

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

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**PHRASEOLOGICAL UNITS IN UKRAINIAN TRANSLATION OF
ENGLISH SPORTS MEDIA DISCOURSE**

Andrusiak Yuliia

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Research supervisor:
Ph.D., associate professor
K. S. Podsievak

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Факультет германської філології і перекладу
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КУРСОВА РОБОТА

З ПЕРЕКЛАДУ

ВІДТВОРЕННЯ ФРАЗЕОЛОГІЗМІВ В УКРАЇНСЬКОМУ ПЕРЕКЛАДІ АНГЛІЙСЬКОМОВНИХ ТЕКСТІВ СПОРТИВНОГО МЕДІАДИСКУРСУ

Андрусяк Юлія
студентка групи ПА 05-19

Керівник курсової роботи _____



(підпис)

кандидат філологічних
наук, доцент

Подсевак Катерина Сергіївна

Київ – 2023

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

Завідувач кафедри теорії і
практики перекладу з
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ЗАВДАННЯ
на курсову роботу з перекладу з англійської мови для
студентів ІV курсу

студентки 4 курсу групи ПА 05-19, факультету германської філології та перекладу КНЛУ спеціальності 035 Філологія, спеціалізації 035.041 Германські мови та літератури (переклад включно), перша – англійська, освітньо-професійної програми Англійська мова і друга іноземна мова: усний і письмовий переклад

Тема роботи: Відтворення фразеологізмів в українському перекладі англійськомовних текстів спортивного медіадискурсу

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2.	Аналіз дискурсу, який досліджується, на матеріалі фрагмента тексту; проведення перекладацького аналізу матеріалу дослідження і написання практичної частини курсової роботи (розділ 2)	7–11 лютого 2023 р.	виконано
3.	Написання вступу і висновків дослідження, оформлення курсової роботи і подача завершеної курсової роботи науковому керівнику для попереднього перегляду	28–31 березня 2023 р.	виконано
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Науковий керівник  (підпис) Студент  (підпис)

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INTRODUCTION

In the 21st century, the media are of particular importance in all spheres of human activity - social, political, economic, sports etc. The media are called the “fourth estate” [9] and are also considered one of the most effective means of influencing the public consciousness and behavior. The study of media discourse has become relevant in modern linguistics because of the importance of political, social, and cultural trends reflected in it, on the one hand, and the discourse orientation of linguistic studies, on the other. The analysis of this topic has led to a number of publications aimed at studying the structure, trends, functions, techniques, classifications, and various approaches to the interpretation of the term “media discourse” [19; 21]. Modern mass media are capable of quickly reaching the broadest audiences and not only influencing public consciousness and shaping public opinion, but also determining the spiritual values of the population. The language of the media also uses culturally specific means that reveal national concepts and values of native speakers, such as idioms.

Idioms are widely covered in linguistic research, with recent publications devoted to the study of modern approaches, their classifications, identification of functions, features of idiomatic units of certain semantics, ways of their translation [7; 16; 17]. The issue of translating English idioms in the sports media discourse in terms of rendering their national socio-cultural specificity remains unresolved.

The **relevance** of the study is determined by: first, the demand for English language in the modern world language community and the presence of unresolved theoretical issues in the field of linguistic media studies; secondly, the need for lexical and stylistic analysis of English sports media discourse to better understand its structure and the language used in it; thirdly, the lack of a comprehensive study of translation transformations when conveying idioms in sports media discourse.

The **aim** of the research is to identify idioms in English-language articles in the sports media discourse and the peculiarities of using translation transformations in conveying them into Ukrainian.

The aim provides for the implementation of the following **tasks**:

- to study idioms as an object of linguistic research;
- to analyze the problem of idiom in translation studies;
- to observe peculiarities of sports media discourse text analysis;
- to examine lexical, grammatical, as well as lexical and grammatical transformations in the translation of idioms in sport media discourse.

The **object** of the study is English idioms used in sports media discourse.

The **subject** of the study is translation transformations in the process of translating English idioms into Ukrainian.

The **material** of the investigation is the original texts of sports newspaper articles. 34 idioms from the original text as well as their translation have been considered in the research.

The research is based on a **methodology** that includes descriptive and structural-analytical methods, consisting of selection, description, systematization, analysis and generalization of language material. The methods of analysis and synthesis will be used in the study of theoretical sources. In the course of the study of the empirical basis, statistical analysis, methods of systematization and generalization will be used.

The scientific **novelty** of the work: the work analyzes lexical and stylistic features of English sports media discourse; the role of translation transformations in the process of translating idioms in sports media discourse.

The **theoretical significance** of the work is due to the importance of studying idioms in English-language sports media discourse as an integral part of the culture of the English people as well as features of their translation into Ukrainian.

The **practical value** of the research is that the materials of the study can be used in courses of grammar and lexicology, stylistics, and theory and practice of translation; in English lessons at school and in practical classes in translation studies at a higher educational institution.

The structure of the research. The study consists of the introduction, two chapters, conclusions, references and the appendix.

The introduction outlines the subject and object of the study, focuses on the aim, tasks of the work, research methodology, and its practical and theoretical significance. It also points to the novelty of the given work and explains the research structure.

Chapter 1 “Idioms in English Sports Media Discourse: Translation Aspect” focuses on idioms as an object of linguistic research, the problem of idiom in translation studies, and peculiarities of sports media discourse text analysis.

Chapter 2. “Translation of Idioms in Sport Media Discourse” deals with the lexical-semantic, lexical-grammatical transformations as well as transcoding techniques in the translation of idioms in sport media discourse.

Conclusions summarize the practical findings obtained in the process of the research.

References contain a list of scientific sources used in the research work.

CHAPTER 1

IDIOMS IN ENGLISH SPORTS MEDIA DISCOURSE: TRANSLATION ASPECT

1.1. Idioms as a means of conveying national cultural information in English

The fundamental changes that linguistics has undergone under the influence of the general trend towards anthropological paradigm in modern humanities have led to a shift in the focus of researchers' attention from the structural and formal features of linguistic units to their semantic properties. In the context of these changes, such features of idioms as imagery, expressiveness, evaluation, etc. are brought to the forefront in the study of idioms [4].

The majority of languages contain a significant number of idioms and fixed expressions, which are an essential component of any language. There are issues with both the comprehension and translation of these collocations since it is impossible to discern their meaning from the superficial meanings of the separate words that constitute them.

Modern linguistics distinguishes the following approaches to the study of idiomatics:

- 1) structural and semantic [31; 38; 43];
- 2) functional [27; 30; 41];
- 3) cognitive [32; 36; 39];
- 4) ethnocultural [5; 20].

Structural and semantic approach. Linguistic consideration of the problem of idiomatics began in the middle of the twentieth century mainly within the framework of the transformational-generative theory [28]. In most cases, an idiom is defined as a stable word combination (sometimes a phraseologism), the meaning of which is not derived from the meanings of its components.

It should be noted that British and American linguists distinguish between the concepts of phraseological units and idioms. U. Weinreich defines an idiom as a phraseological unit, but notes that not all phraseological units are idioms. One of the

main features of idioms, in his opinion, is the potential ambiguity against the background of their literal counterparts. Thus, units such as *spick and span*, *kith and kin*, *by and large*, etc. are excluded from the sphere of idiomatics, because due to their unique irregularity (illformedness) they are not able to be opposed to free word combinations, which, in fact, eliminates the potential ambiguity. Hence, the definition of an idiom as a phraseological unit consisting of at least two polysemic components, in which it is possible to choose “reciprocal contextual selection of subsenses”, i.e., reproduction of the internal form. In addition, the author distinguishes between two important concepts – stability and idiomaticity, implicitly indicating that stability, taken separately, cannot be a defining feature of an idiom [43: 68 – 71]. Thus, he excludes phraseological collocations from the category of idioms, claiming that they have nothing to do with idioms, but are only stable and well-known units.

However, if it is appropriate to exclude phraseological combinations from the sphere of idiomatics, it would be too categorical and premature to exclude them from the category of phraseological units. Perhaps the reason for such disqualification of phraseological combinations was the ambiguity of interpretation of the concepts of “phraseology” and “idiomatics”, and sometimes their identification.

Hence U. Weinreich’s statement that “the semantic difference between idioms and their literal equivalents is arbitrary” [43: 21, 55]. This means that the relationship between the figuratively motivated meaning of an idiom and the meaning of its components is random. However, most probably, such relations cannot be characterized by arbitrariness, since the relationship between the general meaning of the idiom and the form and meaning of its components is at least partially determined by how people categorize and conceptualize the phenomena associated with the idioms, and therefore the choice of components depends on the symbolizing concepts of certain phenomena held in the mind [29: 94].

The criterion of impossibility to deduce the meaning of an idiom from the meaning of its components seems questionable, since idiomatic units are the result of secondary nomination, i.e., motivated units. Under the influence of various factors, the internal form of an idiom can be partially, and sometimes strongly, obscured and lose

motivation. Thus, the motivation and degree of opacity of idioms, in some scholars' opinion, has a graded character and depends on the type of world perception at the time of their formation and functioning. The choice of the motivation source and idiom components depends on the way a certain phenomenon is conceptualized in the mind.

