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КУРСОВА РОБОТА
З ПЕРЕКЛАДУ

Особливості перекладу галузевих термінів медіа-дискурсу.

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INTRODUCTION

Terminology is a linguistic discipline that studies, analyses and describes a specialised area of the lexicon. The aim of terminological studies is the standardisation of terms so that they are used uniformly. Translation of terms is a challenge for a translator, as in many cases, it is impossible to render terms by an equivalent translation. Thus, it is necessary to apply translational transformations.

The actuality of the study is due to the fact that in modern conditions, the translation of terms in the media discourse is an unexplored sphere. The relevance is also caused by the fact that the media discourse characterizes by the wide circle of terms of different fields. Thus, the translator has to know the meaning of all these terms.

The research aim is to analyse the strategies and techniques of translating terms of the English media discourse into Ukrainian.

The objectives of term paper:

- To study the aspects of the concept of the term;
- To highlight the specific of translating terminology;
- To study the features of media discourse;
- To conduct a practical analysis of the ways of translating terms of media discourse.

Object of the research – terms in the English media discourse.

The investigation subject – the strategies and techniques of translating terms of the English media discourse into Ukrainian.

Methods used in the research – method of analysis and synthesis of information, method of oppositions, method of comparative analysis method of the sample, method of statistical analysis.

The material of analysis is the following sources:

- BBC-News;
- CNN;

– UBN.

Theoretical value of the research – is the ability to use the results obtained during the study, in further developing the topic of translating terms in the media discourse.

Practical value of the research – is the possibility of applying the results of the study in teaching comparative typology and giving examples.

The brief outline of the research paper structure: the term paper consists of an introduction, two chapters, a conclusion, references, annex.

CHAPTER 1

THEORETICAL ASPECTS OF TRANSLATING TERMS

1.1 The concept of “term” in the linguistic studies

The concept of terms and terminology is in the focus of many modern researchers. The concept of terminology and term is considered as an object of linguistic research in the scientific works of M. B. Verbeniets [5], E. F. Skorokhodko [26], I. M. Humovska [7], I. M. Sushynska and P. H. Davydova [27], T. V. Zaplitna [10] and some others.

Researchers offer different interpretations of the concept of the term. Representatives of the pro-functional approach, such as E. F. Skorokhodko [26], V. M. Leichyk [16], highlight that “term” is a type of lexical unit usage, but not a special type of lexical unit. In particular, E. F. Skorokhodko understands the term as a word or a constant phrase that is a member of such a lexical-semantic system, which represents a certain professional (specialized) concepts system.

D. V. Furt defines the concept of a term as “a word or phrase of a special (scientific, technical) language that is created or borrowed with the aim to express the special concepts and denote the special objects” [30].

R. Dmytratsevych also holds to the view that “a term is a word (or phrase) of a special sphere of using that denotes a special concept” [8: 51].

Cambridge Dictionary (CD, URL), in turn, gives the following definition of the concept “term”: a term (Lat. *terminus* “border, end”) is a special word or phrase that is accepted in a certain professional sphere and is used in special conditions.

V. I. Karaban defines the concept of a term as a sign of language, which is the concept of a special, professional branch of science or technology. The researcher believes that scientific and technical terms are essential to components of scientific and technical texts [11: 54].

A. Ya. Kovalenko offers the following definition of the term: “term” is an emotionally neutral word or phrase that is used with the aim to express concepts and names of objects [12: 257].

Operating on the premise that the concept of “term” is the dominant object of terminological analysis, the researcher M. T. Cabré defines terms or terminological units as «units that represent knowledge, units that are part of the language, and units that make up an essential part of communication.» According to the researcher, the terminology field includes the following three components:

- the cognitive component;
- the linguistic component;
- the communicative component [33].

A similar view has the researcher J. C. Sager. He notes that on the assumption that terminology is a semantically-based discipline, it is possible to study it from the perspective of a cognitive dimension, as well as from the perspective of a linguistic dimension and communicative dimension [39: 3].

According to M. I. Mostovyi, the terms are aimed at the accuracy of nominating certain concepts in science, technology, and art, and also these lexical units differ from commonly used words in that the latter is quite often polysemous, and the terms, in contrast to the commonly used group of words, are usually deprived of expressiveness and are unambiguous in nature [19: 66].

A. Kryzhanivska, T. Panko, L. Simonenko and many other researchers also analyzed the essence of terminology. In general, their opinions agree on what has already been mentioned above, specifically the fact that the term is intended to express the concept of science, technology, etc. It is an integral element of the general lexical system of natural language, and contributes to the fixation and preservation of accumulated knowledge, and, thus, contributes to the performance of the language's cognitive and informative function [25: 21].

T. Zhuravleva emphasizes that terminology is a subsystem of the literary language vocabulary, which:

- correlates with professional activity;
- determines the category of professional subjects, signs, actions, phenomena;
- determines the formation and functioning of production, technical, scientific and social management styles [9: 21].

L. M. Tomilenko argues that terminology is an extremely mobile and rapidly complementary part of the language system, and, from the point of view of many scientists, the accelerated pace of the scientific and technological revolution contributes to the dissemination of information in all areas of knowledge and activity. The volume of the terminological component is growing particularly rapidly in highly developed languages, so it inevitably penetrates into the literary language. The industry terminology acts as the main source of replenishment and expansion of the language and also forms a significant part of any general-language explanatory dictionary of our time [28: 62].

In the dictionary of the Ukrainian language, quite a large part (approximately 23.6%) is made up of new terms and various scientific concepts, in particular medical, historical, biological, geological, linguistic and others. A much smaller share is allocated to terminological units related to botany, mathematics, sports, economics, music, religious studies, agriculture, politics, philosophy, psychology, anatomy, and other fields. Their share is about 2.8—1%. The share of special terminology in the above-mentioned dictionary is approximately 11% of all new terms. In general, there are more than 25 thousand terms in the dictionary of the Ukrainian language, which is about 14% of all words given in this publication [28: 62—63]. The work on expanding dictionaries continues, which indicates the dynamics of development and improvement of the language vocabulary.

In order to form a description of the concept of the term, it is necessary to consider its properties and functional characteristics. The various sets of specific properties of the term are distinguished in the scientific literature. In this paper, we identify the following properties of the term:

- 1) specificity of use;

- 2) clarity of meaning;
- 3) nominative character;
- 4) stylistic and expressive neutrality [20: 379].

Also, it is possible to represent the following functional characteristics of term:

- nominative function. In the course of professional activity, representatives of the professional community form new nominations to special phenomena.
- Identifying function. The term belongs to a specific professional field.
- Communicative (interpersonal and social) function. Terminology allows people to transmit information in a convenient format, makes speech more relevant, and makes it possible to transmit information within a professional group.
- Contact (phatic) function. It indicates the direct purpose of the language, which is understood as a means of establishing contacts in the professional community using terminology.
- Expressive function. This function is usually performed by terminology formed by metaphorical shift. Metaphorical shift is considered as one of the most effective ways to form English terminology, which performs a number of functions.
- Meaning specification function. It is used to more accurately indicate various phenomena. The use of the English term helps to narrow the meaning of the lexical unit.
- Euphemistic function. Euphemisms are used primarily to avoid social and interpersonal conflicts, that is, to eliminate the possibility of potential communicative tension. Representatives of professional communities use terminology, terminological professionals as an emotive-evaluative and expressive-imaginative tool [20: 380].

Based on the above information, it is possible to conclude that terminology plays an important role in the communication of professionals, given that it forms a professional communication, promote mutual understanding of people working in the same field, help to avoid ambiguity and establish contacts with people who have

certain knowledge in professional fields. In this paper, the concept of a term will be understood as a word (or phrase) of a special, professional branch of science or technology of using that denotes special concepts of the branch of science or technology.

1.2 Specific of translating terms from English into Ukrainian

The process of translating terms characterizes by certain difficulties. When translating terms from English to Ukrainian, linguists first of all try to find a lexical equivalent – a constant lexical matching that corresponds strictly to the meaning of the term. This task is difficult, since many terms have appeared recently, so it is not always possible to apply the matches in the realities in our country. V. Karaban emphasizes the need to be able to find the appropriate equivalent in your native language and expand the knowledge of equivalent terms [11: 89]. An example of finding an equivalent is: *equipment* – *техніка, оснащення*. As noted by E. Skorokhodko, in some cases it is impossible to find absolute equivalents. If the content of the concept is partially represented in the text, then it is allowed to replace the absolute equivalent with a relative one. A relative equivalent is understood as a term that expresses a concept, generic relative to a definition that is expressed by a term. The relative equivalent can only be used in a context that allows the translator to render the object's specific features. Relative equivalents are used if the absolute equivalent is not applicable [26: 33].

N. M. Ababilova and V. L. Belokaminskaya found out that the process of translating the term can be applied in two stages:

1. clarification of the term (in context);
2. translation of the meaning into the native language [1: 127].

The researchers note that the main method of translating terms is a translation by a lexical equivalent. But in many cases, it is impossible to apply the lexical equivalent. In such a situation, a translator resorts to translational transformations.

The term “translation transformations” was defined by scientists who have researched this issue. D. V. Furt identified the concept of “transformation” as a translation process, during which the system of meanings contained in the language forms of the original text perceived and understood by the translator by virtue of his competence. In the frameworks of this process, language forms transform naturally due to interlanguage asymmetry into a more or less similar system of meanings and forms of the translation language [30].

Translation choice is determined by factors of both linguistic and extralinguistic nature:

- the difference between the translation language and source language systems;
- the functional and stylistic features of the original;
- the features of characteristic of the original language;
- the aspects of the individual style of the author of the source text;
- the absence of means of equivalent translation of the lexical means of the original text [1: 127].

C. Seguinot [40: 45] suggests three strategies employed by the translators:

- performing of translating without interruption for as long as possible;
- immediate correcting of surface errors;
- implementation of the monitoring of the revision stage, as well as the revision stage for qualitative or stylistic errors.

