the paintings I've painted so far - Ця картина є дійсно улюбленішою з усіх, які я вже написала;

Example 3
Throughout <u>my whole life</u>, she has always been a **wonderful role-model**. I have **never known** kindness <u>from someone</u> **the way I've known** it from her. I was so lucky to <u>have</u> her living with my family for over 10 years, so I **got** to spend so much time around her. She always helps <u>everybody</u>, always offers tea to everyone **around** the house, and offers to make a toasted **sandwich** <u>at some **ridiculous** hour of the night,</u> if you want one. She <u>has been so supportive</u> and loving towards me, particularly regarding the step **I have taken** towards art as a **full time** career. She sends me texts that are full of love, every week, **to check on me** - she signs off with a ' ⚘ ' **emoji** . Every <u>single</u> memory <u>I have</u> of my Nana Rose is a **sweet** and bright <u>one</u> - when I think of how much I love her I literally **get tears** in my eyes. When I look at this painting, I **picture** her at the dining table, eating toast with **ridiculous** slabs of butter, sometimes with marmalade, sometimes with raisin toast, and a very weak coffee - and **sure enough**, <u>I **get tears** in my eyes</u>. [1]

Протягом <u>усього мого життя</u> вона завжди була **зразковою людиною.**Я ніколи і ні від кого **не отримувала** стільки <u>доброти</u> **скільки я отримувала** від неї. Мені

так пощастило що вона жила із моєю сім'єю понад 10 років, адже я **могла** проводити стільки часу біля неї. Вона завжди <u>усім</u> допомагає, завжди пропонує чай усім **у** будинку, <u>і у зовсім вже **абусрдну** годину вечора</u> пропонує зробити смажений **сендвіч** якщо ви цього захочете. Вона <u>завжди підтримувала</u> <u>мене</u> та <u>відносилася</u> до мене з любов'ю, особливо стосовно кроку, який **я зробила** у бік мистецтва як до **остаточної** кар'єри. <u>Щотижня</u> вона надсилає мені тексти сповнені любові, **<u>щоб перевірити як у мене справи</u>** - вона підписується <u>використтивуючи</u> **емодзі** «❦» . Кожен спогад про мою бабцю Роуз є **милим** і яскравим - коли я думаю про те, як сильно я її люблю, у мене буквально **з'являються сльози** на очах. Коли я дивлюся на цю картину, я **уявляю** <u>як</u> вона <u>сидить</u> за обіднім столом, їсть тости з **абсурдно** <u>великими</u> шматками масла, іноді з мармеладом, іноді із тостом з родзинками і дуже слабкою каву - і **звичайно ж** <u>на очах у мене</u> **з'являються сльози**.

Lex tr: Practical transcription: sandwich – сендвіч; emoji – емодзі;

Lex tr: Differentiation: ridiculous **–** абусрдну; sweet – милим;

Lex and sem.tr: Modulation: wonderful role-model **-** зразковою людиною;

have never known - не отримувала, have known – отримувала; the way I've known it from her - скільки я отримувала від неї; **got** to spend **-** я **могла** проводити; I have taken - я зробила; full time career - остаточної кар'єри;

to check on me - щоб перевірити як у мене справи; get tears - з'являються сльози; picture – уявляю; sure enough - звичайно ж;

Gr   tr: Transposition: <u>my   whole</u>   life   -   <u>усього   мого</u>   життя;
 I have never known <u>kindness</u> <u>from someone</u> the way I've known it from her - Я ніколи і не <u>від кого</u> не отримувала стільки <u>доброти</u> скільки я отримувала від неї.;

She sends me texts that are full of love, <u>every week</u> - <u>Щотижня</u> вона надсилає мені тексти сповнені любові;

She always helps everybody - Вона завжди усім допомагає;

and offers to make a toasted sandwich <u>at some ridiculous hour of the night</u> - <u>і у зовсім вже абусрдну годину вечора</u> пропонує зробити смажений сендвіч**;**
and sure enough, <u>I get tears in my eyes</u> - і звичайно ж <u>на очах у мене</u> з'являються сльози<u>;</u>

Gr tr:Addition: I have never known kindness from someone the way I've known it from her - Я ніколи <u>і не</u> від кого не отримувала <u>стільки</u> доброти скільки я отримувала від неї.;
She has been so supportive and loving towards me - Вона <u>завжди</u> підтримувала <u>мене</u> та <u>відносилася</u> до мене з любов'ю;
to check on me – щоб перевірити <u>як у</u> мене <u>справи</u>;
she signs off with a '⚘' emoji - вона підписується <u>використивуючи</u> емодзі «⚘»;
I picture her at the dining table - я уявляю <u>як</u> вона <u>сидить</u> за обіднім столом;
eating toast with **ridiculous** slabs of butter - їсть тости з **абсурдно** <u>великими</u> шматками масла;
Gr tr: Replacement: She <u>has been so supportive</u> - Вона завжди <u>підтримувала</u>;
Gr tr: Omission: to <u>have</u> her living with - що вона жила із;
Every <u>single</u> memory <u>I have</u> of my Nana Rose - Кожен спогад про мою бабцю Роуз

Example 4

If I could give my Nana Rose years off of my life so she could be <u>here</u> in this world for longer, I would without question. My family is so lucky she's **still here**, and at almost 86 years old, she's looking amazing ♥