The ways of conceptualization are of a utilitarian nature and are usually specific to unrelated cultures. It can be logically assumed that if the conceptual coding of knowledge about the world takes place in the consciousness, the same human consciousness can be capable of the reverse process – interpretation. Thus, some idioms are much more transparent than others. For example, the phrase “to skate on thin ice” is considered idiomatic because of the reinterpretation of the component meanings and the situation in general, resulting in the meaning “to do something that can lead to dangerous consequences”, as moving on the surface of thin ice is associated with the concept of danger in people's minds. This allows (at least partially) to interpret the meaning of the idiom based on the understanding of the component meanings.

Ch. Hockett understands an idiom as any formation whose meaning cannot be predicted from its structure. If we take as Y any grammatical form whose meaning cannot be deduced from its structure, then any Y (provided it is not a component of a larger Y) is an idiom [31: 172]. The morpheme is given idiomatic status because its meaning cannot be derived from its structure. A complex idiomatic formation, in the author's opinion, always has idiomatic components. The structural view of idiomaticity, caused by the structural paradigm prevailing in the middle of the twentieth century, emphasizes that other units have a certain degree of idiomaticity, but not always sufficient to enter the category of idioms. However, this, at first glance, contradictory statement makes it possible to overcome the traditional barrier of verbosity, which is most likely inherent in phraseology as a structure, rather than idiom as a phenomenon that has a more complex nature and is based not only on structural principles.

A. Makkai offers the following criteria for defining idioms:

1) verbosity;

2) impossibility to deduce the meaning of the idiom from the meanings of its components, since in the idiom they lose their literal meaning (empty of their usual senses);

3) a high degree of potential ambiguity (disinformation potential), i.e., their components are polysemic in nature and as a result can be misinterpreted;

4) usualization as a result of conventionalization of free word combinations [38: 122].

The criterion of potential ambiguity raises the question of the role of context in understanding idioms. Context plays an important role in understanding free phrases and a decisive one in interpreting idioms. As it is apparent from the above examples, it seems impossible to avoid contextuality when defining idioms. There is a belief that idioms are not stored in the mind as independent units, but are initially interpreted literally, and successful interpretation is facilitated by the context [42: 532].

Ch. Fernando pays considerable attention to the distinction between the concepts of “idiomaticity” and “idiom”, noting that almost all previous studies have focused on the lexicogrammatical aspect. An idiom is defined as an indivisible unity whose components do not vary or vary within certain limits. Idioms, therefore, include expressions that are conventionally fixed in order and lexical form, or those that have a clearly limited set of variants, while at the same time having the basic characteristics inherent in most idiomatic units.

One of the main features of idioms is the figurative nature of their meaning in general or the meaning of one of the components. The figurative character has a gradual nature, as well as the degree of lexical invariance. It is emphasized that not only idioms have such a feature as idiomaticity, which is interpreted as the impossibility or problematic of deriving the actual meaning of an idiom from the individual meanings of its components.

Since the linguistic reality is a combination of pure and hybrid types, the graded classification makes it possible to distinguish units that show some features of idioms, but are not idioms. The author also draws attention to the structural level of one-word idiom, noting that the lower boundary of the idiom class is defined by a compound

word (pitter-patter, boot-licker, devil-may-care), including literal (mother-in-law), semi-literal (baby-sitter, sickroom) and figurative (foxglove, eavesdrop, pick-me-up) [27: 30 – 31, 37 – 38, 41].

Almost all studies of the above-mentioned linguists put the criterion of verbosity in the first place, and at the same time the classifications of idioms controversially include whole-formed units such as blackmail, high-handed, eavesdrop. This suggests that complete and separate idiomatic units have much more in common in functional and semantic terms than they are distinguished by formal and structural criteria.

Functional approach. Proponents of the functional approach raise the question of the purpose of idioms, their interaction with other units of the text. It is emphasized that it is the purpose that unites idioms of different structural types into one functional class and forms their pragmatic profile [37]. The functional (in the narrow sense – functional-pragmatic, more broadly – communicative-discursive) approach to the study of idioms is connected with the pragmatics of discourse, that is, with the means of expressing the relevant intentions and instructions, since idioms are carriers of illocutionary power of expression, perform certain discursive strategies and are aimed at achieving a certain perlocutionary effect.

J. Strässler's work is of particular interest due to its functional orientation. According to the author, additional deictic information contained in idioms determines, on the one hand, their functional purpose, and on the other – explains their presence / absence in different situations [41: 78 – 79]. Depending on personal and social deixis, the author defines functional types of idioms, but not enough attention is paid to the nature of additional deictic information, the reasons for its appearance and the effects it leads to.

M. A. K. Halliday classifies idioms by functional criterion into [30]:

1) ideational, that is, those that denote the world of things, phenomena, etc. (actions, situations, people, things, evaluation, emotions): *to do a U-turn, Trojan horse*);

2) interpersonal idioms that reflect the communicative nature of the message (greetings, instructions, consent, uncertainty, refusal, frankness): *believe you me, I wasn't born yesterday, as a matter of fact*);

3) textual idioms, which are a means of cohesion in discourse: *on the contrary, in addition, what is more*. It is easy to see that the author understands idiomatics very broadly, thus the classification includes stable non-idiomatic units devoid of expressiveness.

According to C. Fernando, who expresses a rather generalized opinion, the functional purpose of idioms is to meet the needs of the subjects of discourse. Attention is focused on the fact that idioms are able to fulfil their functional purpose precisely due to the connotative component of the meaning, since idioms, unlike neutral equivalents, are based on the creative mechanism of language play [27: 75]. That is, the main feature of idiomatic units is implicitly recognized as expressiveness, since there are non-expressive linguistic units for neutral designation of realias (realization of the nominative function itself).

Cognitive approach. From the standpoint of cognitive linguistics, an idiom is considered as a product of a conceptual system, not just as a linguistic fact [26; 34; 36; 39]. An idiom is not just an expression whose general meaning differs from the meanings of its components, but a unit whose meaning is conditioned by more general knowledge about the world represented in the conceptual system. Thus, it is emphasized that idioms have a conceptual, extralinguistic rather than linguistic nature [35: 330].

Cognitive modelling of the meaning of idioms involves identifying the relationship and interaction between the semantics of idioms and the knowledge underlying them. This knowledge is represented in the form of representations, images, concepts and frame structures. The cognitive approach to the study of idioms is often enriched by the theory of discourse, since the discursive space of stable denotative situations is a natural source of generation of units of secondary expressive nomination, which are able to simultaneously represent social, ideological and linguistic information in the unity of semiological, situational and socio-cultural factors [3: 25].

The fact that most of the idioms are at least partially semantically transparent, and their meaning can be determined by conceptual mapping from the source domain to the target domain, allows describing mechanisms of idiom meaning formation in more detail [35: 330 – 331].

These ideas formed the basis for the theory of conceptual metaphor – an abstract way of interpreting some concepts in terms of others: ARGUMENT IS WAR, TIME IS MONEY, etc. [36]. It should be noted that the authors of the conceptual metaphor theory understand metaphor broadly, incorporating under this concept the actual metaphor (transfer by similarity), metonymy and its varieties such as synecdoche and metalepsis, as well as hyperbole, litotes, syncretic tropes, etc.

Such conclusions contradict the traditional approach to the study of the phenomenon of idiomatics, which emphasizes the arbitrary nature of the relationship between the expression plane and the content plane of idioms: “the meaning of an idiom does not depend on its expression plane, since the connection between them is characterized by absolute arbitrariness” [2: 53]. However, most likely, the arbitrary nature of such relations seems doubtful, since the connection between the meaning of the idiom and the meaning of its components is at least partially determined by conceptualizing the phenomena with which the idioms are related, and therefore the choice of components will depend on the concepts-symbols of certain phenomena kept in the mind [11: 11].

Regarding the motivation of idioms, some authors note that the concept of motivation is much narrower than the concept of prediction of the meaning of an idiom, given the content of its components. This means that the easier it is to predict the meaning of an idiom based on the meaning of its components, the clearer and more transparent its motivation is [12].

Thus, idioms are based on conceptual metaphors, metonymies, etc., which combine concrete and abstract areas of knowledge and contribute to the understanding of the figurative meaning of idioms. The analysis of operations on conceptual structures reveals cognitive strategies that work in the case of interpretation of figurative meaning and contribute to the inference of the actual meaning of idioms.

Ethnocultural approach. The problem of national-cultural specificity of the corpus of idiomatic units is the subject of research conducted by many linguists [1; 13; 20]. Increased attention to this topic is stipulated by the general increased interest in the interaction of language and culture, which is actively researched within the anthropological paradigm of modern linguistics.

Linguoculturology seeks to explicate the cultural and national significance of idioms, which is achieved by correlating them with the concepts of universal or national culture [5]. The application of linguistic and cultural approach to the study of idiomatics focuses the researcher on the study of the correlation between idioms and cultural signs and actualizes the meaning of the system of standards, stereotypes, symbols, etc. to describe the cultural and national specifics of the idiomatic system.

The linguistic worldview assumes that native speakers have a certain set of common background knowledge that connects culturally marked units of language with quanta of culture. People perceive the world through the prism of their languages differently, therefore the way of conceptualizing reality in each language is both universal and specific. Idioms are one of the most powerful sources of interpretation of national standards, they help to decipher the national-specific image of the world, and, since significant integration processes are taking place at the present stage of society development, it contributes to the rapprochement of cultures and their dialogue.