Many domestic researchers [12], [1], [30] identify the following types of transformations:

- lexical transformations, which include transcription, transliteration, differentiation, concretization, generalization, calque, addition, omission;
- grammatical transformations: transposition, grammatical replacement, sentence division, sentence unification;

- lexical and grammatical transformations: descriptive translation, modulation, compensation, antonymic translation, total reorganisation.

A. A. Selivanova notes that the change in form determines the change of meaning, the modification of pragmatic influence also implies a change in the form and the content of the message. Thus, according to the researcher, translation transformations can be divided into:

- formal;
- formal and semantic, due to the specifics of the language systems of the original and translated texts, as well as contextual and pragmatic factors;
- pragmatic, which are also formalistic [23: 86].

O. O. Selivanova emphasizes that formal transformations consist in a change of form in the translation while retaining the original content. Formal content transformations are changes in form and modifications in content. These types of transformations are represented by units of different language levels: phonetic, graphic, lexical, grammatical (morphological and syntactical), etc. [22: 45]

S. E. Maksimov highlights translation transformations such as:

- lexical transformations, which include formal (practical transcription, transliteration, traditional phonetic or graphic reproduction of the lexeme, calque) and lexical-semantic transformations (generalization, concretization, differentiation, modulation, substantiation).

- grammatical transformations that include: zero transformation, transpositions, replacement of parts of speech, addition, and omission.

- lexical and grammatical transformations that include: antonymic translation, compensations and total reorganization [17: 128—132].

D. Delabastita [36: 845] identifies five general techniques for the translation of terms:

1. copying the terms of the source-text, with the use of the special signals, as well as italics lettering, inverted commas, etc., or without these signals;

2. the use of annotation, which can be represented by means of special footnotes, intra textual glossing through couplet, etc.;
3. graphological or phonological adaptation of term in the target-language;
4. the use of a denotationally equivalent, which is represented by non-neologistic expression in the TL;
5. rendering the term by means of different textual positions / different linguistic devices, which can be called as “compensation”.

D. F. Furt notes that when translating terms, the transformation of calque, transliteration, descriptive translation, inversion are most often used. The researcher highlights that it is possible to use several translation techniques simultaneously [30: 280].

According to V. Koptilov, the translation of terms involves two stages: analytical and synthetic. The analytical stage is important when translating complex terms. It lies in the translation of individual components of the term. And to do this, it is necessary to identify the components of a complex term correctly, since they can be both words and phrases that are part of a complex term [14: 85]. It is also very important for the translator to consider the context when translating terms. An explanatory dictionary or reference source can help to explain the meaning of the term.

Geographical and regional realities must also be taken into account, be able to correctly select the lexical correspondence of the term or use calque in the case when there is no equivalent in the translation language, check the use of a certain English term in the original before “introducing” it into the translation text [14: 86]. The problem of inaccurate translation of terms is caused by a number of reasons. First, the choice of the inappropriate meaning of a word (usually a noun) for each specific case. This mistake is the most common. For example: *government control* is often translated by the phrase *державний контроль*, although the correct option is *державне врегулювання*. Sometimes an incorrect translation is applied not for one

word in the construction, but to the term-phrase, for example: *a public services revolution* is translated as *революція в побутових послугах* instead of *реорганізація у сфері побутових послуг*, *work pressure* – as *робочий тиск* instead of *вимоги до персоналу*. Secondly, terms, especially highly specialized ones, are often understandable only to specialists in a particular field of science. Third, sometimes the mistake is caused by poor-quality interlinear translation, and / or inattention and lack of a deep lexical and semantic analysis of the term, as well as its contextual meaning [30].

It can be concluded that translation of terms is an important aspect of translation field, so it is important to know the specifics of translating this layer of vocabulary in order to achieve maximum equivalence.

1.3 Characteristics of media discourse peculiarities

Media discourse is one of the most frequent types of discourse in society. Despite the advent of several new media of communication, the press, radio, and television remain the most popular mass communication means.

Media texts have a number of distinctive features, which include:

- Targeting a mass audience;
- Dynamic, determined by the multi-aspect contact between the author and the audience;
- Multi-dimensionality due to the presence of intertext, supertext, and hypertext levels in the texts of media discourse.

The task of media discourse is to have influence on the formation of public opinion. The achievement of this task is ensured by the fact that the media discourse is a communicative phenomenon, and any communication is a purposeful influence.

The features of media discourse include:

- 1) high percentage of stable and cliched expressions, journalistic and standard terms (*nuclear tension; restricted information; negotiations are expected to begin*);

2) evaluation epithets, direct appeals to the reader (*their politeness was extraordinary; So do not be surprised to hear*);

3) realia of socio-political and cultural life, allusions and quotes (*new Universities; the Oxbridge colleges*);

4) use of idiomatic vocabulary, word games, puns, proverbs and sayings (*the human face of globalization*)

5) use of phraseological units, euphemisms.

Also, there is a great number of stylistic devices in the media discourse. Grammatical means of stylistic expressiveness is actively used in the English media discourse.

A characteristic feature of modern English media discourse is a large number of abbreviations (*EU, UNESCO, WTO*), as well as borrowings from other languages (*French and German*), the use of units of professional vocabulary and neologisms, links to other sources (*As BCC presented, according to Forbes*).

In this part, the analysis of media text is performed. Discursive parameters of the text: The text refers to media discourse. It lacks extra-linguistic factors, but has a large number of stylistic features:

Sequels are rarely as good as the original. We can all think of a few movie follow ups that should never have been made. American voters may have similar misgivings about the next US presidential election which looks increasingly likely to be a rerun of the 2020 contest, with the same characters in the leading roles.

Joe Biden has now confirmed he's signed up to star for the Democrats, while Donald Trump remains the clear frontrunner for the Republican nomination. It's a story we have seen before and only very few people seem eager to watch again. A recent poll found that only 5% of Americans want both President Biden and former President Trump to run again and 38% want neither to run.

One of the reasons Mr Biden is so determined to try to retain the White House is because he is convinced he is the only one who can beat Mr Trump. We will see. What is true is that he is the only one who has beaten him.

Elections which feature an incumbent president are often seen as a referendum on the last four years. The Biden administration does have policy achievements it can point to, and its campaign slogan will be "let's finish the job".

But it was striking that his official launch instead attempted to frame the election as a choice - a choice between moderate and extreme, between competent and crazy. The same "battle for the soul of the nation" that was central to Mr Biden's pitch last time. Donald Trump does not feature in the campaign video, but we do see scenes from the January 6th riots at the Capitol as Mr Biden warns of MAGA (Make America Great Again) extremism and the threat he says it poses to American democracy.

Over the past two years, we have heard Mr Trump's false claims that the 2020 election was stolen from him. If he becomes the Republican nominee in 2024, he will keep banging that drum. Yet, repeating lies about election fraud was clearly not a winning formula last year. Most of the high-profile election-denying candidates whom Trump backed in the 2022 midterm elections fared pretty badly.

In contrast, the Democrats enjoyed much better than expected results in those Congressional elections - even keeping control of the US Senate. That performance helped to guarantee that President Biden won't face a major challenge from within his own party. The biggest issue that played in the Democrats' favour was abortion. There has been a major voter backlash against the overturning of the constitutional right to terminate a pregnancy. Two-thirds of Americans consistently tell pollsters that they think abortion care should be legal and accessible.

President Biden will return to it again and again in the 18 months before election day. In the launch video, Mr Biden accused Republican extremists of "dictating what healthcare decisions women can make" over footage of an abortion rights protestor outside the Supreme Court.

Republicans look like the dog that finally caught up with the car it's been chasing. After decades when they could advance anti-abortion positions without having to offer too much detail, now candidates backing abortion bans are seeing

that it could hurt them electorally. Republican-controlled state legislatures are pushing ahead with restrictive laws, but party strategists are worried about the impact at the national level.

But President Biden remains vulnerable. His approval numbers remain historically low - 42% approve of his performance, while 52 % disapprove. The only other president since Ronald Reagan to be as unpopular at this point in his first term was Donald Trump.

Whichever Republican ends up challenging Mr Biden, it's obvious they will portray the 80-year-old president as a doddering old man (even if Mr Trump is only four years younger). They will hope that a strenuous cross-country campaign leaves the president looking exhausted. He will not be able to campaign from his basement in Delaware as he did through the Covid election of 2020.

Today's video features plenty of shots of the president looking deliberately vital and energetic - even running in one shot. But he cannot keep that up until polling day. His opponents will also point to inflation (even if it is falling, that still means prices are rising) and to record numbers of migrants crossing the US's southern border. Two issues guaranteed to get the Republican base riled up.

The president does not excite Democrats in the way Mr Trump - and his main rival, Florida governor Ron DeSantis - fire up the Republican base. But they have largely accepted that Mr Biden may be their best bet in 2024. And the Biden campaign seems to think that the prospect of Donald Trump returning to the White House is still the most effective way to drive up turnout among Democrats and independents. After all, it worked last time, and they will hope the result in a potential sequel is the same (BBC).

Characteristics of the text:

1. The text under analysis headlined "Biden v Trump: The sequel few Americans want to see" belongs to the artefact text type. It is of the media discourse. Since the text belongs to the online-media discourse, it is accompanied by a video interviews and photos.

2. The text was taken from the media source BBC-News. The text is aimed at a wide circle of readers of BBC-News. The aim of the textual information is to characterize the future elections of USA.

3. 1) Structural level of the text is ensured by lexical and semantic cohesion.

A. Lexical cohesion is implemented by repetition links, which are:

- complex lexical repetition:

But it was striking that his official launch instead attempted to frame the election as a choice - a choice between moderate and extreme, between competent and crazy.

- simple paraphrase: *There has been a major voter backlash against the overturning of the constitutional right to terminate a pregnancy* (the author paraphrases the lexical unit “abortion”).

- complex paraphrase: *The same "battle for the soul of the nation" that was central to Mr Biden's pitch last time* (the speaker describes the election battle).

- substitution: *Elections which feature an incumbent president are often seen as a referendum on the last four years.* In this example, the collocation *an incumbent president* used as a substitution of the anthroponym Joe Biden.