Якби я могла віддати своїй бабці Роуз роки свого життя, щоб вона могла побути у цьому світі довше, я б без сумніву <u>зробила це</u>. Моїй родині так пощастило, що вона все ще **з нами** і у <u>свої</u> майже 86 років вона виглядає приголомшливо ♥
Lex and sem.tr: Modulation: she's still here - вона все ще <u>з нами</u>
Gr tr:Addition: I would without question - я б без сумніву <u>зробила це</u>;
and at almost 86 years old - і у <u>свої</u> майже 86 років

Example 5

Hello friends!! I thought today I would share this painting again ♥ the photos here are good size comparison for it (though I'm a small person!) And I think it's nice for me to be in some **pics** with my work. [1]

Привіт друзі!! Сьогодні я подумала, що поділюся цією картиною знову, фото що тут - добре підходять для порівняння розмірів (хоч я і маленька людина!) І також я думаю, що мені приємно бути на деяких **фото** з моєю роботою.

Lex tr: Practical transcription: photos - фото

Lex and sem.tr: Modulation: pics – зображення

Gr tr: Transposition: I thought today I would - Сьогодні я подумала, що поділюся;

the photos here are good size comparison for it - фото що тут - добре підходять для порівняння розмірів

Gr tr:Addition: he photos here are good size comparison for it - фото що тут - добре підходять для порівняння розмірів;

And I think - I також я думаю

Gr tr: Omission: I thought today I would - Сьогодні я подумала, що поділюся;

Example 6

I feel vulnerable sharing what this painting is about, but I am also glad I have! I think the best thing about my job is being able to **bring** a feeling I have and make it into an image that makes me feel that feeling when I look at it. I'd love to hear what this piece makes you think about ♥[1]

Я відчуваю себе вразливою, ділячись тим, про що ця картина, але я також і рада цьому! Я думаю, що найкраще в моїй роботі - це можливість **перенести** те що я відчуваю у зображення, яке потім дає мені відчути це саме почуття, коли я

на нього дивлюся. Я б хотіла почути, про що змушує вас думати <u>цей витвір.</u>

Lex and sem.tr: Modulation: bring - перенести

Gr tr: Transposition: I'd love to hear what <u>this piece</u> makes you think about - Я б хотіла почути, про що змушує вас думати <u>цей витвір.</u>

Gr tr:Addition: that <u>makes me feel that feeling</u> when I look at it - яке <u>потім дає мені відчути</u> це <u>саме</u> почуття, коли я на нього дивлюся.

Gr tr: Omission: bring a <u>feeling I have</u> and <u>make</u> it into an image - перенести <u>те що я відчуваю</u> у зображення

Example 7

I really <u>do</u> hope this painting <u>goes home</u> <u>with someone soon</u> - I have put <u>a lot of myself into it.</u> It is available for purchase on my **website**, which you can **navigate** to at the link in my **bio**. <u>I</u> am currently having a 25% <u>off</u> sale **sitewide** <u>too</u>, so if you enter "AWESOME25" at checkout, the discount will apply. In this case, it's quite a substantial **amount off** the **full price**! [1]

Я дуже сподіваюся, <u>що</u> ця картина <u>скоро</u> поїде до когось додому – я вклала у <u>неї багато самої себе.</u> Вона доступна для покупки на моєму **сайті**, на який ви можете **перейти** за посиланням у моєму **біо.** <u>Так само,</u>на даний момент <u>у мене</u> діє 25% знижки на **покупку на сайті**, так що якщо ви введете «AWESOME25» при оформленні <u>замовлення,</u> застосується знижка. В даному випадку це досить **істотна знижка** від **початкової ціни**!

Lex tr: Differentiation: website – сайті
Lex and sem.tr: Modulation: navigate – перейти; amount off - істотна знижка**;** full price - початкової ціни
Gr tr: Transposition: I really do hope this painting <u>goes home</u> <u>with someone soon</u> - Я дуже сподіваюся, що ця картина <u>скоро</u> <u>поїде до когось додому;</u>
I have put a lot of myself <u>into it</u> - я вклала <u>у неї</u> багато самої себе.;

Example 8

I am currently having a 25% off sale sitewide <u>too</u> - <u>Так само</u>,на даний момент у мене діє 25% знижки на покупку на сайті**;**

I am currently having - <u>у мене</u> діє

Gr tr:Addition: this painting - <u>що</u> ця картина;

I have put a lot of myself into it - я вклала у неї багато <u>самої</u> себе.;

at checkout - при оформленні <u>замовлення</u>

Gr tr: Replacement:

Gr tr: Omission: I really <u>do</u> hope - Я дуже сподіваюся;

a 25% <u>off</u> sale - діє 25% знижки

Example 9
My teeny painting **collection** officially **went live** <u>today</u>! I **gave** my email list subscribers **first dibs** on the painting they wanted, and I am so proud to say almost all of them are sold! [1]

<u>**Колекція**</u> мого підліткового живопису <u>сьогодні</u> офіційно **вийшла**! Я **дала право** підписникам моєї електронної пошти **обрати ціну** за картину яку вони хотіли і я з гордістю <u>можу</u> сказати <u>що</u> майже всі з них уже продані!

Lex tr: Practical transcription: collection – колекція

Lex and sem.tr: Modulation: went live – вийшла; gave first dibs – дала право обрати ціну

Gr tr: Transposition: officially went live <u>today</u> - <u>сьогодні</u> офіційно вийшла;

Gr tr:Addition: I gave my email list subscribers first dibs on the painting they wanted - дала <u>право</u> підписникам моєї електронної пошти обрати ціну; and I am so proud to say almost all of them are sold! - і я з гордістю <u>можу</u> сказати <u>що</u> майже всі з них уже продані!