1.2. Peculiarities of sports media discourse and translation of idioms

The issues of mass media discourse research have occupied a prominent place in modern linguistics, reflecting the significant social, political, philosophical, cultural, linguistic trends inherent in the very functioning of this type of discourse. The rapid development of the latest technologies in the XXI century has contributed to the surge in the spread of technical means of information dissemination and constant attention to it of the present-day individual, who cannot imagine their life without the press, television, radio, Internet.

The implementation of media discursive practices takes place in certain areas of human activity and knowledge, which have the character of historically established

communicative spheres. Linguists put forward the idea to call these types of discourse socio-functional and consider as such political, legal, economic and other discourses. Reflected in the media, the above-mentioned types of discourse acquire certain pragmatic, stylistic, functional features.

The sports sphere is a diverse and complex process and is associated in our minds with different spheres of life, namely: politics, professional activity, culture, aesthetics, health culture. That is why sport is an object of study in various fields of knowledge, including linguistics. The history of modern sports as elements of national cultures has been significantly influenced by mass media. At the same time, sports have significantly boosted the recognition and profitability of news outlets.

A complex analysis of sports media discourse is reflected in the works of such foreign linguists as A. Billings, M. Butterworth, and P. Turman [24], R. Boyle and R. Haynes [25], D. Rowe [40], etc.

Sports discourse is a type of communication between participants of a sports competition, the main function of which is to reflect sports as a media event. The main components of the sports discourse are the means (information and communication description and analysis (commenting) of everything that happens to athletes, sports commentators), as well as spectators-fans, TV and radio listeners, Internet users. Thus, sports discourse functions within a discursive community united by common communicative intentions, strategies and tactics of linguistic behavior, common lexicon and communicative attitudes of perception [6: 89].

Literature review on the nature of the concepts “media discourse” and “sports media discourse” enables drawing the conclusion that sports discourse is a type of communication between participants of sports activities (such as coaches, athletes, journalists, fans) to achieve the set communicative goals, which are based on the relation with other social institutions.

The interpreting idioms and from one language into another is an art that necessitates the translator to have a thorough understanding of both the shared or transferred languages and cultures as well as the ability to recognize and deal with any

unexpected issues that may arise while trying to find an effective translation for the inter-lingual idiomatic pairs.

People who speak different languages use entirely different expressions to convey the same idea. As a result, even though an expression may be completely clear and simple for people who speak the same language as the speaker, it may appear completely ambiguous, dim, and in some cases nonsensical to people who speak another language.

The task of interpreting and translating idiomatic pairings from one language into another is further complicated by differences in such variables as religion, geography, ideologies, and socioeconomic classes of languages and societies. Therefore, there are two main issues in this situation:

1) how to comprehend the meaning of idioms and fixed expressions in a particular language;

2) how to reinterpret the same sets of idioms and fixed expressions in another language so that they may convey the exact same ideas of the original language.

M. Baker classifies the difficulties arising in the process of translating idiomatic expressions into the following categories:

1) it is possible that the target language lacks an equivalent for an idiom or fixed expression;

2) an idiom or fixed expression may be represented by a matching counterpart in the translation language, but the context of use might be different;

3) the source text may make simultaneous use of an idiom literal and idiomatic meanings;

4) there may be differences between the source and target languages in terms of the very convention of utilizing idioms in written speech, the settings in which they can be employed, and their frequency of use [23: 65-71].

M. Baker offers the following strategies to overcome the above-mentioned problems in idiom translating:

1) using an idiom of similar meaning and form;

2) applying an idiom with a similar meaning but different form;

- 3) using paraphrasing;
- 4) completely omitting an original idiom [23: 71-78].

The choice of a certain technique in the translation of idioms directly depends on the task that the translator faces in each case: to preserve the colour of the language unit with possible damage to semantics or to convey the meaning of an equivalent unit (if it is unknown to native speakers), losing the colouring.

Linguists point out that the nature and ways of applying interlingual translation correspondences are largely determined by the peculiarities of the idiom semantics, which constitute a complicated informative complex. From the point of view of the choice of translation correspondence, the most important components of this complex are the following: figurative or imagery component of the idiom meaning; direct or subject component of the idiom meaning, which forms the basis of the image; emotional component of the idiomatic unit meaning; stylistic component of the idiom meaning; national-ethnic component of the idiom meaning [14: 133]. R. Zorivchak notes that the components of stable compounds, including not only figurativeness, expression and ambiguity, but also their illogic nature, cause special difficulties for the translator [10: 16].

Linguistic researchers distinguish two main ways of translating idioms – phraseological translation and non-phraseological translation. Thus, phraseological translation involves the use of stable units of varying degrees of closeness between the unit of the foreign language and the corresponding unit of the target language – from full and absolute equivalent to approximate phraseological correspondence. Non-phraseological translation conveys the idiom with the help of lexical, not phraseological means of the target language. It is usually resorted to, provided that none of the phraseological equivalents or analogues can be used. The main methods of non-phraseological translation include calque and descriptive translation.

The full phraseological equivalent is used primarily for conveying international idioms based on myths, legends, biblical and literary stories, historical facts. Partial phraseological equivalent is a type of translation correspondence in which the meaning of an idiom in the target language is adequate to the meaning of the idiom in the source

language, but differs from it in terms of figurative basis, metaphoricity. The disadvantage of this method of translation is that differences in the component composition of equivalents of this type can lead to differences in emotional and expressive connotation [22].

An English idiom can have several equivalents in the target language. Using selective phraseological equivalents, the translator has the opportunity to choose the best option and convey the stylistic diversity of English idioms.

Calque allows to translate a non-equivalent idiom into the target language with the fullest possible preservation of the semantics of the foreign expression. The essence of phraseological calquing is to create a new combination in the target language that replicates the structure of the source language unit. This translation technique can be used when there is no equivalent in the English idiom in the Ukrainian language, as well as when it is impossible to use such an equivalent in a given context.

Literal translation is used to convey the imagery and unique flavour of the national and ethnic component of the idiom meaning. The translator should ensure that the image is perceived and understood by the translation recipient, providing full understanding with the help of appropriate footnotes and notes.

Descriptive translation is a way of reproducing the meaning of an idiom by means of a variable phrase that explicates the meaning of the unit, usually resulting in a loss of imagery and expressiveness.

In the process of translating idioms, the translator should try to translate it with the corresponding idiom of the target language, since this is the way to achieve the greatest equivalence in the reproduction of the phraseological system of the original in the translation. However, sometimes such a technique is impossible, because the target language may not have a corresponding idiom or it does not fit the desired context by its stylistic features. It is in such cases that translators resort to the use of one-word translation, descriptive translation or calquing.

Thus, the choice of a particular translation technique depends on the specifics of the idiom, imagery and expressiveness, which the translator must recognize and be able to convey their content. First of all, the translator should pay attention to the exact

correspondence of the general meaning, emotional and stylistic colouring, and the correspondence of the cultural background. In such cases, the translator will be greatly assisted by erudition, translation and general cultural training.

1.3. Sports media discourse text analysis

In order to research the methods of translating idioms in sports media discourse, we have chosen the following extract for analysis selected from the online version of the magazine “Sports Illustrated” (see Annex A):

ANALYSIS

The article under consideration entitled “Cristiano Ronaldo’s Teary-Eyed, Unfulfilling World Cup Ending” was published in the online-version of the magazine “Sports Illustrated”. The author of the article is Jonathan Wilson. The publication date is December 10, 2022.

The analyzed extract belongs to sports media discourse since it possesses characteristic features inherent in this type of discourse including conciseness of expression, personal appraisal, precise paragraphing, compelling logical and emotional arguments, and paratextual elements. The primary lexical and stylistic characteristics of this discourse are its use of unique sports terminology and expressions, vocabulary with evaluative connotation, clichéd metaphors, abbreviations, neologisms, and foreign words.

The paratextual elements are those that surround the very article text, as well as precede it, follow it, and sometimes are interwoven into its structure. For instance, the paratextual components of the mentioned article include:

- the name of the author: Jonathan Wilson
- the headline: “Cristiano Ronaldo’s Teary-Eyed, Unfulfilling World Cup Ending”.
- the sub headline: “Ronaldo, 37, has likely played his last World Cup minute, it coming as a substitute in a match whose outcome he could not influence, all while his club options dwindle”.

- the leading paragraph: “Cristiano Ronaldo left the pitch at the final whistle after Portugal’s 1–0 defeat to Morocco in Saturday’s World Cup quarterfinal and headed straight down the tunnel, weeping. How you viewed that probably depends much on how you see Ronaldo”.
- photos with captions (see Figure 1)



*Ronaldo exits the field in tears after Portugal's defeat to Morocco in the World Cup quarterfinals.
Zheng Huansong/Xinhua/Imago Images*

Figure 1. The paratextual element

The aim of the article to inform and to influence the reader. The latter objective is regarded to be the management of public opinion through the structure and control of processes. The influence function, which includes both direct and implied propaganda and agitation, is one of the variations of the regulatory function. Therefore, the journalist uses an array of lexical means and stylistic devices to achieve the main goal.

The lexical means in the analyzed article include special terminology (sports terms), proper names (onyms), internationalisms, weasel words, expressive evaluative vocabulary, idioms.