B. Grammatical cohesion and syntactical structure is ensured by sequence of tenses.

C. The definite article in this case *American voters may have similar misgivings about the next US presidential election which looks increasingly likely to be a rerun of the 2020 contest, with the same characters in the leading roles* shows that a noun refers to a specific thing. The use of the indefinite article here *A recent poll found that only 5% of Americans want both President Biden and former President Trump to run again and 38% want neither to run* means that a noun to have not been used in the text earlier.

D. Compound and complex sentences, as well as the use of conjunctions and prepositions, ensure grammatical cohesion.

2) Semantic level establishes the macroproposition of the text, as it represents the global meaning of the article.

4. Stylistic characteristics of the text are:

1) Strong positions of the text:

The proper names: *Joe Biden, Donald Trump*

Political realia: *the Democrats, the Republican, the White House*

Statistical data: *A recent poll found that only 5% of Americans want both President Biden and former President Trump to run again and 38% want neither to run.*

2) Weak positions:

The use of long-winded sentences:

But it was striking that his official launch instead attempted to frame the election as a choice - a choice between moderate and extreme, between competent and crazy.

3) Tropes:

Simile: *But it was striking that his official launch instead attempted to frame the election as a choice.*

Metaphor: *The same "battle for the soul of the nation" that was central to Mr Biden's pitch last time.*

Over the past two years, we have heard Mr Trump's false claims that the 2020 election was stolen from him. If he becomes the Republican nominee in 2024, he will keep banging that drum.

Antithesis: *But it was striking that his official launch instead attempted to frame the election as a choice - a choice between moderate and extreme, between competent and crazy.*

Epithets:

Make America Great Again

They will hope that a strenuous cross-country campaign leaves the president looking exhausted.

4) The author used special vocabulary, that is represented by colloquial constructions, namely: *Whichever Republican ends up challenging Mr Biden, it's obvious they will portray the 80-year-old president as a dodderly old man (even if Mr Trump is only four years younger).*

5. Basic transformations: the text describes possible scenarios regarding the 2024 elections in the United States. Thus, the past victories and defeats of Donald Trump and incumbent President Joe Biden are described, statistical data are provided that reflect the opinion of society, and further election prospects are outlined.

Conclusions to Chapter 1

In the frameworks of theoretical research, it was concluded that the field of terminology includes the following three components: the cognitive component; the linguistic component; the communicative component. It was found that terminology is a subsystem of the literary language vocabulary, which: correlates with professional activity; determines the category of professional subjects, signs, actions, phenomena; determines the formation and functioning of production, technical, scientific and social management styles.

In this paper, we identify the following properties of the term: 1) specificity of use; 2) clarity of meaning; 3) nominative character; 4) stylistic and expressive neutrality. The following functional characteristics of term were also identified: identifying function, communicative (interpersonal and social) function, contact (phatic) function, expressive function, meaning specification function, euphemistic function.

The analysis has shown that translating the term can be applied in two stages: 1. clarification the meaning of the term (in context); 2. translation of the meaning into the native language. The main method of translating terms is a translation by a lexical equivalent. But in many cases, it is impossible to apply the lexical equivalent.

In such situation, a translator resorts to translational transformations, such as lexical, grammatical, lexical-grammatical transformations.

It was found that modern media texts serve as a means of influencing the audience`s consciousness. The media language is characterized by a high percentage of expressive means, high degree of approximation to the spoken style, which creates the effect of closeness to the population.

CHAPTER 2

ANALYSIS OF THE PECULIARITIES OF TRANSLATING TERMS FROM ENGLISH INTO UKRAINIAN (BASED ON THE MATERIAL OF MEDIA DISCOURSE TEXTS)

The second part of the paper deals with the analysis of the peculiarities of translating terms from English into Ukrainian, based on the material of media discourse texts. The following media resources were used for forming the sample list:

- BBC-News (BBC, URL);
- CNN (CNN, URL);

– UBN (UBN, URL).

The sample list consists of the examples of translating terms of different scientific fields: technical industry, blockchain technologies and crypto-industry, ecology, financial, business, economy, medical field, etc.

2.1 The use of lexical transformations while translating terms

The first step, the use of lexical transformations while translating terms will be analysed. The use of the following lexical transformations was identified:

1. Transliteration:

(1). *Skimming*: *Involves the introduction of a product at a high price for affluent consumers* (BBC).

Скіммінг: *передбачає впровадження продукту за високою ціною для заможних споживачів.*

An example demonstrates the use of an economic term *Skimming*. In the process of translating this term, the transformation of transliteration was applied: *Скіммінг*.

(2). *Abroad, the number and amount of retail transactions at trade POS terminals and withdrawing cash at ATMs using bank cards has increased significantly compared to pre-war numbers* (UBN).

За кордоном кількість та сума роздрібних операцій на торгових POS-терміналах та зняття готівки в банкоматах з використанням банківських карток значно зросла порівняно з довоєнними показниками (UBN).

In this example, the use of transliteration transformation when translating the term *POS-terminal* is observed, since the translation text uses the lexeme *POS-термінал*. The part of the lexical unit *POS* was kept in the original form, when the part *terminal* was rendered by means of the transliteration transformation:

термінал. The term *transactions* was translated by means of the transformation of differentiation – *операції*.

2. Partial transliteration:

(3). *Ukrainian startup Rekava produces disposable, biodegradable utensils from coffee grounds* (UBN).

Український стартап Rekava виробляє одноразовий, біорозкладний посуд із кавової гущі (UBN).

In the frameworks of translating the ecological term *biodegradable*, the translator applies partial transliteration transformation, taking into account the fact that in the Ukrainian version, the prefix of the term is transliterated: *біорозкладний*.

3. Adaptive transcription:

(4). *However, for much of the history of macroeconomic modelling, financial markets have been treated in a fashion that is much simpler than they deserve* (BBC).

Однак протягом більшої частини історії макроекономічного моделювання фінансові ринки розглядалися набагато простіше, ніж вони того заслуговують.

The sentence demonstrates the application of the financial term *macroeconomic modelling*, which includes the lexical unit *macroeconomic*. The term was translated by means of adaptive transcription transformation, taking into account the fact that while translation, it was not only transcribed, but also adapted to the requirements of Ukrainian grammar: *макроекономічного*.

4. Transcription:

(5). *The ultimate activity of firms is the manufacturing of final output in the second period of their life by using a common, non-stochastic technology* (BBC).

Кінцевою діяльністю фірм є виробництво кінцевої продукції в другий період їхнього життя з використанням загальної, нестохастичної технології.

The sentence represents the use of the technical term *non-stochastic technology*, the component of which was rendered by means of transcription

transformation: thus, when translating the term *non-stochastic*, the following Ukrainian variant was applied: *нестохастичної*.

(6). *According to Solskyi, constructing a grain hub will give Ukrainian farmers and traders confidence in supply opportunities, and consumers in Ghana will have access to high quality wheat, which will balance grain prices in the future (UBN).*

За словами Сольського, будівництво зернового хабу дасть українським фермерам і трейдерам впевненість у можливості постачання, а споживачі Гани матимуть якісну пшеницю (UBN,).

The example demonstrates the use of transcription transformation, since the lexical unit *traders* was rendered by means of the lexical unit *трейдеру*. So, the term was transcribed in the Ukrainian version.

(7). *Unex Bank and Mastercard, along with fintech startup Weld Money have launched the first cryptocurrency payment card, the weld card, in Ukraine (UBN).*

Юнекс Банк і Mastercard спільно з фінтех-стартапом Weld Money запустили в Україні першу криптовалютну платіжну картку – Weld Card (UBN).

The example demonstrates the use of transcription transformation, since the terminological collocation of the innovation and technological sphere *fintech startup* was rendered by means of the collocation *фінтех-стартап*. So, the sound composition of the original term was transmitted while translation.

(8). *Currently, the weld card allows you to pay with stablecoin USDT, and soon they plan to add bitcoin and altcoin cryptocurrencies (UBN).*

Наразі картка Weld дає змогу розплачуватися стейблкоїном USDT, а незабаром планується додати біткоїн і альткоїни (UBN).

In this example, the use of transcription transformation while translating the terms of crypto-sphere is observed *stablecoin, bitcoin and altcoin*, as the sound form of the terms is represented in the TL variant: *стейблкоїн, біткоїн і альткоїни*.

(9). *Lars Seier Christensen, CEO of Seier Capital International, is looking for blockchain startups in Ukraine despite the war, reported TechUkraine. Lars Seier Christensen, who is also the chairman and founder of the Concordium Foundation decided to allocate an investment pool of €10M for projects utilizing the Concordium blockchain (UBN).*

Крістенсен Ларс Сейєр, генеральний директор Seier Capital International, шукає блокчейн-стартапи в Україні, попри війну, повідомляє TechUkraine. Ларс Сейєр Крістенсен, який також є головою та засновником фонду Concordium, вирішив виділити інвестиційний пул у розмірі €10 млн для проєктів, які використовують блокчейн Concordium (UBN, URL).

In the SL variant, while translating the term *blockchain startups*, the transcription transformation was applied, since the following option was used for translation the term: *блокчейн-стартапи*. Thus, the term was transcribed.

(10). *Further data suggests another steroid, hydrocortisone, is equally effective too (CNN).*

Подальші дані показують, що інший стероїд, гідрокортизон, також однаково ефективний.

The example demonstrates the use of the transformation of practical transcription in the process of translation of the medicine, which is used in treating of Covid: *steroid, hydrocortisone – стероїд, гідрокортизон*.

(11). *This was done by the "rhinencephalon" literally, the "nose brain," a part of the limbic wiring, and the rudimentary basis of the neocortex, the thinking brain (CNN).*

Процес здійснювали риненцефалон (дослівно «носовий мозок»), що представляє собою частину лімбічної схеми, і рудиментарна основа неокортексу-думаючого мозку.

In the example, the transformation of transcription was applied: *"rhinencephalon" – риненцефалон*.

(12). *Sadness brings a drop in energy and enthusiasm for life's activities, particularly diversions and pleasures, and, as it deepens and approaches depression, slows the body's metabolism (UBN).*

Чим сильніше печаль, тим ближче депресія, що веде до уповільнення метаболізму (UBN).