Example 10
<u>There are 3 left</u> as you can see in slide 2 - <u>the</u> lava lamp <u>one</u> (which is my favourite of all 16!!), The dragonfruit and the little soy sauce fishie - they're available on my

website under the "oil paintings" **category** - help me officially sell out my **first ever** collection ☐♥[2]

Як ви можете бачити на другому слайді - <u>їх лишилося ще 3</u> – <u>та що</u> з лавовою лампою (яка є моєю улюбленою з усіх 16!!), драконовий фрукт і маленький соєвий соус-рибка – усі вони доступні на моєму **сайті у категорії** «картини маслом» - допоможіть мені офіційно розпродати свою **першу в історії** колекцію.

Lex tr: Differentiation: website - сайті

Lex and sem.tr: Modulation: under category - у категорії

Gr tr: Transposition: <u>There are 3 left</u> as you can see in slide 2 - Як ви можете бачити на другому слайді - <u>їх лишилося ще 3</u>;

<u>the</u> lava lamp <u>one</u> - та що з лавовою лампою

Example 11

I am so grateful to everyone who **showed** their support by purchasing one. And when they're **properly** dry and **varnished I'll be** sending them out! [1]

Я дуже вдячна усім, хто **проявив** свою підтримку, купивши одну. А коли вони будуть **належним чином** висушені і **покриті лаком**, я **почну** їх відправляти!

Lex tr: Differentiation: showed – проявив**;** properly - належним чином; varnished - покриті лаком

Lex and sem.tr: Modulation: I'll be - я почну

Example 12

Today was another **big day** - <u>the</u> day <u>of the</u> big surprise! @veryberrydraws made a trip all the way from Bulgaria to Australia just to see me for a week. I **brought** her <u>back</u> from the airport a few hours ago a<u>nd we have been</u> **chattering away** <u>and having a great time</u> <u>already</u> - we have a **jam packed week** of fun activities, like visiting natural hotsprings, a day of shopping and cafe hopping in the city, visiting an **Aussie**

native animal zoo, painting together, visiting a cute little town - it'll be amazing fun and a great way for us to both relax ☺☺. [2]

Сьогодні був ще один **важливий день** - день великого сюрпризу! @ veryberrydraws здійснила поїздку аж із Болгарії до Австралії, для того щоб просто побачитись зі мною на тиждень.Я **привіз** її з аеропорту кілька годин тому, і от ми уже **балакаємо** і чудово проводимо час - у нас **уже розпланований** увесь тиждень веселих заходів таких як відвідування природних гарячих джерел, день покупок і відвідування кафе у місті, відвідування **австралійського** зоопарку місцевих тварин, малювання, відвідування симпатичного маленького міста - це буде дивовижно весело і буде відмінним способом аби розслабитись для нас обох ☺☺..

Lex tr: Differentiation: big day - важливий день; brought - привіз

Lex and sem.tr: Modulation: made a trip - здійснила поїздку;chattering away – балакаємо;

jam packed week **-** уже розпланований тиждень; Aussie **-** австралійського

Gr tr: Transposition: we have been **chattering away** and having a great time already - і от ми уже **балакаємо** і чудово проводимо час;

 a great way for us to both relax - аби розслабитись для нас обох

Gr tr:Addition: just to see me for a week - для того щоб просто побачитись зі мною побачитись на тиждень.;

we have been chattering away and having a great time already - і от ми уже балакаємо і чудово проводимо час;

we have a jam packed week **-** у нас уже розпланований увесь тиждень;

a great way for us to both relax - аби розслабитись для нас обох

Gr tr: Omission: the day of the big surprise - день великого сюрпризу; all the way from - аж із ;

I brought her back from the airport - Я привіз її з аеропорту;

we have been chattering away and having a great time already - і от ми уже балакаємо і чудово проводимо час.

Example 13

I <u>have had</u> this reference <u>ready</u> to paint for a LONG time. But I have been so busy <u>recently</u> I just haven't had the **spare moments** to paint it <u>until now</u>! I <u>had been</u> waiting <u>for figs to be in season</u> <u>specifically</u> to **snap** an awesome reference photo with a Moka pot. [1]

Я <u>підготувала</u> цей референс для написання вже ДУЖЕ давно. Але <u>останнім часом</u> я була така зайнята, що <u>до цього</u> в мене не було навіть **вільної хвилини**, аби його намалювати! Я <u>цілеспрямовано</u> чекала коли <u>почнеться сезон інжиру</u> щоб **сфоткати** дивовижний референс із горщиком Мока.

Lex tr: Transliteration: Moka - Мока.

