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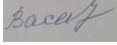Majoring 035 Philology
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МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
КИЇВСЬКИЙ НАЦІОНАЛЬНИЙ ЛІНГВІСТИЧНИЙ УНІВЕРСИТЕТ

Факультет германської філології і перекладу Кафедра теорії і практики перекладу з англійської мови

Представлено на кафедру _____
(дата, підпис секретаря кафедри)
Рецензування   70 балів до захисту   *Васен*
(кількість балів, "до захисту" ("на доопрацювання"),
дата, підпис керівника курсової роботи)
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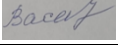Підсумкова оцінка_____

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КУРСОВА РОБОТА

З ПЕРЕКЛАДУ

НЕОЛОГІЗМИ, ЩО ВИНИКЛИ ВНАСЛІДОК РОСІЙСЬКОЇ АГРЕСІЇ ПРОТИ УКРАЇНИ: ПЕРЕКЛАДАЦЬКИЙ АСПЕКТ

Маркова Крістіна
Студентка групи ПА 20-19

Керівник курсової роботи_____*Васен*_____
(підпис)
Викладач
Васютіна Наталія Олександрівна

Київ – 2023

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Завідувач кафедри теорії і практики
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"___" вересня 2022 р.

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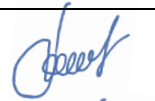**для студентів IV курсу**

студентка **4** курсу, **ПА 20-19** групи, факультету перекладознавства КНЛУ
спеціальності **035 Філологія**, спеціалізації **035.041 Германські мови і літератури (переклад включно), перша - англійська**, освітньо-професійної програми **Англійська мова: усний і письмовий переклад**
Тема роботи **Неологізми, що виникли внаслідок російської агресії проти України: перекладацький аспект**.
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Дата видачі завдання **__ вересня 2022 року**

Графік виконання курсової роботи

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

Науковий керівник ___*Васютіна Наталія Олександрівна*___ (підпис)
Студент ___*Маркова Крістіна Олександрівна*___ (підпис)

РЕЦЕНЗІЯ НА КУРСОВУ РОБОТУ З ПЕРЕКЛАДУ З АНГЛІЙСЬКОЇ МОВИ

студентка __4__ курсу, __ПА 20-19__ групи, факультету перекладознавства КНЛУ спеціальності **035 Філологія**, спеціалізації **035.041 Германські мови і літератури (переклад включно), перша - англійська**, освітньо-професійної програми **Англійська мова: усний і письмовий переклад**

_____**Маркова Крістіна Олександрівна**_____

(прізвище, ім'я, по-батькові студента)

за темою **Неологізми, що виникли внаслідок російської агресії проти України: перекладацький аспект**.

№ п/п	Критерії	Оцінка в балах
1.	Наявність основних компонентів структури роботи — *загалом 5 балів* (усі компоненти присутні – **5**, один або декілька компонентів відсутні – **0**)	5
2.	Відповідність оформлення роботи, посилань і списку використаних джерел нормативним вимогам до курсової роботи — *загалом 10 балів* (повна відповідність – **10**, незначні помилки в оформленні – **8**, значні помилки в оформленні – **4**, оформлення переважно невірне – **0**)	10
3.	Відповідність побудови вступу нормативним вимогам — *загалом 10 балів* (повна відповідність – **10**, відповідність неповна – **8**, відповідністьчасткова – **4**, не відповідає вимогам – **0**)	10
4.	Відповідність огляду наукової літератури нормативним вимогам — *загалом 15 балів* (повна відповідність – **15**, відповідність неповна – **10**, відповідність часткова – **5**,не відповідає вимогам – **0**)	15
5.	Відповідність практичної частини дослідження нормативним вимогам — *загалом 20 балів* (повна відповідність – **20**, відповідність неповна – **15**, відповідність часткова – **10**, не відповідає вимогам – **0**)	20
6.	Відповідність висновків результатам теоретичної та практичної складових дослідження — *загалом 10 балів* (повна відповідність – **10**, відповідність неповна – **8**, відповідність часткова – **4**,не відповідає вимогам – **0**)	10

Усього набрано балів: _____70_

Оцінка:

"До захисту"   70

(42-70 балів)   *(підпис керівника)*

"На доопрацювання" _____

(0-41 балів)   *(підпис керівника)*

" **21** " ____травня_ **2023** р.

CONTENTS

INTRODUCTION

Language as a social phenomenon is a living system that is in constant development. The lexical composition of the language is subject to changes of a different nature: some words become obsolete, some words acquire a new meaning, or the vocabulary of the language is replenished with completely new lexemes. In lexicology, new words are called neologisms.

Neologisms are characterized by absolute novelty both in terms of form and content. They name new realities and concepts, people and their virtues. Each word reflects something familiar to all Ukrainians. In addition, they emphasize a special characteristic of their authors: imaginative thinking, the ability to reinterpret reality and a great sense of humor, with which new metaphors or metonymies continuously arise, the previous meanings of words are narrowed or expanded, etc.

Today, the main scope of the emergence of lexical neoplasms falls on the sphere of mass communication. Today, media texts represent one of the most actively developed forms of modern language, and their actual number far exceeds the total volume of language use in other spheres of activity. At the same time, it must be recognized that the corpus of media texts, and, accordingly, the language innovations arising within them, transmitted in mass media, is constantly increasing.