Proper names belong to the following categories of onyms in the text under analysis:

Anthroponyms (proper names of people) include the following units: *Cristiano Ronaldo, Erik ten Hag, João Félix, Bernardo Silva, Bruno Fernandes, Rafael Leão, Gonçalo Ramos*.

Ergonyms are proper names for business associations of people, including unions, organizations, institutions, corporations, enterprises, societies, institutions,

circles. The text under consideration contains the following ergonyms: *Manchester United, Man United, Premier League*.

Toponyms (proper names of geographical objects) used in the text include *Morocco, Portugal, Switzerland*.

Since the topic of the article is sport in general and football in particular, the text abounds in the subject field terms: *World Cup, team, defeat, coach, pitch, score, hat trick, reserve, sport, sportsman, etc.*

The internationalisms include *quarterfinal, semifinal, spectacle, tragedy, record*.

The following are examples of weasel words used to give the appearance that something specific and significant has been stated: *of course, on the other hand, it is possible, of sorts*.

The public is exposed to a variety of issues through media discourse, which encourages awareness of their significance for addressing social demands, shapes a primary attitude (positive or negative) toward the facts, and provides various sorts of evaluation (“good”, “bad”, “helpful”, “harmful”, etc.). As a result, evaluative vocabulary influences ideologies and social prejudices. As a result, the author of the extract under analysis uses a variety of expressive words and phrases that have a clear negative connotation: *petulant, self-centered, disappointment, graceless, humiliation, impotent, ridicule, unbearable, etc.*

The stylistic figures found in the text include metaphors, epithets, repetition, irony, idioms.

The most effective tool for persuasion and the simplest means of influencing people’s consciousness is metaphor. It is one of the most prevalent stylistic devices in media discourse as a result. Traditional metaphors assist the reader in viewing familiar concepts in a new light. They provide the opportunity to analyze the new information and draw a certain inference, for instance: *powers are waning, step nearer the end, lacking his usual polish, his body is betraying him, the highest level of the game, falling short of winning, a profound sense of anti-climax, a tragedy in that*.

Epithets are descriptive words that provide specificity, accuracy, and precision to the content. They aid in giving a message brightness and vividness and affect the

recipients' perception of the situation. For example: *explosive pace, willowy winger, dynamic inside forward, old-fashioned center forward, exorbitant salary*.

The specificity of semantic repetition in sports media discourse lies primarily in the implementation of tactics and strategies of speech influence, for instance: "*the belief to work and work and work to become the footballer*" (SI: URL).

Irony is a complex discursive phenomenon that manifests itself in media discourse and realizes its manipulative potential due to the possibility of implicit expression of the author's evaluation, for example: "*the little signs that age is catching up with us: the bus number we can no longer read without glasses, the chair we can no longer get out of without a sigh, the Thursday night five-a-side that becomes too painful. Mature adults deal with it. But Ronaldo's loss is greater...*" (SI: URL).

The idiom found in the text is "*to reach a milestone*" defined as "to achieve or experience a moment, situation, or event that is exceptionally impressive, significant, or consequential" [44].

Thus, the task of the modern sports media discourse is to attract the audience's attention to certain persons and events, to inform about the course and results of the most interesting sports competitions, to interpret and evaluate the most important events and trends in the world of sports, as well as to shape the reader's evaluation of a socially significant phenomenon.

Conclusions to Chapter 1

The arbitrary nature of the connection between the meaning of an idiom and the literal meaning of its components is dubious, especially if we take into account the fact that the way in which people conceptualize knowledge about the world around them is reflected in the language they use. Idioms are signs of illocution in discourse, a marker of internationality and a means of pragmatic coherence.

Thus, in order to fully reflect the national-cultural specificity of the idiomatic system of the language, it seems necessary to combine the use of cognitive, linguistic, linguistic-cultural and contrastive approaches, which appear as stages of analysis of national idiomatics: identifying non-equivalent extra-linguistic factors reflected in

idioms; establishing structural and semantic features of interlingual idiomatic analogues; identifying national and cultural connotations of key words and cultural concepts containing idioms; studying the peculiarities of national division of the linguistic world picture and the peculiarities of the functioning of the national mentality as linguocreative thinking.

Due to the fact that idioms are units of language that reflect the specificity of the culture of a particular people, their use in the discourse of a particular language contributes to the realization of the communicative task of the discourse – the impact on the emotional sphere of a person. Their adequate translation is the most important element in the translation of the discourse as a whole.

The discourse of sports media is a speech (oral or written) that conveys the content defining the sports activity (discourse as a process) and a set of created texts in which this essence is represented (discourse as a result). In this regard, the strategies and tactics of influence aimed at forming, maintaining or changing a certain people's opinions, convincing the reader of the correctness or presenting one's position along with the positions of opponents are of particular importance. Such methods are the process of translating idioms into its absolute equivalent or approximate one in target language. When such technique is not applicable, translators resort to the use of literal translation, paraphrasing, descriptive translation or loan translation.

CHAPTER 2

TRANSLATION OF IDIOMS IN SPORT MEDIA DISCOURSE

The use of specialized terminology, including idioms, is a hallmark of sports discourse. Idioms are a crucial component of language in professional communication. Owing to the universal nature of idiomatic nomination, they appear in all linguistic strata of sports media discourse, including terminology, spoken vocabulary, and professional jargon.

The unique linguistic and cognitive traits of the idioms that develop and function in the professional sports context explain the complexity of differentiation. These units serve as a unique means of verbalizing professionally important information at the intersection of professional and ordinary knowledge by combining the characteristics of idioms (idiomaticity, impenetrability of their structure, and constancy of composition) and special vocabulary (nominal nature, pertaining to a certain domain of knowledge, associated with a professional notion or concept).

Since the means of common knowledge and scientific knowledge, theoretical knowledge and practical information are inextricably linked, most scholars stress that the distinction between categories of knowledge is conditional, relative. The main source is common knowledge, and the outcomes are fixed in widely accepted units.

Idioms occurring in the sports media discourse present the theoretical knowledge about professional objects and phenomena in the field of sport. However, this knowledge is figuratively actualized by creating a vivid, enduring image of the professional concept rather than in a logical, reasonable fashion. Translation of idioms used in sports media discourse is performed using various methods:

- 1) lexical-semantic transformations;
- 2) lexical-grammatical transformations;
- 3) transcoding techniques.

2.1. Lexical-semantic ways of reproducing phraseological units in sports media discourse

Lexical-semantic transformations, which are used to translate idioms in sports media discourse, include differentiation, generalization and concretization.

The results of the analysis manifest that **differentiation** is the most frequent translation transformation used in the reproduction of idioms in sports media discourse. According to S.Ye. Maksimov, differentiation of meaning is substantiated by the fact that many English lexemes with broad meaning do not possess direct equivalents in the Ukrainian language. Ukrainian dictionaries list a number of meanings that can only partially cover the meaning of the SL unit; thus, translators resort to the option which best suits the context [18]. Regarding the translation of idioms, one of the lexemes in the structure of the unit may be subject to differentiation. It may be illustrated by the following example: *“He had to be painfully aware that had the major leagues not been closed to African-Americans during his best pitching years, he would probably have been in a magnificent position **to rest on his laurels**”* (SI: URL). – *“Йому було боляче усвідомлювати, що якби вищі ліги не були закриті для афроамериканців у роки його найкращих досягнень, він, ймовірно, був би в чудовому становищі і **спочивав би на лаврах**”*.

The lexeme “rest” has the following translation correspondences including “відпочивати”, “покоїтися”, “лежати”, “засновуватися”, “триматися”, тощо. It should be noted that the idiom “to rest on your laurels” – “be so satisfied with what you have already done or achieved that you make no further effort” [45: 168] reveals the complete coincidence with the Ukrainian idiom – “спочивати на лаврах” in its content plane.

The idiom “to reach a milestone” (“to achieve or experience a moment, situation, or event that is exceptionally impressive, significant, or consequential” [44] has been translated by means of differentiation using the Ukrainian correspondence “віха”:
*“There was no dignity in defeat, no feeling he might go and congratulate the victorious Moroccans, or wish them well for the semifinal—the first African team to **reach such a milestone**”* (SI: URL). – *“У поразці не було гідності, не було відчуття, що він*

може піти і привітати марокканців-переможців або побажати їм успіхів у півфіналі – першій африканській команді, яка **досягла такої віхи**”.

The same translation transformation is employed in the following example: “*But some of the bigger schools, such as Georgia Tech and Maryland, that had asked about him as a sophomore dropped **out of the picture** after Edwards broke his collarbone and missed his junior football season*” (SI: URL). – “Але деякі великі заклади, такі як Georgia Tech та Maryland, які цікавилися ним ще на другому курсі, зникли з **поля зору** одразу після того, як Едвардс зламав ключицю і пропустив свій юніорський футбольний сезон”.

Concretization is understood as the substitution of the SL lexical unit having a wide subject-logic meaning by the TL lexical unit with a narrower meaning. Therefore, the produced analogy and the SL lexical unit happen to be in the logical relations of inclusion. The words of wide meaning in a structure of an idiom which require concretization in translation are usually translated into Ukrainian by means of concretization, for example, the word “put down” in the idiom “put down the fork” meaning “stop eating” [44], which is characterized by broad semantics, is translated by the verb with much more specific semantics “відкласти”, for example: “*They have to **put down their forks** to stay there*” (SI: URL). – “Їм потрібно **відкласти виделки**, щоб залишитися там”.