Lex tr: Differentiation: LONG time - ДУЖЕ давно; specifically **-** цілеспрямовано

Lex and sem.tr: Modulation: spare moments - вільної хвилини; snap - сфоткати

Gr tr: Transposition: I have been so busy <u>recently</u> - Але <u>останнім часом</u> я була така зайнята;

I just haven't had the spare moments to paint it <u>until now</u> - що <u>до цього</u> в мене не було навіть вільної хвилини;

I <u>had been</u> waiting for figs to be in season <u>specifically</u> - Я <u>цілеспрямовано</u> чекала коли почнеться сезон інжиру;

Gr tr: Replacement: I <u>had been</u> waiting <u>for figs to be in season</u> specifically - Я цілеспрямовано чекала <u>коли почнеться сезон інжиру</u>;

Gr tr: Omission: I <u>have had</u> this reference <u>ready</u> - <u>підготувала</u> цей референс;

I <u>had been</u> waiting for figs to be in season specifically - Я цілеспрямовано чекала коли почнеться сезон інжиру;

Example 14

Excited to see a few of my photos are <u>currently</u> up on the @oceanx <u>annual report</u>, shot while onboard last spring. I was **capturing** daily life onboard as well as creating content <u>assets</u> for the shows eventual release next year. **Much of the** show is still

under wraps, and still shooting currently in the Arctic, but it's an honor to see some of my work come out and used on their site! [2]

Радий бачити кілька моїх фотографій у <u>річному звіті</u> @ oceanx, знятий на борту минулої весни. **Я знімав** повсякденне життя на борту, а також створював контент для шоу, які можуть вийти наступного року. **Більша частина** шоу все ще знаходиться у таємниці, і досі знімається в Арктиці, але <u>для мене</u> це велика честь побачити, як деякі з моїх робіт виходять і використовуються на їхньому сайті!

Lex tr: Practical transcription: Arctic – Арктиці; site - сайті
Lex tr: Differentiation: capturing – знімав; shooting - знімається
Lex and sem.tr: Modulation: Much of the - Більша частина; under wraps - у таємниці;
Gr tr: Transposition: currently up on the @oceanx <u>annual report</u> - у <u>річному звіті</u> @ oceanx
Gr tr:Addition: but it's an honor to see some - але <u>для мене</u> це велика честь
Gr tr: Omission: well as creating content <u>assets</u> for the shows - а також створював контент для шоу.

2.2 Lexical transformations in the translation of mass media discourse.
Example 1
Lex tr: Practical transcription: mission – місія, Helium - Геліум
Lex and sem.tr:Differentiation: challenging shoot - складна зйомка, super excited – надзвичайно зацікавлений
Lex and sem.tr: Modulation :learnings – досвід,
Example 2
Lex tr: Differentiation: shot – знімки, mission – завдання,
Lex and sem.tr: Modulation: tackled the mission - впорався із завданням, imagery standpoint – позиція для зйомки

Example 3

Lex tr: Practical transcription: sentimental – сентиментальне

Lex tr: Differentiation: painted – написала; real - насправді

Lex and sem.tr: Modulation: hold – ховати; holds – має; is – ось; which is – а їх

Example 4

Lex tr: Practical transcription: sandwich – сендвіч; emoji – емодзі;

Lex tr: Differentiation: ridiculous – абусрдну; sweet – милим;

Lex and sem.tr: Modulation: wonderful role-model - зразковою людиною;
have never known - не отримувала, have known – отримувала; the way I've known it from her - скільки я отримувала від неї; **got** to spend **- я могла** проводити; I have taken - я зробила; full time career - остаточної кар'єри;
to check on me - щоб перевірити як у мене справи; get tears - з'являються сльози; picture – уявляю; sure enough - звичайно ж;

Example 5

Lex and sem.tr: Modulation: she's still here - вона все ще з нами

Example 6

Lex tr: Practical transcription: photos - фото

Lex and sem.tr: Modulation: pics – зображення

Example 7

Lex and sem.tr: Modulation: bring – перенести

Example 8

Lex tr: Differentiation: website – сайті

Lex and sem.tr: Modulation: navigate – перейти; amount off - істотна знижка; full price - початкової ціни

Example 9

Lex tr: Practical transcription: collection – колекція

Lex and sem.tr: Modulation: went live – вийшла; gave first dibs – дала право обрати ціну

Example 10

Lex tr: Differentiation: website - сайті

Lex and sem.tr: Modulation: under category - у категорії

Example 11

Lex tr: Differentiation: showed – проявив**;** properly - належним чином; varnished - покриті лаком

Lex and sem.tr: Modulation: I'll be - я почну

Example 12

Lex tr: Differentiation: big day **-** важливий день; brought - привіз

Lex and sem.tr: Modulation: made a trip - здійснила поїздку;chattering away – балакаємо;

jam packed week **-** уже розпланований тиждень; Aussie **–** австралійського

Example 13

Lex tr: Transliteration: Moka - Мока.

**Lex tr: Differentiation:** LONG time - ДУЖЕ давно; specifically - цілеспрямовано

Lex and sem.tr: Modulation: spare moments - вільної хвилини; snap - сфоткати

Example 14

Lex tr: Practical transcription: Arctic – Арктиці; site - сайті
Lex tr: Differentiation: capturing – знімав; shooting - знімається
Lex and sem.tr: Modulation: Much of the **-** Більша частина; under wraps - у таємниці;