The medical term *metabolism* was translated by transcription – метаболізм.

(13). *Swedish-Ukrainian IT company Sigma Software Group and Tech Nation UK will host the Cross-European hackathon, Hack for Peace to build tech solutions designed to solve war issues (UBN).*

Шведсько-українська IT-компанія Sigma Software Group та британська Tech Nation проведуть між європейський хакатон Hack for Peace для створення технологічних рішень, спрямованих на розв'язання проблем війни (UBN, URL).

In the fragment, the following term was applied: *hackathon*. In this case, the translator applied the transformation of transcription: *хакатон*.

5. Differentiation:

(14). *During the Christian Dior perfumer program in 2014 at Grasse Institute of Perfumery, Gabriel Gabor created with success a new feminine niche fragrance following the Parfums Christian Dior (UBN).*

Під час програми Christian Dior perfumer в 2014 році в Інституті парфумерії Грасса Габріель Габор з успіхом створив новий жіночий авторський аромат слідом за парфумами Christian Dior (UBN).

The metaphorical term *niche fragrance* was translated by means of the transformation of differentiation – *авторський аромат*.

(15). *If the battery is completely discharged, the Gear cannot be turned on immediately after being connected to the charger (UBN, URL).*

Якщо акумулятор повністю розряджений, пристрій не може бути включено відразу після підключення до зарядного пристрою (UBN).

The example demonstrates, that the termin *the Gear* was translated by the transformation of differentiation: *простий*.

(16). *This primitive brain cannot be said to think or learn; rather it is a set of preprogrammed regulators that keep the body running as it should and reacting in a way that ensures survival (BBC).*

Найпростіший мозок не здатний думати або вчитися, скоріше він являє собою набір заздалегідь запрограмованих регуляторів, які підтримують належний режим роботи організму і реакції, що забезпечують виживання.

There is the following medical term in this example: *primitive brain*. In the example, the term *primitive* was translated by the use of the lexical unit with another meaning – *найпростіший*. Thus, the transformation of differentiation was applied in this case

(17). *Only since 2001, all regions had demonstrated continuous annual increase in GRP volumes up to 2008, though there are certain regional peculiarities of the increase rates (BBC).*

Тільки з 2001 року у всіх регіонах спостерігався безперервний щорічний приріст обсягів ВВП до 2008 року, хоча й існують певні регіональні особливості темнів приросту.

In this example, the use of the transformation of differentiating when translating a lexical unit *increase* – *приріст* is observed. The transformation of transposition was also applied in the fragment, as the terms-collocations *GRP volumes, the increase rates* were rendered by means of the word order change: *обсягів ВВП, темнів приросту*. The term of Latin origin *per capita* was translated by the Ukrainian equivalent – *на душу населення*.

6. Calque:

(18). *Blood plasma (the part which contains the antibodies) can be extracted from those who have recovered and then given to sick patients as "convalescent plasma" (CNN).*

Плазма крові (та частина, яка містить антитіла) може бути витягнута з тих, хто одужав, а потім передана хворим як "видужуюча плазма".

In the example, the use of the transformation of calque in the process of medical term is observed: convalescent plasma – "видужуюча плазма".

(19). *There have been 220,163 confirmed cases of Covid-19 in Scotland and 7,614 people have died following a positive test for the virus, according to the Scottish government (CNN).*

За даними шотландського уряду, в Шотландії було зареєстровано 220 163 підтверджених випадки захворювання Covid-19, і 7 614 осіб померли після позитивного тесту на вірус.

The term of the medical field *a positive test* was translated by means of the calque transformation: позитивний тест.

7. Addition:

(20). *Hungary has high rates of cancer and heart disease and a high fatality rate among people needing ventilation (CNN).*

В Угорщині високий рівень захворюваності на рак і серцевими захворюваннями, а також високий рівень смертності серед людей, які потребують вентиляції легенів.

In the fragment, the transformation of addition was applied, as the term ventilation was rendered by the term-collocation вентиляція легенів.

This way, the use of the following lexical transformations in the process of translation of terms is observed:

- the use of the transformation of differentiation;
- the use of the transformation of transliteration;
- the use of the transformation of partial transliteration;
- the use of the transformation of transcription;
- the use of the transformation of adaptive transcription;
- the use of the transformation of calque;

- the transformation of addition.

2.2 Specific of implementation grammatical transformations in the process of translating terms

The specific of implementation of grammatical transformations in the process of translating terms will be analysed in this part of the paper. The following grammatical transformations were identified in the frameworks of analysis:

1. Transposition:

(21). *The laboratory also tested reference formulas in comparison, for instance, for their high humidity curl retention properties or using the so-called “curl snap test.” (UBN)*

Лабораторія також перевіряла еталонні формули в порівнянні, для їх властивості утримування скручуваності у високій вологості або використання так званого «тесту на скручуваність» (UBN).

The metaphorical technical term “*curl snap test*” was translated by an expression «*тесту на скручуваність*». Thus, the transformation of transposition was applied in this case, as the word order was changed.

(22). *Some 400 people are currently dying every day in Ukraine's second Covid wave and it's proving more deadly than the first (CNN).*

В даний час у другій хвилі Covid в Україні щодня помирає близько 400 осіб, і вона виявляється більш смертоносною, ніж перша.

In the example, the transformation of transposition was used, as the order of words of medical term was changed: *second Covid wave – у другій хвилі Covid.*

(23). *The Republican governors of both states made clear that the economy was a major consideration, insisting that with cases dropping and vaccines rolling out, it was time to restore livelihoods and reopen 100% (CNN).*

Республіканські губернатори обох Штатів ясно дали зрозуміти, що економіка є важливим фактором, наполягаючи на тому, що з падінням числа

випадків захворювання і впровадженням вакцин прийшов час відновити засоби до існування і відновити роботу на 100%.

In this case, the word order of medical term was changed: vaccines rolling out – впровадженням вакцин. Thus, the transformation of transposition was used.

(24). *The R number, or reproduction number, is a way of rating a disease's ability to spread* (CNN).

Число R, або число розмноження, є способом оцінки здатності хвороби поширюватися.

In the fragment, the transformation of transposition was used, as the order of words was changed: R number, or reproduction number – число R, або число розмноження.

(25). *Successful managers pay close attention to the needs their product bundles address for customers* (UBN).

Успішні менеджери приділяють пильну увагу потреби, які їх пакети продуктів адресують клієнтам (UBN).

In this case, the economic term *product bundles* was rendered by means of transformation of transposition: пакети продуктів. This, the transformation of transposition was used in this case.

(26). *You may ask yourself: “How do I choose a profitable customer segment?”* (UBN)

Ви можете запитати себе: «як мені вибрати прибутковий сегмент клієнтів?» (UBN).

A complex economic term of example *a profitable customer segment* was rendered by means of a transformation of transposition, as the word order was changed: прибутковий сегмент клієнтів.

(27). *Microsoft may be best known for its Windows operating system, but it makes more money from its Azure cloud services and Office software package* (UBN).

Можливо, Microsoft і досі найбільше знають завдяки операційній системі Windows, проте більше грошей компанія заробляє з продажів хмарного сервісу Azure і офісного пакету програм Microsoft Office (UBN).

The term *makes more money* was also rendered by means of the transformation of transposition, as the word order was changed – *більше грошей компанія заробляє*.

(28). *While Apple makes more than 50% of its money from the iPhone, and Amazon from its online store, Microsoft's strength has been sticking its fingers in several pies (UBN).*

Поки понад 50% коштів Apple отримує з продажів iPhone, а Amazon - зі свого онлайн-магазину, Microsoft розкладає яйця по різних кошиках (UBN, URL).

In a fragment of the economic text, the terminological collocation was rendered by means of the transformation of transposition, since the word order was changed in the translation text: *makes more than 50% of its money* – *50% коштів Apple отримує*.

(29). *In the 2002 Human Development Index (which measures countries' performance in terms of life expectancy, adult literacy, school enrolment and average income), Equatorial Guinea was ranked 103 places lower than on its growth performance – reflecting poor governance of its huge oil wealth (UBN).*

В Індексі розвитку людини 2002 року (який вимірює показники країн з точки зору тривалості життя, грамотності дорослого населення, охоплення шкільною освітою та середнього доходу) Екваторіальна Гвінея виявилася на 103 позиції нижче, ніж за показниками економічного зростання, що відображає погане управління її величезними нафтовими багатствами (UBN).

As the example demonstrates, the term *Human Development Index* was rendered by means of the transformation of transposition, since the word order was changed: *Індексі розвитку людини*.

2. Grammatical replacement:

(30). *The most primitive part of the brain, shared with all species that have more than a minimal nervous system, is the brainstem surrounding the top of the spinal cord (CNN).*

Найпримітивнішою частиною мозку у всіх видів, нервова система яких трохи більше мінімальної, є мозковий стовбур, що оточує вершину спинного мозку.

The example demonstrates the using of the medical term brainstem. This term was translated by means of the transformation of grammatical replacement, as a noun was translated by means of the collocation “adjective + noun” – мозковий стовбур.

Thus, the following grammatical transformations were used in the process of translating terms:

- transposition;
- grammatical replacement.

2.3 The use of lexical-grammatical transformations while translating terms

As a part of the practical paper, the following lexical-grammatical transformations were identified:

1. Descriptive translation:

(31). *Samsung accessories are designed for your device to maximize battery life (UBN).*

Аксесуари Samsung призначені для вашого пристрою, щоб максимально збільшити термін служби батареї.

The term “*battery life*” was translated by the use of transformations of descriptive translation, as the meaning of the term was described: *термін служби батареї*.

(32). *You can also check the battery life, the date, your step count, and more* (BBC).

Ви також можете перевірити час автономної роботи, дату, кількість кроків і багато іншого.

In this example, the same term “*battery life*” was also translated by the use of transformations of descriptive translation, as the meaning of the term was described: *час автономної роботи*.