Generalization is employed when a SL lexical unit is substituted in translation by its hyperonym. In other words, a SL unit of concrete meaning is conveyed by a TL lexeme of general meaning. Employing a word with a more general sense is one of the most common techniques used in translation to deal with the issue of non-equivalence of idioms, when a translation language lacks an equivalent. The transformation of generalization may be illustrated by the following example of translating the idiom “pump iron” – “exercise with weights” [45: 230], where the word “pump” which is defined as “force (liquid, gas, etc.) to move by or as if by means of a pump” [44] which is translated by the Ukrainian lexeme “тягати” with a broader meaning, for example: “*For Jones and Perry, the name of the game is maintaining their weight. They haven't*

had to pump iron to get there” (SI: URL). – “Для Джонса та Перрі головне – підтримувати свою вагу. Їм не потрібно **тягати залізо**, щоб потрапити туди”.

Examples of generalization also include the translation of the idiom “pave the way” – “for create the circumstances to enable something to happen or be done” [45: 215]: “*As I got older and I started to be more knowledgeable about the sport, about sport in general and about the guys who paved the way for guys like myself*”, James said then” (SI: URL). – “З віком я став більше знати про спорт, про спорт загалом і про хлопців, які **проклали шлях** для таких, як я”, - сказав тоді Джеймс”.

Thus, such lexical-semantic transformations as generalization, differentiation and concretization were found in the analyzed translations of sports media discourse fragments. The use of such transformations allows to ensure the reproduction of the content plan of English phraseological units and to achieve adequacy of translation.

2.2. Lexical-grammatical transformations in the translation of idioms in sport media discourse

Lexical-grammatical transformations, which are used to translate phraseologisms in sports media discourse, include transposition, replacement (substitution), antonymic translation, total reorganization, descriptive translation and paraphrasing.

Transposition is the process of rearranging the words, phrases, clauses, and sentences. They may not appear in the same order as they do in the source language text, for example: “*Then they promise the next time it happens, they'll bite the hand that feeds them*”. (SI: URL). – “Потім вони обіцяють, що наступного разу, коли це станеться, вони **вкусять руку, яка їх годує**”.

The idiom “to bite the hand that feeds you” – “deliberately hurt or offend a benefactor; act ungratefully” [45: 27] evokes the meaning of gratitude both in English and in Ukrainian. The translated variant manifests the transposition of the pronoun “them”.

Replacement is one of the most common types of translation transformation. In the process of translation, both grammatical units – word forms, parts of speech, sentence members, types of syntactic relations – and lexical units can be replaced, and therefore we can speak of grammatical and lexical substitutions. In addition, not only individual units but also entire constructions can be replaced (the so-called complex lexical and grammatical replacements). Obviously, translation always involves the replacement of forms of the source language with forms of the target language. For instance, the idiom “a hidden agenda” defined “a person's real but concealed aims and intentions” [45: 143] is in the singular form in the source language. However, in translation, we observe the phrase in the plural form: “*There's no **hidden agenda**, McCartney insists. His resignation might be the biggest story to hit the state's sports pages in years, but it isn't a particularly long one*” (SI: URL). – “Маккартні наполягає, що в цьому немає жодних **прихованих мотивів**. Його відставка може стати найбільшою історією на спортивних газетних шпальтах штату за останні роки, але вона не буде особливо довгою”.

Grammatical transformations are often combined. In the translation of a SL idiom “in the public eye” (“the state of being known or of interest to people in general, especially through the media” [45: 229]), we observe the combination of two grammatical transformations – replacement (sg. eye – pl. очі) and transposition: “*Taggart indicated he is aware of the added responsibility his last name carries **in the public eye**, and works hard to earn his opportunities, while also ensuring his behavior brings the right kind of attention to his family*” (SI: URL). – “Таггарт зазначив, що усвідомлює додаткову відповідальність, яку несе його прізвище **в очах громадськості**, і наполегливо працює, щоб заслужити свої можливості, а також гарантує, що його поведінка привертає належну увагу до його сім'ї”.

Descriptive translation, also known as explication, is a lexical-grammatical transformation in which the word or word combination that conveys the meaning of the source language is replaced in the target language with the help of the unit explaining its meaning. With the aid of explanation, it is feasible to communicate the meaning of any word that is non-equivalent, for example: “*As anyone who spends*

much time in the great outdoors knows only too well, things often don't work out as planned” (SI: URL). – “Кожен, хто проводить багато часу **на свіжому повітрі**, добре знає, що часто все йде не так, як планувалося”. The idiom “the great outdoors” – “the open air; outdoor life” [45: 209] has been conveyed by the phrase explaining its semantic content.

In the following example, the idiom “make or break”, which is defined as “be the factor which decides whether something will succeed or fail” [45: 181], is also rendered by means of descriptive translation: “*Any time you can work yourself out of situations like that, that's going to **make or break the game***”, Kershaw said” (SI: URL). – “Будь-який раз, коли ви можете вибратися з подібних ситуацій, це може **покрацити або погіршити ситуацію**”, - сказав Кершоу”.

The idiom “to curry favor” (“ingratiate yourself with someone through obsequious behavior” [45: 68] is translated using total reorganization with the help of the lexeme “вислужуватися”, for example: “*To **curry favor with** players and promote adidas products, Vaccaro can legally give players clothing and shoes and teams money as part of AAU sponsorships – before and after camp, but not during it*” (SI: URL). – “Щоб **вислужитися** перед гравцями та популяризувати продукцію adidas, Ваккаро може легально давати гравцям одяг та взуття, а командам – гроші в рамках спонсорства ААУ – до і після тренувального сезону, але не під час нього”.

The transformation of **total reorganization** serves as a universal means for translating idioms and lies in the reorganization of the structure and content of the SL idiom, e.g.: “*They've grown up with celebrity as **part and parcel** of our culture through the media. They understand it better*” (SI: URL). – “Вони вирости зі знаменитостями, які стали **невід'ємною частиною** нашої культури завдяки медіа. Вони краще її розуміють”.

The idiom “be part and parcel of” (“be an essential feature or element of” [45: 213]) has been completely reorganized using the phrase “невід'ємна частина” in the TL.

The same transformation is observed in the translation of the idiom “lose the plot” (“lose your ability to understand what is happening; lose touch with reality” [45:

223]), for example: “*Maybe it's easy for the local franchise **to lose the plot** when a player the caliber of Tom Brady goes down for the season with a knee injury*” (SI: URL). – “Можливо, місцевій франшизі легко **втратити інтерес**, коли гравець калібру Тома Брейді вибуває на цілий сезон через травму коліна”. As well as here: “*The general **rule of thumb** is if you're losing more than two or three pounds a week, you've got to **raise a red flag**,*” said Alan Stein, the co-founder of Elite Athlete Training Systems, a strength and conditioning center in Montgomery County. ” - “*Загальне **практичне правило**: якщо ви втрачаєте більше двох-трьох фунтів на тиждень, ви повинні **забити тривогу**”, - каже Алан Стайн, співзасновник Elite Athlete Training Systems, центру тренувань з розвитку сили та кондиціонування в окрузі Монтгомері, США. ”*

The preservation of the syntactic structure of the SL unit and using the analogous TL units or a “word-for-word translation” is usually called a **zero transformation**, which may be illustrated by the following example: “*Make it with a reputable local pro. This act of "generosity" is a **Trojan horse**. We all know that one's handicap instantly doubles after a full-swing breakdown*” (SI: URL). – “Зробіть це з авторитетним місцевим професіоналом. Цей акт “щедрості” - це **троянський кінь**. Ми всі знаємо, що гандикап миттєво подвоюється після повного програшу”.

Paraphrasing becomes necessary when all other lexical and grammatical modifications fail to render the meaning of the idiom. When paraphrasing, translators replace different grammatical and semantic components in the original utterance to represent its content, for instance, the idiom “make no bones of smth.” (“not to try to hide your feelings” [44]) is conveyed by the rephrased unit “не заперечувати”: “*If the UK fan base is big enough and passionate enough, they will want and deserve the right to have their own team*”, Waller said. “*I **make no bones** about it. I believe the best experience for any fans in any sport is when you have your own team*” (SI: URL). – “Якщо британська фан-база буде достатньо великою і запальною, вони захочуть і заслуговуватимуть на право мати власну команду”,

- сказав Уоллер. *"Я не заперечую цього. Я вважаю, що найкращий досвід для вболівальників у будь-якому виді спорту - це коли у вас є власна команда"*.