Lexical Transformations

- transliteration
- modulation
- differentiation
- practical transcriprtion

2%
60%
27%
11%
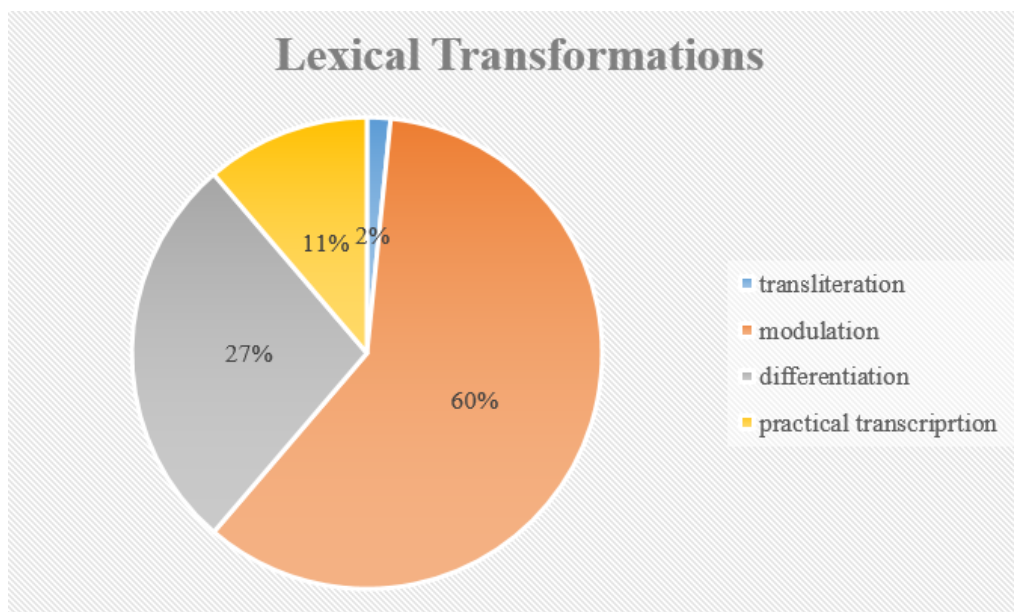
Conclusion: According to lexical transformations in data source materials, modulation is dominating, because it is 60% of all transofrmations, while differentiation is 27%, practical transcription is 11% and transliteration is 2%.

2.3 Grammatical transformations in the translation of mass media discourse.

Example 1

Gr tr: Transposition: <u>video team</u> - <u>команда по відео</u>, <u>@reddigitalcinema Helium</u> – <u>Геліум @reddigitalcinema</u>

Gr tr: Omission: sharpest images possible - щонайчіткіших зображень

Example 2

Gr tr: Transposition: <u>We were able to coordinate with the ship below during morning golden hour</u> to get the **shots** we needed - <u>Під час ранкової золотої години ми змогли скоординуватися з кораблем знизу</u>, щоб отримати <u>потрібні нам знімки.</u>

Example 3

Gr tr:Addition: I've painted so far - <u>які</u> я вже написала; <u>but it holds</u> - <u>але й так само</u> вона; Not only does it hold - Вона ховає <u>у собі</u> не тільки;

Gr tr: Replacement: <u>Not only does it hold</u> - <u>Вона ховає у собі не тільки;</u>

Gr tr: Omission: This painting really is <u>my</u> favourite of all the paintings I've painted so far - Ця картина є дійсно улюбленішою з усіх, які я вже написала;

Example 4

Gr tr: Transposition: <u>my whole</u> life - <u>усього мого</u> життя; I have never known <u>kindness</u> <u>from someone</u> the way I've known it from her - Я ніколи і не <u>від кого</u> не отримувала стільки <u>доброти</u> скільки я отримувала від неї.;

She sends me texts that are full of love, <u>every week</u> - <u>Щотижня</u> вона надсилає мені тексти сповнені любові;

She always helps everybody - Вона завжди усім допомагає;

and offers to make a toasted sandwich <u>at some ridiculous hour of the night</u> - <u>і у зовсім вже абусрдну годину вечора</u> пропонує зробити смажений сендвіч**;**

and sure enough, <u>I get tears in my eyes</u> - і звичайно ж <u>на очах у мене</u> з'являються сльози<u>;</u>

Gr tr:Addition: I have never known kindness from someone the way I've known it from her - Я ніколи <u>і не</u> від кого не отримувала <u>стільки</u> доброти скільки я отримувала від неї.;

She has been so supportive and loving towards me - Вона <u>завжди</u> підтримувала <u>мене</u> та <u>відносилася</u> до мене з любов'ю;

to check on me – щоб перевірити <u>як у</u> мене <u>справи</u>;

she signs off with a '❀' emoji - вона підписується <u>використтивуючи</u> емодзі «❀»;

I picture her at the dining table - я уявляю <u>як</u> вона <u>сидить</u> за обіднім столом;
eating toast with **ridiculous** slabs of butter - їсть тости з **абсурдно** <u>великими</u> шматками масла;

Gr tr: Replacement: She <u>has been so supportive</u> - Вона завжди <u>підтримувала</u>;

Gr tr: Omission: to <u>have</u> her living with - що вона жила із;
Every <u>single</u> memory <u>I have</u> of my Nana Rose - Кожен спогад про мою бабцю Роуз.

Example 5

Gr.tr:Addition: I would without question - я б без сумніву <u>зробила це</u>;
and at almost 86 years old - і у <u>свої</u> майже 86 років

Example 6

Gr tr: Transposition: <u>I</u> thought today I would - Сьогодні <u>я</u> подумала, що поділюся;

the photos here are good <u>size</u> comparison for it - фото що тут - добре підходять для порівняння <u>розмірів</u>

Gr.tr:Addition: he photos here are good size comparison for it - фото що тут - добре <u>підходять</u> для порівняння розмірів;

And I think - I також я думаю

Gr tr: Omission: I thought today <u>I</u> would - Сьогодні <u>я</u> подумала, що поділюся;

Example 7

Gr tr: Transposition: I'd love to hear what <u>this piece</u> makes you think about - Я б хотіла почути, про що змушує вас думати <u>цей витвір.</u>

Gr tr:Addition: that <u>makes me feel that feeling</u> when I look at it - яке <u>потім</u> <u>дає</u> <u>мені відчути</u> це <u>саме</u> почуття, коли я на нього дивлюся.