(33). *Millions of years later in evolution, from these emotional areas evolved the thinking brain or "neocortex," the great bulb of convoluted tissues that make up the top layers* (CNN).

Після закінчення мільйонів років в ході еволюції з цих емоційних зон розвинувся думуючий мозок, або «неокортекс» (Нова гомогенетична кора головного мозку), велика цибулина з вигнутих тканин, що утворюють верхні шари.

The term *neocortex* was translated by means of descriptive translation, as the meaning of the term was described «неокортекс» (Нова гомогенетична кора головного мозку).

(34). *A visual signal first goes from the retina to the thalamus, where it is translated into the language of the brain* (CNN).

Зоровий сигнал від сітківки ока спочатку проходить в таламус, де перекладається на мову, зрозумілу мозку.

The analysis demonstrates the use of the transformation of descriptive translation, as the meaning of the term *retina* was described: *сітківка ока*.

(35). *New technologies offer not only ‘catch-up’ potential but also ‘leapfrogging’ possibilities* (UBN).

Нові технології пропонують не тільки потенціал надолуження втраченого, але і можливості інтенсивного прогресу (UBN).

In the frameworks of translation, the term *leapfrogging* was described by means of the phrase *інтенсивного прогресу*. So, the meaning of the term is rendered by means of the transformation of descriptive translation.

(36). DFID will work for inclusive growth through a number of programmes and continues to spend heavily on health and education, which have a major impact on poor people's ability to take part in growth opportunities (UBN).

Міністерство фінансів буде домагатися інклюзивного зростання за допомогою ряду програм і продовжить виділяти значні кошти на охорону здоров'я та освіти, які мають серйозний вплив на здатність бідних людей брати участь у можливостях зростання (UBN).

In the text of example, an abbreviation *DFID* was translated by means of descriptive translation, since the abbreviation was transmitted by means of a phrase *Міністерство фінансів*.

(37). «The narwhal can be a symbol of that environment, and the Inuit can help us gain new, needed knowledge.» (UBN)

«Нарвал може бути символом цього середовища, і корінні жителі Канади можуть допомогти нам отримати нові, необхідні знання.» (UBN)

In the fragment, the transformation of descriptive translation was applied while translating the term *Inuit*, the meaning of which was described: *корінні жителі Канади*.

(38). But in an interview with the BBC in Beijing, the company's CEO in China, Stephan Wollenstein, defended Volkswagen's presence in Xinjiang's capital, Urumqi, where it runs a factory with 600 workers, producing up to 20,000 vehicles a year (BBC).

Але в Інтерв'ю Бі-бі-сі в Пекіні генеральний директор компанії в Китаї Стефан Волленштейн захищав присутність Volkswagen в столиці Сінцзяну

Урумчі, де він керує заводом з 600 робітниками, що виробляють до 20 000 автомобілів на рік.

The example demonstrates the use of an abbreviation *CEO* – *Chief Executive Officer*. In the process of translation, it was rendered by a collocation *генеральний директор компанії*. Thus, the transformation of descriptive translation was applied in this case.

(39). *Witnesses blamed forces loyal to the TPLF for Monday's killings* (BBC).

(40). *Tigrayan officials have denied that pro-TPLF troops were involved* (BBC).

Свідки звинуватили війська, лояльні до Тиграйського народно-визвольного фронту у вбивствах в понеділок, але офіційні особи Тиграяну заперечують, що в них були змішані війська ТНВФ.

In the fragment, the following abbreviation was applied: *TPLF* – *the Tigray People's Liberation Front*. In the TL variant, the abbreviation was rendered by means of the collocation: *TPLF* – *до Тиграйського народно-визвольного фронту*. Thus, the transformation of descriptive translation was applied. In the second case, it was rendered by using an equivalent abbreviation: *TPLF* – *ТНВФ*.

(41). *In particular, these funds are earmarked for salaries of employees of educational institutions and institutions, medical institutions, payment of pensions and financing of individual state social assistance programs, support for low-income families, disabled children, and those disabled since childhood, and IDPs* (UBN).

Зокрема, ці кошти призначені для виплати заробітної плати працівникам навчальних закладів та закладів освіти, медичних установ, виплати пенсій та фінансування окремих державних програм соціальної допомоги, підтримки малозабезпечених сімей, дітей-інвалідів та інвалідів з дитинства, вимушених переселенців (UBN).

In the fragment, the use of the abbreviation-term is observed: *IDPs*. The translator applies the transformation of the descriptive translation, since he provides

the meaning of the abbreviation in the Ukrainian version of the translation: *вимушених переселенців*.

2. Modulation:

(42). *In humans the amygdala (from the Greek word for "almond") is an almond-shaped cluster of interconnected structures perched above the brainstem, near the bottom of the limbic ring. There are two amygdalas, one on each side of the brain, nestled toward the side of the head (CNN).*

Мигдалеподібне тіло (amygdale – від грецького слова, що позначає «мигдалина») у людей являє собою групу взаємопов'язаних структур, розташовану над стовбуром головного мозку поблизу нижньої частини лимбічного кільця.

In this case, the term amygdala was translated by means of transformation of modulation, as the sense of this term was developed: Мигдалеподібне тіло (amygdale).

3. Saving the original:

(43). *However, a bright spot in Europe is Serbia in the Balkans, which has vaccinated more than two million of its seven-million population thanks to early deals with vaccine providers including China's Sinopharm (CNN).*

Однак яскравою плямою в Європі є Сербія на Балканах, яка вакцинувала більше двох мільйонів зі свого семимільйонного населення завдяки раннім угодам з постачальниками вакцин, включаючи китайську компанію Sinopharm.

The example represents the use of saving the original title of the Chinese vaccine Sinopharm.

(44). *The following chart shows the number of daily confirmed cases after an NHS Scotland (CNN).*

На наступній діаграмі показано кількість щоденних підтверджених випадків захворювання після урядового тесту NHS Scotland.

The title of Covid test of Scotland was also kept in the original form: NHS Scotland.

(45). *"We try to control our company-related processes, including the HR process, which, for instance, means the hiring of people in the best possible manner," he said (UBN).*

"Ми намагаємося контролювати процеси, пов'язані з нашою компанією, включаючи HR, який, наприклад, означає наймання людей найкращим чином", - сказав він (UBN).

In the example, the following term-abbreviation was used: *HR – Human resources*. The translator keeps the abbreviation in the original form: *including the HR process – включаючи HR*.

(46). *Dogecoin has soared in price after Musk bought Twitter. The price of the Dogecoin (DOGE-USD) cryptocurrency jumped more than 100% in the last week following the news of the purchase of the social network Twitter by Elon Musk, who is a supporter of digital assets (UBN).*

Dogecoin злетів у ціні після того, як Маск купив Twitter. Ціна криптовалюти Dogecoin (DOGE-USD) підскочила більш ніж на 100% за останній тиждень після новин про покупку соціальної мережі Twitter Ілоном Маском, який є прихильником цифрових активів (UBN).

In the fragment, the crypto-currency field term *the Dogecoin (DOGE-USD)* was applied. The original form of the term was kept, since the following form of term was used in TL: *Dogecoin (DOGE-USD)*.

(47). *Currently, ETH is traded at \$1,630 per coin (UBN).*

(48). *This investor optimism is explained by the rapid change of the Ethereum algorithm (UBN).*

В цей час ETH торгується за ціною \$1630 за монету. Такий оптимізм інвесторів пояснюється швидкою зміною алгоритму Ethereum (UBN, URL).

In this example, it is possible to observe the use of saving the original form of term *ETH, Ethereum*, as in the TL variant the terms *ETH, Ethereum* are used, which have the forms of the original.

(49). *On September 15, the blockchain will switch to the Proof-of-Stake model, abandoning mining (UBN).*

15 вересня блокчейн перейде на модель Proof-of-Stake, відмовившись від майнінгу.

In the sentence, while translating the term *Proof-of-Stake*, the transformation of saving the original was applied, as it was used in the original form in the translational variant: *Proof-of-Stake*.

(50). *Over the past year, Preply has tripled the size of its B2B business. Its clients include Bytedance (TikTok), Mercedes, and McKinsey (UBN).*

За останній рік Preply потроїла розмір свого бізнесу B2B. До її клієнтів входять Bytedance (TikTok), Mercedes і McKinsey (UBN).

The fragments demonstrate the use of the term *B2B*. It was rendered by means of saving the original, as it was used in the original form in TL.

This way, it is possible to identify the following lexical-grammatical transformations:

- descriptive translation;
- modulation;
- saving the original.

Thus, the use of the following transformations was identified while translating terms of media discourse:

1. lexical transformations:

- the use of the transformation of differentiation;
- the use of the transformation of transliteration;
- the use of the transformation of partial transliteration;
- the use of the transformation of transcription;
- the use of the transformation of adaptive transcription;
- the use of the transformation of calque;
- the transformation of addition.

2. Grammatical transformations:

- transposition;
- grammatical replacement.

3. Lexical-grammatical transformations:

- descriptive translation;
- modulation;
- saving the original.

The results of statistical analysis are represented in the fig. 2.1.

In the result of statistical analysis, the following results were obtained:

- the transformation of differentiation was used in 8% of examples;
- the transformation of transliteration was applied in 4% of examples;
- the transformation of partial transliteration was used in 2% of examples;
- the transformation of transcription was used in 16% of examples;
- the transformation of adaptive transcription was applied in 4% of examples;
- the transformation of calque was used in 4% of examples;
- the transformation of addition was applied in 2% of examples;
- transposition was used in 18% of examples;
- grammatical replacement was used in 2% of examples;
- descriptive translation was applied in 22% of examples;
- modulation was used in 2% of examples;
- saving the original was applied in 16% of examples.