The transformation of paraphrasing can be also demonstrated by the following example, which shows how the idiom “the acid test” (“a situation or event which finally proves whether something is good or bad, true or false, etc.” [45: 2]) is translated using the paraphrased unit “лакмусовий папірець”: *“It was an **acid test** of the whole squad but we proved how strong we are. We won the other matches and it was very difficult what we did”* (SI: URL). – *Це був **лакмусовий папірець** для всієї команди, але ми довели, наскільки ми сильні. Ми виграли інші матчі, і те, що ми зробили, було дуже складним завданням.*

Antonymic translation is a lexical-grammatical transformation, when the positive form in the original is turned into the negative one in the target text, and vice versa. In addition, it is accompanied by replacement of the SL unit by the TL unit with the opposite meaning or connotation, for example, the idiom “to hit and miss” (“done or occurring at random; succeeding by chance rather than through planning” [45: 144]) is translated by using the negative construction “не завжди вдало грати”: *“The cornerbacks, like Denver's early-round draft record, have **been hit and miss**”* (SI: URL). – *“Кутові захисники, як і рекорд Денвера у першому раунді драфту, **не завжди вдало грали**”.*

The idiom “stay on track” (“to continue to work or make progress as planned, expected, or desired” [44]) in the positive form has been translated by means of antonymic translation in the following example: *“Whether your goal is to lose weight, lower your carb intake, get more protein or even increase your workouts, a calorie counter app can help you **stay on track**”* (SI: URL). – *Незалежно від того, чи є ваша мета схуднути, знизити споживання вуглеводів, отримати більше білка або навіть збільшити кількість тренувань, додаток для лічильника калорій допоможе вам **не відставати від графіка**.*

The idiom “deaf ear”, coined by reducing the idiom “to fall on deaf ears – “be ignored or disregarded” [44] has been translated by means of antonymic translation using the phrase «не дослухатися», for example: *“What I'm trying to say is that I've*

*always considered myself a classicist, a man who has managed with a great deal of thought and fortitude to turn a deaf ear to the sweet and corrosive siren song of capitalism, a guy who avoids flash for the sake of flash, who believes in the eternal verities, the enduring values” (SI: URL). – “Я хочу сказати, що завжди вважав себе класиком, людиною, яка зуміла з великими зусиллями і силою духу **не дослухатися** до солодкої і ядучої пісні сирени капіталізму, людиною, яка уникає показухи заради показухи, яка вірить у вічні істини, в неминущі цінності”.*

Thus, based on the research material it was found that a number of translation transformations are used for conveying idioms of sports media discourse, the purpose of which is to implement the principle of translation adequacy, namely the reproduction of meaning using descriptive translation, total reorganization, antonymic translation, substitution, less often – transposition and paraphrasing. Quantitative calculations are given in the conclusions to this chapter.

2.3. Transcoding techniques of conveying idioms of sports media discourse

Transcription and **transliteration** are the techniques usually utilized to convey proper names used as components of idioms in sports media discourse. They are the ways of translating lexical items by reproducing their original form using the TL alphabet. While transcribing, the translator reproduces the sound form of a SL word, whereas in the process of transliteration, the grammatical form of a word is conveyed. The following example of translating the idiom “Pyrrhic victory” – “a victory gained at too great a cost” [45: 32] illustrates the use of transcription: *“One can speak of **the Pyrrhic victory** of a football team, for example, if the set in question wins a match, but ends with two players expelled and injured three” (SI: URL). – “Ви можете говорити про **піррову перемогу** футбольної команди, наприклад, якщо розглянута команда виграє матч, але закінчується двома виключеними гравцями і трьома травмованими”.*

Loan translation, or calque as it is also called, is a sort of “borrowing” from one language to another. It represents single words or groups of words that convey a notion from the source language as accurately as possible into the target language. This

technique may be illustrated by the following example in which the idiom “bone of contention” (“a subject or issue over which there is continuing disagreement” [45, p. 32]) is rendered with the help of the Ukrainian analogue “камінь спотикання”, for example: *“But since that the offensive line is the **bone of contention** with everybody, there's some things, not only from maybe improving the personnel up front but also from a schematic standpoint, that we can do to maybe help the offensive line be more efficient as well”* (SI: URL). – *“Але оскільки лінія нападу є **камінем спотикання** для всіх, є деякі речі, не тільки з точки зору можливого покращення кадрового складу, але й з схематичної точки зору, що ми можемо зробити, щоб, можливо, допомогти лінії нападу стати більш ефективною також”*.

The semantic components of an idiom “of the old school” – “traditional or old-fashioned” [45: 207] are literally rendered into their correspondences in the target language, for example: *“RX Smart Gear Drag Rope is **an old school** jump rope. While it doesn't have the swivel or bearings many of the newer models feature, this rope offers constant resistance and challenge”* (SI: URL). – *“RX Smart Gear Drag Rope - це скакалка **старої школи**. Хоча вона не має шарнірів або підшипників, якими оснащені багато новіших моделей, ця скакалка забезпечує постійний опір і виклик”*.

If there is no equivalent or it is impossible to locate an expression in Ukrainian that has a similar meaning to the original, calquing is applied (sometimes it becomes impossible to use a similar phraseological meaning, due to the influence of the context). This results in the expression being translated by calquing losing the characteristics of an idiom (in the target language). This primarily applies to idiomatic unities within metaphorical language.

The translation of the idiom “the law of the jungle”, which is defined as “the principle that those who are strong and apply ruthless self-interest will be most successful” [45: 158], is loan translation, since the idiom “закон джунглів” is not fixed in Ukrainian phraseological dictionaries, for example: *“Now look! We'd better learn some lessons from all this, otherwise it won't be EU law or FIFA law, but **the law of**”*

the jungle” (SI: URL). – “А тепер погляньте! Нам краще винести уроки з усього цього, інакше це буде не закон ЄС чи закон ФІФА, а закон джунглів”.

We should note that the usage of loan translation seems to be expedient in the given case since most target language recipients who are familiar with R. Kipling’s works, namely the story “Mowgli”, will experience no difficulty in comprehending the unit, which is interpreted as “кожен сам за себе”, “все для себе”, “убий – або будеш убитий”, “виживання найсильнішого”.

In the following example, the idiom “make or break”, which is defined as “be the factor which decides whether something will succeed or fail” [45: 181], is also rendered by means of loan translation: “*These enhancements seem to be a response to the growing awareness that cross-country is really a downhill sport: It's the ability to get down the hills that **will make or break** your day*” (SI: URL). – “Ці вдосконалення, здається, є відповіддю на зростаюче усвідомлення того, що крос-кантрі - це насправді гірський вид спорту: Це здатність спускатися з пагорбів, яка може **зробити або зіпсувати** ваш день”.

Therefore, it was found that when translating phraseological units of English sports media discourse, transcoding techniques are not used to the full extent, in particular, transcription and loan translation, which is dominant.

Conclusions to Chapter 2

The research results clearly show that translators use different methods of conveying idioms in sports media discourse including lexical-grammatical transformations (22 idioms; 64.73%), lexical-semantic transformations (6 idioms; 17.635%), and transcoding techniques (6 idioms; 17.635%).

The most frequent was the use of descriptive translation (14.73%), total reorganization (14,73%) and calque (14.73%). Less common were such ways of translation as antonymic translation (11.77%), replacement (8.82%) and differentiation (8.82%).

It may be explained by the specifics of translating idioms in sports media discourse. Thus, to adequately convey the content plane of English idioms functioning

in sports media discourse, translators should thoroughly analyze their semantic structure, pay attention to the (un)motivation of the meaning components, as well as have background extralinguistic knowledge and knowledge of Ukrainian phraseological units.

<i>Transformation</i>	<i>Number</i>	<i>Percentage</i>
Descriptive translation	5	14.73
Total reorganization	5	14.73
Loan translation	5	14.73
Antonymic translation	4	11.77
Differentiation	3	8.82
Replacements	3	8.82
Transposition	2	5.88
Generalization	2	5.88
Paraphrasing	2	5.88
Concretization	1	2.92
Replacement+Transposition	1	2.92
Transcription	1	2.92
<i>Total</i>	<i>34</i>	<i>100</i>

Table 1. Quantitative results of using ways of conveying phraseological units of sports media discourse

CONCLUSIONS

The conducted study of the ways of conveying English phraseological units of sports media discourse into Ukrainian made it possible to come to the following conclusions:

1. Idioms are a crucial component of every language and are present in considerable quantities in the majority of them. These units present certain challenges in translation because their meanings cannot be deduced from the meanings of the individual words that make them up. The process of translating idioms from one language into another is a difficult task that calls for the translator to have a thorough understanding of both the languages and cultures that are being shared or transferred, as well as the ability to recognize and handle any unexpected issues that may arise while trying to find an effective translation for inter-lingual idiomatic pairs.
2. The translation of phraseological units, in particular, in sports media discourse, can be carried out using phraseological full equivalent, (absolute equivalent, calque) and non-phraseological translation (descriptive translation, paraphrasing, total reorganization, antonymic translation).
3. The English and Ukrainian sports media discourses have structural, semantic, and syntactic variations that make selecting a translation method or strategy challenging. In order to accurately convey their lexical meaning into the target language while maintaining the structure and stylistic features of the source idioms, experienced translators typically choose a specific translation transformation guided by the specific context of the idiom, and occasionally combine all above-mentioned techniques.
4. Total of 34 fragments of English sports media discourse and their Ukrainian translations, selected by the method of continuous sampling, have been analyzed in the study. As a result of the study, it was found that the most frequent cases are the use of lexical-grammatical transformations – 64.73%, which is due to the effort to preserve the national-cultural coloring of phraseological units. Lexical-semantic

transformations (17.635%) and transcoding techniques (17.635%) make up the second group of translation transformations, with a predominance of transcoding techniques, which is associated with an effort to find phraseological equivalents in Ukrainian language.