Gr tr: Omission: bring a <u>feeling I have</u> and <u>make</u> it into an image - перенести <u>те що</u> <u>я відчуваю</u> у зображення

Example 8

Gr tr: Transposition: I really do hope this painting <u>goes home</u> <u>with someone soon</u> - Я дуже сподіваюся, що ця картина <u>скоро</u> <u>поїде до когось додому</u>;

I have put a lot of myself <u>into it</u> - я вклала <u>у неї</u> багато самої себе.;

<u>I</u> am currently having a 25% off sale sitewide <u>too</u> - Так само,на даний момент у мене діє 25% знижки на покупку на сайті**;**

<u>I</u> am currently having - <u>у мене</u> діє

Gr tr:Addition: this painting - <u>що</u> ця картина;

I have put a lot of myself into it - я вклала у неї багато <u>самої </u>себе.;

at checkout - при оформленні <u>замовлення</u>

Gr tr: Omission: I really <u>do</u> hope - Я дуже сподіваюся;

a 25% <u>off</u> sale - діє 25% знижки

Example 9

Gr tr: Transposition: officially went live <u>today </u> - <u>сьогодні </u> офіційно вийшла;

Gr tr:Addition: I gave my email list subscribers first dibs on the painting they wanted - дала <u>право</u> підписникам моєї електронної пошти обрати ціну; and I am so proud to say almost all of them are sold! - і я з гордістю <u>можу</u> сказати <u>що</u> майже всі з них уже продані!

Example 10

Gr tr: Transposition: <u>There are 3 left</u> as you can see in slide 2 - Як ви можете бачити на другому слайді - <u>їх лишилося ще 3</u>;

<u>the</u> lava lamp <u>one</u> - <u>та що</u> з лавовою лампою

Example 12

Gr tr: Transposition: we have been **chattering away** and having a great time <u>already</u> - і от ми <u>уже</u> **балакаємо** і чудово проводимо час;

a great way for us to both relax - аби <u>розслабитись</u> для нас обох

Gr tr:Addition: just to see me for a week - <u>для того щоб просто</u> побачитись зі мною побачитись на тиждень.;

we have been chattering away and having a great time already - і <u>от</u> ми уже балакаємо і чудово проводимо час;

we have a jam packed week **-** у нас уже розпланований <u>увесь</u> тиждень;

a great way for us to both relax - <u>аби</u> розслабитись для нас обох

Gr tr: Omission: <u>the</u> day <u>of the</u> big surprise - день великого сюрпризу; <u>all the way</u> <u>from</u> - аж із ;

I brought her <u>back</u> from the airport - Я привіз її з аеропорту;

we <u>have been</u> chattering away and <u>having</u> a great time already - і от ми уже балакаємо і чудово проводимо час.

Example 13

Gr tr: Transposition: I have been so busy <u>recently</u> - Але <u>останнім часом</u> я була така зайнята;

I just haven't had the spare moments to paint it <u>until now</u> - що <u>до цього</u> в мене не було навіть вільної хвилини;

I <u>had been</u> waiting for figs to be in season <u>specifically</u> - Я <u>цілеспрямовано</u> чекала коли почнеться сезон інжиру;

Gr tr: Replacement: I <u>had been</u> waiting <u>for figs to be in season</u> specifically - Я цілеспрямовано чекала <u>коли почнеться сезон інжиру</u>;

Gr tr: Omission: I <u>have had</u> this reference <u>ready</u> - <u>підготувала</u> цей референс;

I <u>had been</u> waiting for figs to be in season specifically - Я цілеспрямовано чекала

коли почнеться сезон інжиру;

Example 14

Gr tr: Transposition: currently up on the @oceanx <u>annual report</u> - у <u>річному звіті</u> @ oceanx

Gr tr:Addition: but it's an honor to see some - але <u>для мене</u> це велика честь