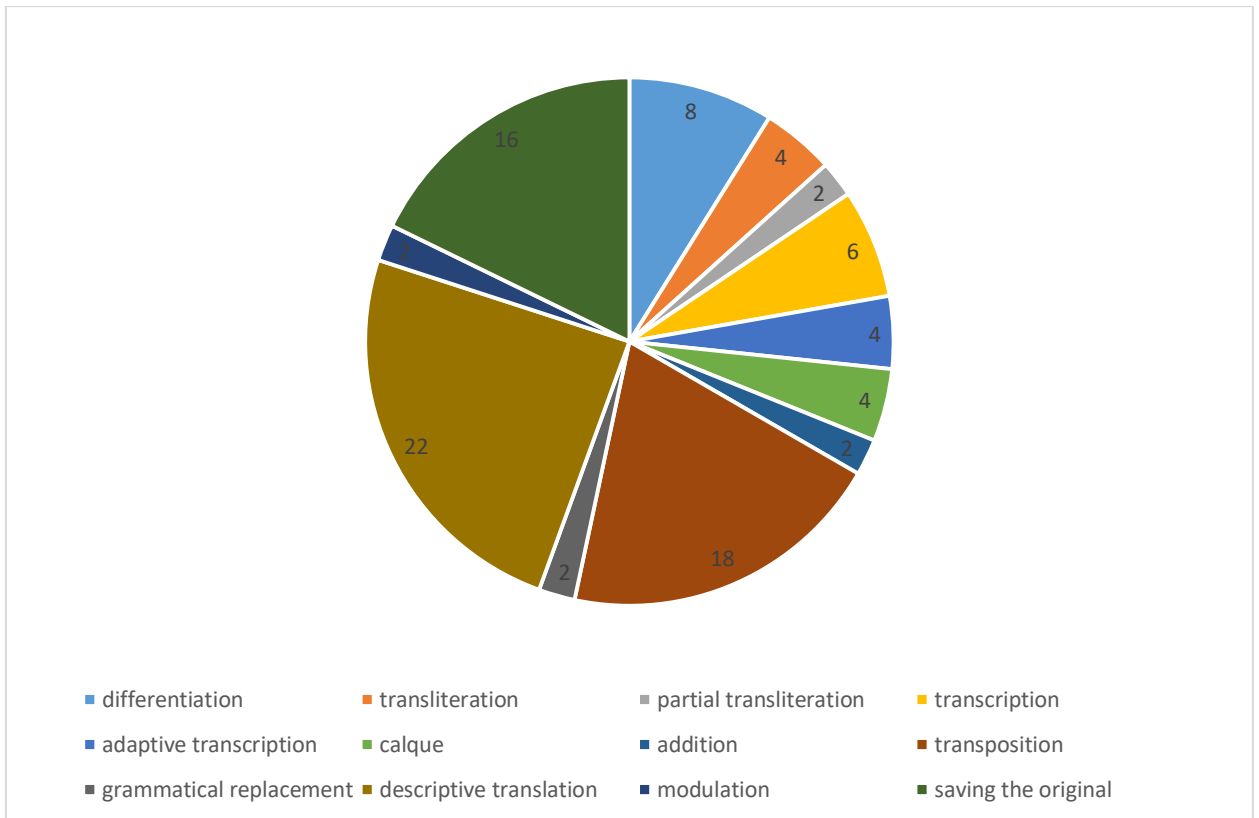


Fig. 2.1 – The results of statistical analysis

Thus, it was found that the most common transformation of translation of terms is the transformation of descriptive translation, which was applied in 22% of examples. Also, the common transformation is the transformation of transposition, which was used in 18% of examples, the transformation of saving the original, which was applied in 16% of examples, the transformation of transcription, which was used in 16% of examples.

The less common are the following transformations: the transformation of differentiation, which was used in 8% of examples, the transformation of transliteration, which was applied in 4% of examples, the transformation of adaptive transcription, which was applied in 4% of examples, the transformation of calque, which was used in 4% of examples. The least common are the following transformations: the transformation of partial transliteration, which was used in 2% of examples; the transformation of addition, which was applied in 2% of examples;

grammatical replacement, which was used in 2% of examples; modulation, which was used in 2% of examples.

Conclusions to Chapter 2

The second part of the paper deals with the analysis of the peculiarities of translating terms from English into Ukrainian, based on the material of media discourse texts. The use of the following transformations was identified while translating terms of media discourse: lexical transformations: the use of the transformation of differentiation; the use of the transformation of transliteration; the use of the transformation of partial transliteration; the use of the transformation of transcription; the use of the transformation of adaptive transcription; the use of the transformation of calque; the transformation of addition; grammatical transformations: transposition; grammatical replacement; lexical-grammatical transformations: descriptive translation; modulation; saving the original.

In the result of statistical analysis, the following results were obtained: the transformation of differentiation was used in 8% of examples; the transformation of transliteration was applied in 4% of examples; the transformation of partial transliteration was used in 2% of examples; the transformation of transcription was used in 16% of examples; the transformation of adaptive transcription was applied in 4% of examples; the transformation of calque was used in 4% of examples; the transformation of addition was applied in 2% of examples; transposition was used in 18% of examples; grammatical replacement was used in 2% of examples; descriptive translation was applied in 22% of examples; modulation was used in 2% of examples; saving the original was applied in 16% of examples.

CONCLUSIONS

This paper deals with the analysis of the peculiarities of translating terms from English into Ukrainian, based on the material of media discourse texts. As a result of theoretical research, it was concluded that the field of terminology includes the following three components: the cognitive component; the linguistic component; the communicative component. The analysis has shown that terminology is a subsystem of the literary language vocabulary, which: correlates with professional activity; determines the category of professional subjects, signs, actions, phenomena; determines the formation and functioning of production, technical, scientific and social management styles. The following functional characteristics of term were identified in the paper: identifying function, communicative (interpersonal and social) function, contact (phatic) function, expressive function, meaning specification function, euphemistic function.

It was found that translating the term can be applied in two stages: 1. finding out the meaning of the term (in context); 2. translation of the meaning into the native language. The main method of translating terms is a translation by a lexical equivalent. But in many cases, it is impossible to apply the lexical equivalent. In such situation, a translator resorts to translational transformations, such as lexical, grammatical, lexical-grammatical transformations.

The analysis has shown that modern media texts serve as a means of influencing the audience's consciousness. The media language is characterized by a high percentage of expressive means, high degree of approximation to the spoken style, which creates the effect of closeness to the population.

The practical part of the paper deals with the analysis of the peculiarities of translating terms from English into Ukrainian, based on the material of media discourse texts. The use of the following transformations was identified while translating terms of media discourse: lexical transformations: the use of the transformation of differentiation; the use of the transformation of transliteration; the use of the transformation of partial transliteration; the use of the transformation of transcription; the use of the transformation of adaptive transcription; the use of the

transformation of calque; the transformation of addition; grammatical transformations: transposition; grammatical replacement; lexical-grammatical transformations: descriptive translation; modulation; saving the original.

It was concluded that the most common transformation of translation of terms is the transformation of descriptive translation, which was applied in 22% of examples. Also, the common transformation is the transformation of transposition, which was used in 18% of examples, the transformation of saving the original, which was applied in 16% of examples, the transformation of transcription, which was used in 16% of examples.

The less common are the following transformations: the transformation of differentiation, which was used in 8% of examples, the transformation of transliteration, which was applied in 4% of examples, the transformation of adaptive transcription, which was applied in 4% of examples, the transformation of calque, which was used in 4% of examples. The least common are the following transformations: the transformation of partial transliteration, which was used in 2% of examples; the transformation of addition, which was applied in 2% of examples; grammatical replacement, which was used in 2% of examples; modulation, which was used in 2% of examples.

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- UBN, URL – UBN. URL: <https://ubn.news/>

ANNEX

Original	Translation	Transformation
<p>(1). <i>Skimming: Involves the introduction of a product at a high price for affluent consumers (BBC, URL).</i></p>	<p><i>Скімінг: передбачає впровадження продукту за високою ціною для заможних споживачів.</i></p>	<p>Transliteration</p>
<p>(2). <i>Abroad, the number and amount of retail transactions at trade POS terminals and withdrawing cash at ATMs using bank cards has increased significantly compared to pre-war numbers (UBN, URL).</i></p>	<p><i>За кордоном кількість та сума роздрібних операцій на торгових POS-терміналах та зняття готівки в банкоматах з використанням банківських карток значно зросла порівняно з довоєнними показниками (UBN, URL).</i></p>	<p>Transliteration</p>
<p>(3). <i>Ukrainian startup Rekava produces disposable, biodegradable utensils from coffee grounds (UBN, URL).</i></p>	<p><i>Український стартап Rekava виробляє одноразовий, біорозкладний посуд із кавової гущі (UBN, URL).</i></p>	<p>Partial transliteration</p>
<p>(4). <i>However, for much of the history of macroeconomic modelling, financial</i></p>	<p><i>Однак протягом більшої частини історії макроекономічного моделювання фінансові</i></p>	<p>Adaptive transcription</p>

<p><i>markets have been treated in a fashion that is much simpler than they deserve (BBC, URL).</i></p>	<p><i>ринки розглядалися набагато простіше, ніж вони того заслуговують.</i></p>	
<p><i>(5). The ultimate activity of firms is the manufacturing of final output in the second period of their life by using a common, <u>non-stochastic technology</u> (BBC, URL).</i></p>	<p><i>Кінцевою діяльністю фірм є виробництво кінцевої продукції в другий період їхнього життя з використанням загальної, <u>нестохастичної технології</u>.</i></p>	<p>Partial transliteration</p>
<p><i>(6). According to Solskyi, constructing a grain hub will give Ukrainian farmers and <u>traders</u> confidence in supply opportunities, and consumers in Ghana will have access to high quality wheat, which will balance grain prices in the future (UBN, URL).</i></p>	<p><i>За <u>словами</u> Сольського, будівництво зернового хабу дасть українським фермерам і трейдерам впевненість у можливості постачання, а споживачі Гани матимуть якісну пшеницю (UBN, URL).</i></p>	<p>Transcription</p>