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ANNEX A

Cristiano Ronaldo's Teary-Eyed, Unfulfilling World Cup Ending

Ronaldo, 37, has likely played his last World Cup minute, it coming as a substitute in a match whose outcome he could not influence, all while his club options dwindle.

JONATHAN WILSON

10.12.2022

Cristiano Ronaldo left the pitch at the final whistle after Portugal's 1–0 defeat to Morocco in Saturday's World Cup quarterfinal and headed straight down the tunnel, weeping. How you viewed that probably depends much on how you see Ronaldo.

On the one hand, of course, it was petulant and self-centered. His own sense of self-pity outweighed any sense that his team, his country, might be feeling disappointment. After he had made such a point of saluting the Portugal fans after the 6–1 win over Switzerland in the round of 16, here perhaps was a truer reflection of where they stand in his priorities. There was no dignity in defeat, no feeling he might go and congratulate the victorious Moroccans, or wish them well for the semifinal—the first African team to reach such a milestone. It was graceless in the extreme.

But on the other hand there was something sad about the spectacle. Ronaldo, now 37, has been one of the greatest players in the world over the past two decades. His powers are waning. He is struggling to accept that he, too, is subject to the process of aging. He has evolved his game as mobility has deserted him, transitioning from willowy winger to dynamic inside forward to old-fashioned center forward. But there is nowhere else for his evolution to go. His explosive pace has left him. His leap is not what it was. He doesn't even finish with the same regularity he once did.

Each passing month brings new humiliation. In the summer, he tried to leave Manchester United, only to find that no club of the requisite size wanted him. He said no to a Saudi Arabian side then; now it appears he has no other choice. At Man United, manager Erik ten Hag quickly decided he didn't want him. Ronaldo has been a bit-part player in the Premier League.

With Portugal, there has been grumbling for some time that Ronaldo's presence was holding back the great generation of creative talent behind him: João Félix, Bernardo Silva, Bruno Fernandes, Rafael Leão—the list goes on. But Fernando Santos, who had coached him at Sporting, never seemed inclined to leave him out until he was riled by Ronaldo's reaction to being substituted against South Korea in the group stage.

But for Ronaldo, every substitution is a step nearer the end he clearly dreads. Every minute on the pitch is a further opportunity to score, to rack up his personal records (he may be the only male player to score in five World Cups, but he still has not scored a single goal in the knockout stage). Ronaldo was dropped for the last-16 match against Switzerland and saw his replacement, Gonçalo Ramos, score a hat trick as Portugal suddenly looked the fluent attacking team the players suggested they could be.

Ronaldo smiled in the right places, applauded when he needed to, but there was then talk, denied by the Portugal camp, that he had wanted to leave the World Cup altogether due to his role reduction. He was left out of the starting lineup again for the quarterfinal, reduced to a reserve. This time, though, Ramos was isolated and crowded out, making barely any impact. With a certain inevitability, Santos turned to Ronaldo six minutes into the second half.

This was his chance for redemption—and nothing came. Ronaldo could not change the shape or passage of the game. He was impotent, just as isolated and crowded out as Ramos had been, imprecise or lacking his usual polish when the odd chance to score did materialize. Being isolated and crowded out is perhaps what he does best these days. The will is there, the ability not.

All people must go through this, of course, the little signs that age is catching up with us: the bus number we can no longer read without glasses, the chair we can no longer get out of without a sigh, the Thursday night five-a-side that becomes too painful. Mature adults deal with it. But Ronaldo's loss is greater; he defined himself by his physical prowess, and now his body is betraying him.

And he is not mature. His egocentrism is what once made him great, gave him the belief to work and work and work to become the footballer he became. Now, it

exposes him to ridicule. He is somebody who has been revered all his adult life. Even against Switzerland, with Portugal 4–1 up, a portion of the crowd demanded he be brought on, chanting his name in unison. How must that skew the perspective. He has been indulged all his life and is having to face up to the prospect of leaving the highest level of the game, falling short of winning the one title that has evaded him. Whatever records he sets in the Saudi league, should that be where he goes for an exorbitant salary, there is a profound sense of anti-climax. There is a tragedy in that, of sorts.

It is possible to have sympathy for him about that, while at the same time recognizing that if everybody behaved like that, sport would be unbearable—that the mark of a true sportsman is to act well despite it all.

ANNEX B
Methods of translating idioms in sports media discourse

№	Origin idiom	Translation	Type of transformation
<i>Lexical-semantic transformations</i>			
1.	<i>He had to be painfully aware that had the major leagues not been closed to African-Americans during his best pitching years, he would probably have been in a magnificent position to rest on his laurels</i>	Йому було боляче усвідомлювати, що якби вищі ліги не були закриті для афроамериканців у роки його найкращих досягнень, він, ймовірно, був би в чудовому становищі і спочивав би на лаврах	<i>Differentiation</i>
2.	<i>“There was no dignity in defeat, no feeling he might go and congratulate the victorious Moroccans, or wish them well for the semifinal—the first African team to reach such a milestone”</i>	У поразці не було гідності, не було відчуття, що він може піти і привітати марокканців-переможців або побажати їм успіхів у півфіналі - першій африканській команді, яка досягла такої віхи.	<i>Differentiation</i>
3.	<i>But some of the bigger schools, such as Georgia Tech and Maryland, that had asked about him as a sophomore dropped out of the picture after Edwards broke his collarbone and missed his junior football season</i>	Але деякі великі заклади, такі як Georgia Tech та Maryland, які цікавилися ним ще на другому курсі, зникли з поля зору одразу після того, як Едвардс зламав ключицю і пропустив свій юніорський футбольний сезон.	<i>Differentiation</i>
4.	<i>For Jones and Perry, the name of the game is maintaining their weight. They haven't had to pump iron to get there</i>	Для Джонса та Перрі головне – підтримувати свою вагу. Їм не потрібно тягати залізо, щоб потрапити туди	<i>Generalization</i>
5.	<i>As I got older and I started to be more knowledgeable about the sport, about sport in general and about the guys who paved the way for guys like myself”, James said then</i>	З віком я став більше знати про спорт, про спорт загалом і про хлопців, які проклали шлях для таких, як я”, - сказав тоді Джеймс	<i>Generalization</i>
6.	<i>They have to put down their forks to stay there” (SI: URL).</i>	Їм потрібно відкласти виделки, щоб залишитися там.	<i>Concretization</i>
<i>Transcoding</i>			
7.	<i>“One can speak of the Pyrrhic victory of a football team, for example, if the set in question wins a</i>	Ви можете говорити про піррову перемогу футбольної команди, наприклад, якщо розглянута	<i>Transcription</i>

	<i>match, but ends with two players expelled and injured three</i>	команда виграє матч, але закінчується двома виключеними гравцями і трьома травмованими	
8.	<i>But since that the offensive line is the bone of contention with everybody, there's some things, not only from maybe improving the personnel up front but also from a schematic standpoint, that we can do to maybe help the offensive line be more efficient as well</i>	Але оскільки лінія нападу є каменем спотикання для всіх, є деякі речі, не тільки з точки зору можливого покращення кадрового складу, але й з схематичної точки зору, що ми можемо зробити, щоб, можливо, допомогти лінії нападу стати більш ефективною також	<i>Loan translation</i>
9.	<i>RX Smart Gear Drag Rope is an old school jump rope. While it doesn't have the swivel or bearings many of the newer models feature, this rope offers constant resistance and challenge</i>	<i>RX Smart Gear Drag Rope - це скакалка старої школи. Хоча вона не має шарнірів або підшипників, якими оснащені багато новіших моделей, ця скакалка забезпечує постійний опір і виклик</i>	<i>Loan translation</i>
10.	<i>"Now look! We'd better learn some lessons from all this, otherwise it won't be EU law or FIFA law, but the law of the jungle"</i>	<i>"А тепер погляньте! Нам краще винести уроки з усього цього, інакше це буде не закон ЄС чи закон ФІФА, а закон джунглів"</i>	<i>Loan translation</i>
11.	<i>These enhancements seem to be a response to the growing awareness that cross-country is really a downhill sport: It's the ability to get down the hills that will make or break your day.</i>	<i>Ці вдосконалення, здається, є відповіддю на зростаюче усвідомлення того, що крос-кантрі - це насправді гірський вид спорту: Це здатність спускатися з пагорбів, яка може зробити або зіпсувати ваш день</i>	<i>Loan translation</i>
12.	<i>Make it with a reputable local pro. This act of "generosity" is a Trojan horse. We all know that one's handicap instantly doubles after a full-swing breakdown.</i>	<i>Зробіть це з авторитетним місцевим професіоналом. Цей акт "щедрості" - це троянський кінь. Ми всі знаємо, що гандикап миттєво подвоюється після повного програшу.</i>	<i>Loan translation</i>
Lexical-grammatical transformations			
13.	<i>Then they promise the next time it happens, they'll bite the hand that feeds them</i>	<i>Потім вони обіцяють, що наступного разу, коли це станеться, вони вкусять руку, яка їх годує</i>	<i>Transposition</i>
14.	<i>As the former Chargers linebacker watched the Bills and the Chiefs clash in the AFC Championship in</i>	<i>Коли колишній лайнбекер "Чарджерс" спостерігав за протистоянням "Білз" і "Чіфс" у чемпіонаті АФК у</i>	<i>Transposition</i>