Gr tr: Omission: well as creating content <u>assets</u> for the shows - а також створював контент для шоу.
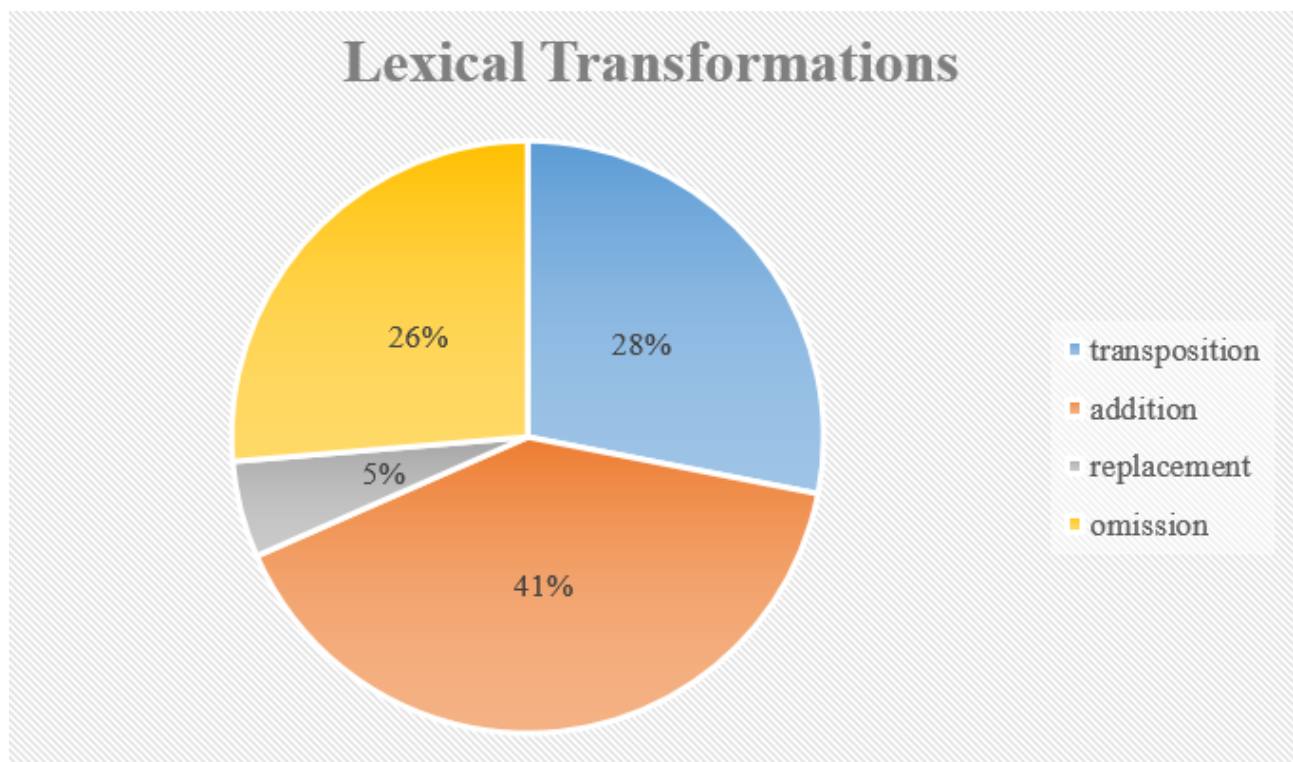
Conclusion: According to lexical transformations in data source materials, addition is dominating, because it is 41% of all transofrmations, while transposition is 28%, omission is 26% and replacement is 5%.

Chapter 2 Conclusion: it was noticed that translation of blogs translation of blogs often requires replacement or even complete "eating" of words in order to transfer information from the source language correctly.Since the language of social networks is quite simple and does not require adherence of the all grammatical rules, which can interfere with translation.But using such grammatical transformations as omission

and addition, makes task much easier because translator can apply imagination and his vocabulary to translate material properly.

Such lexical transofrmations as differentiation and modulation are useful but still they are oftenly used both in easier and more complex translations. Transposition is also doesn't underline something special in translation because it is also is often in use.

CONCLUSIONS

Analyzing the blogs leads to the following conclusions: the language of the blogosphere is unique and diverse and can be divided into the language of authors and the language of comments, the difference between the language features of which is very significant. Speaking directly about the language of bloggers, it should be said that it is a reflection of modern trends in the language. So, in the texts of the English blogosphere, there are often simplified grammatical constructions that are characteristic of the colloquial style of speech; in the Ukrainian-language blog there is a huge number of words borrowed from the English language and neologisms formed due to these borrowings. It is noted that all bloggers actively use a variety of language expressive means in order to convey the desired information as fully as possible and attract as many readers as possible.

The translation of microblogs on Instagram accounts can have some unique features due to the nature of the platform. Some of these features include:

Informal language: Instagram is known for its casual and conversational tone, and this is reflected in the language used in microblogs. Translations should aim to capture this informal style and use language appropriate for the target audience.

Use of hashtags: Instagram users frequently use hashtags to categorize their posts and make them more discoverable. Translators should be familiar with the most common hashtags used in the target language and ensure that they are accurately translated.

Emojis: Emojis are commonly used on Instagram to express emotions or convey meaning. Translators should be familiar with the most common emojis used in the target language and understand their cultural significance.

Image captions: Instagram is a visual platform, and images are a key component of microblogs. Translators should ensure that image captions are accurately translated and provide context for the image

Localization: Instagram has a global user base, and translations should be localized to the target audience. This means taking into account regional variations in language, culture, and customs.

Overall, the translation of microblogs on Instagram accounts requires a deep understanding of the platform and its users, as well as the ability to capture the tone and style of the original content.

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3. https://travelwithjoshcohen.com

ANNEX

Travel With Josh Cohen

Palm Jumeirah: A Marvel to See

Planning a trip to Dubai? With so much to do and see, it can be hard to decide where to start. Whether you start with it or end your time in Dubai with it, Palm Jumeirah is something you just have to experience. Palm Jumeirah is an artificial island shaped like a palm tree with another island shaped like a crescent encircling it. Construction began in 2001 as part of a three palm island project. When Palm Jebel Ali and Palm Deira are completed, Palm Jumeira will be the smallest of the three. At this point, it is near completion and in just a short time, has become a must-see for tourists.

A helicopter tour lets you see the island from the air so you get a view of the whole island. Seeing this large palm tree in the gulf waters is a fantastic photo opportunity. After seeing some of the things on the island as you fly by, you will want to tour the island on the ground. If you wish, you could book lodging on the island in one of the beachfront hotels on the crescent, one of which is shaped like a sail, so you can spend more time exploring it.

Along with the chance to see beautiful residences and hotels, you can visit beaches, marinas, clubs and restaurants. For some great shopping, there are malls and retail outlets. The quality of the merchandise is the shops on Palm Jumeirah is unparalleled. After shopping, you might want to spend some time at the top of the crescent.