<p>(7). <i>Unex Bank and Mastercard, along with <u>fintech startup</u> Weld Money have launched the first cryptocurrency payment card, the weld card, in Ukraine (UBN, URL).</i></p>	<p><i>Юнекс Банк і Mastercard спільно з <u>фінтех-стартапом</u> Weld Money запустили в Україні першу криптовалютну платіжну картку – Weld Card (UBN, URL).</i></p>	<p>Transcription</p>
<p>(8). <i>Currently, the weld card allows you to pay with stablecoin USDT, and soon they plan to add bitcoin and altcoin cryptocurrencies (UBN, URL).</i></p>	<p><i>Наразі картка Weld дає змогу розплачуватися стейблкоїном USDT, а незабаром планується додати біткоїн і альткоїни (UBN, URL).</i></p>	<p>Transcription</p>
<p>(9). <i>Lars Seier Christensen, CEO of Seier Capital International, is looking for <u>blockchain startups</u> in Ukraine despite the war, reported TechUkraine. Lars Seier</i></p>	<p><i>Крістенсен Ларс Сейєр, генеральний директор Seier Capital International, шукає <u>блокчейн-стартапи</u> в Україні, попри війну, повідомляє TechUkraine. Ларс Сейєр Крістенсен, який також є головою та засновником фонду</i></p>	<p>Transcription</p>

<p><i>Christensen, who is also the chairman and founder of the Concordium Foundation decided to allocate an investment pool of €10M for projects utilizing the Concordium blockchain (UBN, URL).</i></p>	<p><i>Concordium, вирішив виділити інвестиційний пул у розмірі €10 млн для проєктів, які використовують блокчейн Concordium (UBN, URL).</i></p>	
<p><i>(10). Further data suggests another <u>steroid</u>, <u>hydrocortisone</u>, is equally effective too (CNN: URL).</i></p>	<p><i>Подальші дані показують, що інший <u>стероїд</u>, <u>гідрокортизон</u>, також однаково ефективний.</i></p>	Transcription
<p><i>(11). This was done by the "<u>rhinencephalon</u>" literally, the "nose brain," a part of the limbic wiring, and the rudimentary basis of the neocortex, the thinking brain (CNN: URL).</i></p>	<p><i>Процес здійснювали <u>риненцефалон</u> (дослівно «носовий мозок»), що представляє собою частину лімбічної схеми, і рудиментарна основа неокортексу-думаючого мозку.</i></p>	Transcription

<p>(12). <i>Sadness brings a drop in energy and enthusiasm for life's activities, particularly diversions and pleasures, and, as it deepens and approaches depression, slows the body's <u>metabolism</u> (UBN, URL).</i></p>	<p><i>Чим сильніше печаль, тим ближче депресія, що веде до уповільнення <u>метаболізму</u> (UBN, URL).</i></p>	<p>Transcription</p>
<p>(13). <i>Swedish-Ukrainian IT company Sigma Software Group and Tech Nation UK will host the Cross-European hackathon, Hack for Peace to build tech solutions designed to solve war issues (UBN, URL).</i></p>	<p><i>Шведсько-українська IT-компанія Sigma Software Group та британська Tech Nation проведуть між європейський хакатон Hack for Peace для створення технологічних рішень, спрямованих на розв'язання проблем війни (UBN, URL).</i></p>	<p>Transcription</p>
<p>(14). <i>During the Christian Dior perfumer program in 2014 at Grasse</i></p>	<p><i>Під час програми Christian Dior perfumer в 2014 році в Інституті парфумерії Грасса Габріель Габор з</i></p>	<p>Differentiation</p>

<p><i>Institute of Perfumery, Gabriel Gabor created with success a new feminine <u>niche</u> fragrance following the Parfums Christian Dior (UBN, URL).</i></p>	<p><i>успіхом створив новий жіночий <u>авторський</u> аромат слідом за парфумами Christian Dior (UBN, URL).</i></p>	
<p><i>(15). If the battery is completely discharged, <u>the Gear</u> cannot be turned on immediately after being connected to the charger (UBN, URL).</i></p>	<p><i>Якщо акумулятор повністю розряджений, <u>пристрій</u> не може бути включено відразу після підключення до зарядного пристрою (UBN, URL).</i></p>	Differentiation
<p><i>(16). <u>This primitive brain</u> cannot be said to think or learn; rather it is a set of preprogrammed regulators that keep the body running as it should and reacting in a way that ensures survival (BBC, URL).</i></p>	<p><i><u>Найпростіший мозок</u> не здатний думати або вчитися, скоріше він являє собою набір заздалегідь запрограмованих регуляторів, які підтримують належний режим роботи організму і реакції, що забезпечують виживання.</i></p>	Differentiation

<p>(17). <i>Only since 2001, all regions had demonstrated continuous <u>annual</u> <u>increase</u> in <u>GRP</u> volumes up to 2008, though there are certain regional peculiarities of the <u>increase rates</u> (BBC, URL).</i></p>	<p><i>Тільки з 2001 року у всіх регіонах спостерігався безперервний щорічний <u>приріст</u> обсягів <u>ВРП</u> до 2008 року, хоча й існують певні регіональні особливості <u>темнів</u> <u>приросту</u>.</i></p>	<p>Differentiation</p>
<p>(18). <i>Blood plasma (the part which contains the antibodies) can be extracted from those who have recovered and then given to sick patients as <u>"convalescent plasma"</u> (CNN: URL).</i></p>	<p><i>Плазма крові (та частина, яка містить антитіла) може бути витягнута з тих, хто одужав, а потім передана хворим як <u>"видужуюча плазма"</u>.</i></p>	<p>Calque</p>
<p>(19). <i>There have been 220,163 confirmed cases of Covid-19 in Scotland and 7,614 people have died following a <u>positive</u></i></p>	<p><i>За даними шотландського уряду, в Шотландії було зареєстровано 220 163 підтверджених випадки захворювання Covid-19, і 7 614 осіб померли після</i></p>	<p>Calque</p>

<p><i>test for the virus, according to the Scottish government (CNN: URL).</i></p>	<p><i><u>позитивного тесту</u> на вірус.</i></p>	
<p><i>(20). Hungary has high rates of cancer and heart disease and a high fatality rate among people needing <u>ventilation</u> (CNN: URL).</i></p>	<p><i>В Угорщині високий рівень захворюваності на рак і серцевими захворюваннями, а також високий рівень смертності серед людей, які потребують <u>вентиляції легенів</u>.</i></p>	Addition
<p><i>(21). The laboratory also tested reference formulas in comparison, for instance, for their high humidity curl retention properties or using the so-called “<u>curl snap test</u>.” (UBN, URL)</i></p>	<p><i>Лабораторія також перевіряла еталонні формули в порівнянні, для їх властивості утримування скручуваності у високій вологості або використання так званого «<u>тесту на скручуваність</u>» (UBN, URL).</i></p>	Transposition
<p><i>(22). Лабораторія також перевіряла еталонні формули в порівнянні, для їх властивості</i></p>	<p><i>В даний час у <u>другій хвилі Covid</u> в Україні щодня помирає близько 400 осіб, і вона виявляється більш смертоносною, ніж перша.</i></p>	Transposition

<p>утримування скручуваності у високій вологості або використання так званого «<u>тесту на скручуваність</u>» (UBN, URL).</p>		
<p>(23). <i>The Republican governors of both states made clear that the economy was a major consideration, insisting that with cases dropping and <u>vaccines rolling out</u>, it was time to restore livelihoods and reopen 100%</i> (CNN:URL).</p>	<p><i>Республіканські губернатори обох Штатів ясно дали зрозуміти, що економіка є важливим фактором, наполягаючи на тому, що з падінням числа випадків захворювання і <u>впровадженням вакцин</u> прийшов час відновити засоби до існування і відновити роботу на 100%.</i></p>	<p>Transposition</p>
<p>(24). <i>The <u>R number</u>, or <u>reproduction number</u>, is a way of rating a disease's ability to spread</i> (CNN: URL).</p>	<p><i><u>Число R, або число розмноження</u>, є способом оцінки здатності хвороби поширюватися.</i></p>	<p>Transposition</p>

<p>(25). <i>Successful managers pay close attention to the needs <u>their product bundles</u> address for customers</i> (UBN, URL).</p>	<p><i>Успішні менеджери приділяють пильну увагу потреби, які їх <u>пакети продуктів</u> адресують клієнтам</i> (UBN, URL).</p>	<p>Transposition</p>
<p>(26). <i>You may ask yourself: “How do I choose <u>a profitable customer segment?</u>”</i> (UBN, URL)</p>	<p><i>Ви можете запитати себе: «як мені вибрати <u>прибутковий сегмент клієнтів?</u>»</i> (UBN, URL)</p>	<p>Transposition</p>
<p>(27). <i>Microsoft may be best known for its Windows operating system, but it <u>makes more money</u> from its Azure cloud services and Office software package</i>(UBN, URL).</p>	<p><i>Можливо, Microsoft і досі найбільше знають завдяки операційній системі Windows, проте <u>більше грошей</u> компанія заробляє з продажів хмарного сервісу Azure і офісного пакету програм Microsoft Office</i> (UBN, URL).</p>	<p>Transposition</p>
<p>(28). <i>While Apple <u>makes more than 50% of its money</u> from the iPhone, and Amazon from its online store,</i></p>	<p><i>Поки <u>понад 50% коштів</u> Apple отримує з продажів iPhone, а Amazon - зі свого онлайн-магазину, Microsoft</i></p>	<p>Transposition</p>

<p><i>Microsoft's strength has been sticking its fingers in several pies (UBN, URL).</i></p>	<p><i>розкладає яйця по різних кошиках (UBN, URL).</i></p>	
<p><i>(29). In the 2002 Human Development Index (which measures countries' performance in terms of life expectancy, adult literacy, school enrolment and average income), Equatorial Guinea was ranked 103 places lower than on its growth performance – reflecting poor governance of its huge oil wealth (UBN, URL).</i></p>	<p><i>In the 2002 Human Development Index (which measures countries' performance in terms of life expectancy, adult literacy, school enrolment and average income), Equatorial Guinea was ranked 103 places lower than on its growth performance – reflecting poor governance of its huge oil wealth (UBN, URL).</i></p>	<p>Transposition</p>
<p><i>(30). The most primitive part of the brain, shared with all species that have more than a minimal</i></p>	<p><i>Найпримітивнішою частиною мозку у всіх видів, нервова система яких трохи більше мінімальної, є мозковий стовбур, що</i></p>	<p>Grammatical replacement</p>