	<i>January 2021, one of his first NFL buddies sprang to mind.</i>	січні 2021 року, на думку снав один з його перших приятелів з НФЛ.	
15.	<i>There's no hidden agenda, McCartney insists. His resignation might be the biggest story to hit the state's sports pages in years, but it isn't a particularly long one</i>	Маккартні наполягає, що в цьому немає жодних прихованих мотивів . Його відставка може стати найбільшою історією на спортивних газетних шпальтах штату за останні роки, але вона не буде особливо довгою	Replacement
16.	<i>Taggart indicated he is aware of the added responsibility his last name carries in the public eye, and works hard to earn his opportunities, while also ensuring his behavior brings the right kind of attention to his family</i>	Таггарт зазначив, що усвідомлює додаткову відповідальність, яку несе його прізвище в очах громадськості , і наполегливо працює, щоб заслужити свої можливості, а також гарантує, що його поведінка привертає належну увагу до його сім'ї	Replacement+transposition
17.	<i>Here are the most notable moves to cross the finish line, the biggest rumors and a list of the priciest moves as the transfer window comes to a close</i>	Пропонуємо вашій увазі найпомітніші переходи, які перетинають фінішну пряму , найгучніші чутки та список найдорожчих переходів, що наближаються до завершення трансферного вікна	Replacement
18.	<i>"His players are well-prepared, they work hard and are highly motivated, which is important, because like all great coaches, he has high expectations and demands a lot". No pain, no gain.</i>	Його гравці добре підготовлені, вони наполегливо працюють і мають високу мотивацію, що важливо, адже, як і всі видатні тренери, він має високі очікування і багато чого вимагає". Без зусиль немає перемоги.	Replacement
19.	<i>As anyone who spends much time in the great outdoors knows only too well, things often don't work out as planned</i>	Кожен, хто проводить багато часу на свіжому повітрі , добре знає, що часто все йде не так, як планувалося	Descriptive translation
20.	<i>"Any time you can work yourself out of situations like that, that's going to make or break the game", Kershaw said</i>	"Будь-який раз, коли ви можете вибратися з подібних ситуацій, це може покращити або погіршити ситуацію ", - сказав Кершоу	Descriptive translation

21.	<i>“Denard Walker got beat on man-to-man coverage against Baltimore, but has displayed the talent the Broncos paid top dollar to acquire”</i>	<i>“Денард Вокер зазнав поразки в індивідуальній боротьбі проти “Балтімора”, але продемонстрував талант, за який “Бронкос” заплатили найвищу ціну”</i>	<i>Descriptive translation</i>
22.	<i>“When the rookie sensations LeBron James and Carmelo Anthony were left off the All-Star rosters, people started to let go of the idea that Stern pulls strings for the brightest stars”</i>	<i>“Коли новачки-сенсації Леброн Джеймс і Кармело Ентоні не потрапили до списків усіх зірок, люди почали відмовлятися від думки, що Стерн контролює найяскравіших зірок”</i>	<i>Descriptive translation</i>
23.	<i>“To curry favor with players and promote adidas products, Vaccaro can legally give players clothing and shoes and teams money as part of AAU sponsorships – before and after camp, but not during it”</i>	<i>“Щоб вислужитися перед гравцями та популяризувати продукцію adidas, Ваккаро може легально давати гравцям одяг та взуття, а командам – гроші в рамках спонсорства ААУ – до і після тренувального сезону, але не під час нього”.</i>	<i>Descriptive translation</i>
24.	<i>Or that the only remedy he found for his loss of identity and mental acuity was at the bottom of a bottle, and that drinking had led Jackson and his wife, Lindsey, to shield their four children from his deterioration, setting him on a course to that lonely hotel room.</i>	<i>Або що єдині ліки від втрати ідентичності та гостроти розуму він знайшов на дні пляшки, і що пияцтво змусило Джексона та його дружину Ліндсі захистити своїх чотирьох дітей від його погіршення, привівши його до цього самотнього номера в готелі.</i>	<i>Total reorganization</i>
25.	<i>“They’ve grown up with celebrity as part and parcel of our culture through the media. They understand it better”</i>	<i>Вони виростили зі знаменитостями, які стали невід’ємною частиною нашої культури завдяки медіа. Вони краще її розуміють.</i>	<i>Total reorganization</i>
26.	<i>Maybe it's easy for the local franchise to lose the plot when a player the caliber of Tom Brady goes down for the season with a knee injury.</i>	<i>Можливо, місцевій франшизі легко втратити інтерес, коли гравець калібру Тома Брейді вибуває на цілий сезон через травму коліна.</i>	<i>Total reorganization</i>
27.	<i>“The general rule of thumb is if you're losing more than two</i>	<i>” Загальне практичне правило: якщо ви</i>	<i>Total reorganization</i>

	<i>or three pounds a week, you've got to raise a red flag," said Alan Stein, the co-founder of Elite Athlete Training Systems, a strength and conditioning center in Montgomery County. "</i>	<i>втрачаєте більше двох-трьох фунтів на тиждень, ви повинні забити тривогу", - каже Алан Стайн, співзасновник Elite Athlete Training Systems, центру тренувань з розвитку сили та кондиціонування в окрузі Монтгомері, США. "</i>	
28.	<i>"The general rule of thumb is if you're losing more than two or three pounds a week, you've got to raise a red flag," said Alan Stein, the co-founder of Elite Athlete Training Systems, a strength and conditioning center in Montgomery County. "</i>	<i>" Загальне практичне правило: якщо ви втрачаєте більше двох-трьох фунтів на тиждень, ви повинні забити тривогу", - каже Алан Стайн, співзасновник Elite Athlete Training Systems, центру тренувань з розвитку сили та кондиціонування в окрузі Монтгомері, США. "</i>	<i>Total reorganization</i>
29.	<i>"If the UK fan base is big enough and passionate enough, they will want and deserve the right to have their own team", Waller said. "I make no bones about it. I believe the best experience for any fans in any sport is when you have your own team" "Якщо британська фан-база буде достатньо великою і запальною, вони захочуть і заслуговуватимуть на право мати власну команду", - сказав Уоллер. "Я не заперечую цього. Я вважаю, що найкращий досвід для вболівальників у будь-якому виді спорту - це коли у вас є власна команда".</i>	<i>"Якщо британська фан-база буде достатньо великою і запальною, вони захочуть і заслуговуватимуть на право мати власну команду", - сказав Уоллер.</i>	<i>Paraphrasing</i>
30.	<i>"It was an acid test of the whole squad but we proved how strong we are. We won the other matches and it was very difficult what we did".</i>	<i>Це був лакмусовий папірець для всієї команди, але ми довели, наскільки ми сильні. Ми виграли інші матчі, і те, що ми зробили, було дуже складним завданням</i>	<i>Paraphrasing</i>
31.	<i>"The cornerbacks, like Denver's early-round draft record, have been hit and miss".</i>	<i>Кутові захисники, як і рекорд Денвера у першому раунді драфту, не завжди вдало грали.</i>	<i>Antonymic translation</i>
32.	<i>"Whether your goal is to lose weight, lower your carb intake, get more protein or even increase your workouts,</i>	<i>Незалежно від того, чи є ваша мета схуднути, знизити споживання вуглеводів, отримати</i>	<i>Antonymic translation</i>

	<i>a calorie counter app can help you stay on track</i>	більше білка або навіть збільшити кількість тренувань, додаток для лічильника калорій допоможе вам не відставати від графіка.	
33.	<i>What I'm trying to say is that I've always considered myself a classicist, a man who has managed with a great deal of thought and fortitude to turn a deaf ear to the sweet and corrosive siren song of capitalism, a guy who avoids flash for the sake of flash, who believes in the eternal verities, the enduring values</i>	<i>Я хочу сказати, що завжди вважав себе класиком, людиною, яка зуміла з великими зусиллями і силою духу не дослухатися до солодкої і ядучої пісні сирени капіталізму, людиною, яка уникає показухи заради показухи, яка вірить у вічні істини, в неминущі цінності.</i>	<i>Antonymic translation</i>
34.	<i>The most important thing on Saturday was the win. With Basel to come before Emery's first Classique meeting with Olympique de Marseille. It was important to keep the ball rolling despite how poor the performance was</i>	<i>Найголовнішим у суботу була перемога. З "Базелем" перед першою зустріччю Емері в Класико з марсельським "Олімпіком". Важливо було не зупинятися на досягнутому, незважаючи на те, наскільки поганою була гра</i>	<i>Antonymic translation</i>

РЕЗЮМЕ

Курсову роботу присвячено дослідженню особливостей перекладу ідіом в англомовному спортивному медіа-дискурсі українською мовою. У першому розділі увага зосереджувалася на явищі ідіом як об'єкту лінгвістичних досліджень, проблемі перекладу ідіом в перекладознавстві та аналізу текстів спортивного медіа-дискурсу. У другому розділі здійснено перекладацький аналіз фактичного матеріалу дослідження (ідіом, усього 34 одиниці). Окрім цього, курсова робота містить таблицю, що ілюструє використані способи перекладу ідіом в англомовному спортивному медіа-дискурсі.

Ключові слова: переклад, перекладацька трансформація, ідіома, англомовний спортивний медіа-дискурс.