What is at the top of the crescent that is so worth seeing and experiencing? The Atlantis Palm Dubai hotel. This hotel is a marvel to see on its own. Many visitors make sure they get plenty of photos of this place. It isn't just a luxury hotel either. It provides plenty to do for hotel guests and those who just came to see the hotel and pay the admission for the many offerings found there.

At the Atlantis, a good place to start is the Lost Chambers Aquarium. Learn about marine life and if you are inclined, you can go diving among the fish you learn about

in the aquarium. From here, you can go to Dolphin Bay to not only see dolphins but meet them and play with them. For this adventure, you will need to know how to swim even though it will be in shallow water.

After getting a taste of the cooling waters at Dolphin Bay, you may be ready to take the plunge at the Aquaventure Waterpark. You would expect to find water slides and probably a play area for kids to splash around but Aquaventure also has river rides, cownose ray feeding and a shark safari. When you want to slow down and relax, Aquaventure's beach is just the ticket [3].

Palm Jumeirah is an experience you won't want to miss. You may want to plan touring it a few times if you aren't fortunate enough to book accommodations on the island.

Пальма Джумейра: диво, яке варто побачити

Плануєте поїздку у Дубай? Оскільки там так багато можна зробити та побачити, то може бути важко вирішити, з чого почати. Незалежно від того, починаєте ви з нього чи закінчуєте свою поїздку у Дубаї, Пальма Джумейра – це те місце, з яким ви просто повинні ознайомитись. Пальма Джумейра - це штучний острів у формі пальми та з іншим островом у формі півмісяця, що його оточує. Будівництво почалося у 2001 році в рамках проекту трьох пальмових островів. Коли Пальма Джебел Алі і Пальма Дейра будуть добудовані, Пальма Джумейра стане найменшим островом з трьох. На даний момент він майже завершений і за короткий час став обов'язковим для відвідування у туристів.

Екскурсія вертольотом дає змогу побачити острів з повітря, то ж ви сможнтн побачити увесь острів. Побачити цю велику пальму у водах Перської затоки - фантастична моживість для того щоб зробити хороший знімок. Після того як ви побачите деякі речі на острові коли будете пролітати повз них – ви захочете

дослідити острів пішки. Якщо ви хочете, ви можете забронювати житло на острові в одному з пляжних готелів на півмісяці, один з яких має форму вітрил, таким чином у вас буде більше часу на його вивчення.

Разом із з можливістю побачити красиві будинки й готелі, можна ж іще й відвідати пляжі, пристані, клуби і ресторани. Для хорошого шопінгу, є торгові центри і торгові точки. Якість товарів у магазинах на Палм Джумейра не має собі рівних. Після покупок, ви так само можете провести деякий час у верхній частині півмісяця.

Що ж знаходиться на вершині півмісяця, який дійсно варто побачити і ознайомитись? Готель Atlantis Palm Dubai. Цей готель є чудом, яке потрібно відвідати особисто. Багато відвідувачів мають запевнитись що зробили достатньо багато фото цього чудового місця. Також це не просто розкішний готель. Він пропонує багато чого тим відвідувачам які прийшли аби просто побачити готель та заплатити вступний внесок за безліч того що пропонує готель.

Після Атлантісу гарним місцем для старту є акваріум Lost Chambers. Дізнайтеся більше про морське життя і якщо ви схильні то можете зайнятися дайвінгом із рибами, про яких ви дізнаєтеся в акваріумі. Звідси можна відправитися у затоку Дельфін, щоб не тільки побачити дельфінів, але зустрітися з ними з близька і навіть погратися із ними. Для такої пригоди вам потрібно вміти плавати, навіть не дивлячись на те що це буде на мілководді.

Отримавши смак охолоджуючих вод у затоці Дельфін, будьте готові зануритися в аквапарк Аквавентура. Напевно ви очікуєте знайти водні гірки ймовірно ігрову зона для дітей, але Aquaventure також пропонує річкові атракціони, можливсіть погодувати морського ската і навіть сафарі з акулою. А коли ви захочете пригальмувати і розслабитися, пляж Aquaventure - це те що треба.

РЕЗЮМЕ

Дана робота на тему: «Microblogs translation specifics based on Instagram accounts» складається з вступу, двох розділів, висновків, списку літератури, додатків.

У сучасну епоху цифрових технологій блоги вважаються потужним і довгостроковим маркетинговим активом для бізнесу. Якщо ваш бізнес не має блогу, ви втрачаєте можливість збільшити упізнаваність вашої компанії та клієнтську базу.

Коли блоги тільки з'явилися, вони зазвичай використовувалися як платформа для обміну особистими думками, інтересами, почуттями та думками. Через деякий час блоги почали з'являтися на комерційних сайтах. Блоги цих веб-сайтів призначені для залучення відвідувачів, збільшення відвідуваності веб-сайту та надання відповідної інформації вашій цільовій аудиторії, аби підвищити попит на послуги компанії та спонукати їх знову відвідати ваш веб-сайт.

Переклад блогу не такий простий, як здається. Отже, не потрібно поспішати робити висновки наперед, якщо хочете інтерпретувати деякі з публікацій свого блогу чи веб-сайту з нуля. Можливо, перед прийняттям рішення важливо зважити всі «за» і «проти».

В практичній частині роботи було досліджено приклади популярних англомовних мікроблогів Інстаграмм різноманітної тематики та наповнення та проаналізовано основні інструменти для їх перекладу на українську мову.