<p><i>nervous system, is <u>the brainstem</u> surrounding the top of the spinal cord (CNN: URL).</i></p>	<p><i>оточує вершину спинного мозку.</i></p>	
<p>(31). <i>Samsung accessories are designed for your device to maximize <u>battery life</u> (UBN, URL).</i></p>	<p><i>Аксесуари Samsung призначені для вашого пристрою, щоб максимально збільшити <u>термін служби батареї</u> (UBN, URL).</i></p>	Descriptive translation
<p>(32). <i>You can also check the <u>battery life</u>, the date, your step count, and more (BBC, URL).</i></p>	<p><i>Ви також можете перевірити <u>час автономної роботи</u>, дату, кількість кроків і багато іншого.</i></p>	Descriptive translation
<p>(33). <i>Millions of years later in evolution, from these emotional areas evolved the thinking brain or "<u>neocortex</u>," the great bulb of convoluted tissues that make up the top layers (CNN, URL).</i></p>	<p><i>Після закінчення мільйонів років в ході еволюції з цих емоційних зон розвинувся думуючий мозок, або «<u>неокортекс</u>» (Нова <u>гомогенетична кора головного мозку</u>), велика цибулина з вигнутих тканин, що утворюють верхні шари.</i></p>	Descriptive translation

<p>(34). <i>A visual signal first goes from <u>the retina</u> to the thalamus, where it is translated into the language of the brain</i> (CNN, URL).</p>	<p><i>Зоровий сигнал від <u>сітківки ока</u> спочатку проходить в таламус, де перекладається на мову, зрозумілу мозку.</i></p>	<p>Descriptive translation</p>
<p>(35). <i>New technologies offer not only ‘catch-up’ potential but also ‘<u>leapfrogging</u>’ possibilities</i> (UBN, URL).</p>	<p><i>Нові технології пропонують не тільки потенціал надолуження втраченого, але і можливості <u>інтенсивного прогресу</u></i> (UBN, URL).</p>	<p>Descriptive translation</p>
<p>(36). <i><u>DFID</u> will work for inclusive growth through a number of programmes and continues to spend heavily on health and education, which have a major impact on poor people’s ability to take part in growth opportunities</i> (UBN, URL).</p>	<p><i><u>Міністерство фінансів</u> буде домагатися інклюзивного зростання за допомогою ряду програм і продовжить виділяти значні кошти на охорону здоров’я та освіти, які мають серйозний вплив на здатність бідних людей брати участь у можливостях зростання</i> (UBN, URL).</p>	<p>Descriptive translation</p>

<p>(37). <u>Міністерство</u> <u>фінансів</u> буде домагатися інклюзивного зростання за допомогою ряду програм і продовжить виділяти значні кошти на охорону здоров'я та освіти, які мають серйозний вплив на здатність бідних людей брати участь у можливостях зростання (UBN, URL).</p>	<p>«Нарвал може бути символом цього середовища, і <u>корінні</u> <u>жителі Канади</u> можуть допомогти нам отримати нові, необхідні знання.» (UBN, URL)</p>	<p>Descriptive translation</p>
<p>(38). <i>But in an interview with the BBC in Beijing, the company's CEO in China, Stephan Wollenstein, defended Volkswagen's presence in Xinjiang's capital, Urumqi,</i></p>	<p><i>Але в Інтерв'ю Бі-бі-сі в Пекіні <u>генеральний</u> <u>директор компанії в Китаї</u> Стефан Волленштейн захищав присутність Volkswagen в столиці Сіньцзяну Урумчі, де він керує заводом з 600 робітниками, що</i></p>	<p>Descriptive translation</p>

<p><i>where it runs a factory with 600 workers, producing up to 20,000 vehicles a year (BBC, URL).</i></p>	<p><i>виробляють до 20 000 автомобілів на рік.</i></p>	
<p><i>(39). Witnesses blamed forces loyal to the <u>TPLF</u> for Monday's killings (BBC, URL).</i></p>	<p><i>Свідки звинуватили війська, лояльні до <u>Тиграйського народно-визвольного фронту</u> у вбивствах в понеділок, але офіційні особи Тиграяну заперечують, що в них були змішані війська <u>ТНВФ</u>.</i></p>	<p>Descriptive translation</p>
<p><i>(40). Tigrayan officials have denied that <u>pro-TPLF</u> troops were involved (BBC, URL).</i></p>	<p><i>Свідки звинуватили війська, лояльні до <u>Тиграйського народно-визвольного фронту</u> у вбивствах в понеділок, але офіційні особи Тиграяну заперечують, що в них були змішані війська <u>ТНВФ</u>.</i></p>	<p>Descriptive translation</p>
<p><i>(41). In particular, these funds are earmarked for salaries of employees of</i></p>	<p><i>Зокрема, ці кошти призначені для виплати заробітної плати працівникам навчальних</i></p>	<p>Descriptive translation</p>

<p><i>educational institutions and institutions, medical institutions, payment of pensions and financing of individual state social assistance programs, support for low-income families, disabled children, and those disabled since childhood, and <u>IDPs</u> (UBN, URL).</i></p>	<p><i>закладів та закладів освіти, медичних установ, виплати пенсій та фінансування окремих державних програм соціальної допомоги, підтримки малозабезпечених сімей, дітей-інвалідів та інвалідів з дитинства, <u>вимушених переселенців</u> (UBN, URL).</i></p>	
<p><i>(42). In humans the <u>amygdala</u> (from the Greek word for "almond") is an almond-shaped cluster of interconnected structures perched above the brainstem, near the bottom of the limbic ring. There are two amygdalas, one on each side of the brain, nestled toward the side</i></p>	<p><i><u>Мигдалеподібне тіло</u> (<u>amygdale</u> – від грецького слова, що позначає «мигдалина») у людей являє собою групу взаємопов'язаних структур, розташовану над стовбуром головного мозку поблизу нижньої частини лимбічного кільця.</i></p>	<p>Modulation</p>

<p><i>of the head (CNN, URL).</i></p>		
<p>(43). <i>However, a bright spot in Europe is Serbia in the Balkans, which has vaccinated more than two million of its seven-million population thanks to early deals with vaccine providers including China's <u>Sinopharm</u> (CNN, URL).</i></p>	<p><i>Однак яскравою плямою в Європі є Сербія на Балканах, яка вакцинувала більше двох мільйонів зі свого семимільйонного населення завдяки раннім угодам з постачальниками вакцин, включаючи китайську компанію <u>Sinopharm</u>.</i></p>	<p>Saving the original</p>
<p>(44). <i>The following chart shows the number of daily confirmed cases after an <u>NHS Scotland</u> (CNN, URL).</i></p>	<p><i>На наступній діаграмі показано кількість щоденних підтверджених випадків захворювання після урядового тесту <u>NHS Scotland</u>.</i></p>	<p>Saving the original</p>
<p>(45). <i>"We try to control our company-related processes, including the <u>HR</u> process, which, for instance, means the</i></p>	<p><i>"Ми намагаємося контролювати процеси, пов'язані з нашою компанією, включаючи <u>HR</u>, який, наприклад, означає</i></p>	<p>Saving the original</p>

<p><i>hiring of people in the best possible manner," he said (UBN, URL).</i></p>	<p><i>наймання людей найкращим чином", - сказав він (UBN, URL).</i></p>	
<p><i>(46). Dogecoin has soared in price after Musk bought Twitter. The price of the <u>Dogecoin (DOGE-USD)</u> cryptocurrency jumped more than 100% in the last week following the news of the purchase of the social network Twitter by Elon Musk, who is a supporter of digital assets (UBN, URL).</i></p>	<p><i>Dogecoin злетів у ціні після того, як Маск купив Twitter. Ціна <u>криптовалюти Dogecoin (DOGE-USD)</u> підскочила більш ніж на 100% за останній тиждень після новин про покупку соціальної мережі Twitter Ілоном Маском, який є прихильником цифрових активів (UBN, URL).</i></p>	<p>Saving the original</p>
<p><i>(47). Currently, <u>ETH</u> is traded at \$1,630 per coin (UBN, URL).</i></p>	<p><i>В цей час <u>ETH</u> торгується за ціною \$1630 за монету.</i></p>	<p>Saving the original</p>
<p><i>(48). This investor optimism is explained by the rapid change of the <u>Ethereum</u></i></p>	<p><i>Такий оптимізм інвесторів пояснюється швидкою зміною алгоритму <u>Ethereum</u> (UBN, URL).</i></p>	<p>Saving the original</p>

<p><i>algorithm (UBN, URL).</i></p>		
<p>(49). <i>On September 15, the blockchain will switch to the <u>Proof-of-Stake</u> model, abandoning mining (UBN, URL).</i></p>	<p><i>15 вересня блокчейн перейде на <u>модель Proof-of-Stake</u>, відмовившись від майнінгу (UBN, URL).</i></p>	<p>Saving the original</p>
<p>(50). <i>Over the past year, Preply has tripled the size of its <u>B2B</u> business. Its clients include Bytedance (TikTok), Mercedes, and McKinsey (UBN, URL).</i></p>	<p><i>За останній рік Preply потроїла розмір свого бізнесу <u>B2B</u>. До її клієнтів входять Bytedance (TikTok), Mercedes і McKinsey (UBN, URL).</i></p>	<p>Saving the original</p>

Роботу присвячено дослідженню особливостей перекладу термінів медіа дискурсу з англійської мови українською. Було розглянуто поняття терміну, визначено особливості перекладу термінів з англійської мови українською, схарактеризовано особливості англомовного медіа дискурсу.

Практичну частину присвячено дослідженню специфіки перекладу термінів медіа дискурсу з англійської мови українською. Було наведено особливості вживання лексичних, граматичних та лексико-граматичних трансформацій. У висновках наведено узагальнені результати роботи.

Ключові слова: термін, медіа дискурс, переклад, українська мова, англійська мова