Russia's full-scale war against Ukraine demonstrates to the whole world the dignity and prowess of our people. At the same time, it fell to us not only to influence the course of the modern history of the modern world, but also to enrich the Ukrainian language - the spiritual treasury of the nation - with military vocabulary. The rapid development of events on the battlefield in the first months of the war gave birth to new terms.

The **topicality** of this topic is due to the fact that the full-scale invasion of Ukraine led to a significant change in lifestyle, behavior, and even ways of communication between people around the world. Undoubtedly, the language system could not fail to respond to new challenges, since a number of phenomena and actions need clear and specific names so that messages about important events, things, or actions are not

ambiguous. The search for the best nominations takes some time, both among specialists who must translate their statements into more understandable everyday language and among ordinary citizens who lack words to describe new realities.

The theoretical background of the problem is interdisciplinary, drawing on theories and concepts from various fields to provide a comprehensive analysis of the challenges and strategies involved in translating neologisms that have emerged as a result of the conflict between Ukraine and Russia. In translation studies, the research is based on the understanding that translation is not just a simple transfer of words and phrases from one language to another, but rather a complex process that involves cultural and linguistic adaptation. The study takes into account the fact that neologisms are unique and context-dependent linguistic forms that often have complex and culturally specific meanings that may be difficult to convey in another language.

The aim of this research is to explore the new words and phrases that have emerged in the English and Ukrainian languages as a result of the ongoing conflict with Russia and to examine the challenges that arise when translating these neologisms into other languages. This type of research can provide insight into the impact of political and social events on language development and evolution, as well as the complex nature of translating culturally specific concepts and terminology. It can also have practical applications for translators, language learners, and professionals working in international relations or diplomacy.

To achieve the set goal, the following tasks must be solved:

- analyze new vocabulary in modern English and Ukrainian languages;
- determine the concept and essence of neologisms in languages;
- define specifics of political mass media discourse and its characteristics;
- to determine the problems of translation of neologisms that arose as a result of Russian aggression.
- formulate recommendations for the translation of neologisms;
- to analyze the translational transformations of neologisms.

The object of research is the new words and phrases that have emerged in English and Ukrainian languages in response to the ongoing war with Russia. Specifically, the

focus is on exploring the linguistic features and meanings of these neologisms and analysing the challenges and strategies involved in translating them.

The subject of research is linguistic-cognitive and translational aspects of neologisms that arose as a result of the war in English and Ukrainian political media discourse.

The data sources of the research became neologisms, which arose as a result of russian aggression against Ukraine extracted from the following sources: The Guardian, The Times, The new York Timees, The Economist, The Independent, The Washington Post, BBC news, The Daily Mail, Bloomberg, Politico, official website The White House, official website President of Ukraine, Ministry of Foreign Affairs of Ukraine, АрміяInform, Українська правда, The Kyiv Independent, ТСН, День, 24 Канал, Wonderzine and others. The sample size is 50 units.

The following **methods** are determined by the purpose and tasks of the work. When working with journalistic texts and when preparing actual material, the continuous sampling method was applied, and the analysis of dictionary definitions was used to define some terms and concepts. The classification method helped in the division of neologisms into groups according to the methods of creation and translation. A comparative analysis was also used to compare the concept in the Ukrainian and English languages, to determine their features. The descriptive method was used to study and analyze the selected examples.

The theoretical value of the research is that the study can contribute to the development of translation theory, particularly in terms of the translation of culturally specific concepts and terminology. By examining the challenges involved in translating neologisms, the research can help to develop more effective translation strategies and techniques.

The practical value of the research: the findings of the research can provide valuable insights and guidance for translators and language service providers working with English and Ukrainian language materials, especially those related to the conflict with Russia. The research can help them to better understand the cultural and historical

context behind the neologisms and provide them with more effective translation strategies to ensure accurate and culturally appropriate translations.

Brief outline of the research paper structure. In accordance with the goals and objectives of the term paper consists of Introduction, two Chapters, Conclusions, Bibliography, Lists of Reference and Data Sources, Annex, Summary in Ukrainian. The total amount of work is 65 pages.

CHAPTER 1 STUDY OF NEOLOGISMS

1.1 Neologism as a linguistic phenomenon

Language, as you know, is a dynamic system that reflects all aspects of society, very sensitive to social and other changes. The appearance of new life phenomena and facts requires their verbal representation, thus causing a completely natural movement in the language, that is, the variability of its vocabulary. The constant change and renewal of the language, caused by the needs of society to denote new phenomena, leads to the emergence of neologisms.

Any actions, and even more so military and national tragedies, affect the language, prompting the people to actively renew the language, rapid word creation. So, after the Euromaidan and the change of political power, some dramatic changes took place in the history of Ukraine. The Russian Federation annexed Crimea, and war broke out in eastern Ukraine. But it was the full-scale invasion that became the impetus for the emergence of neologisms on an international scale.

That is why neology is a promising branch of linguistics. It attracts the attention of linguists with a number of unsolved questions. Yes, there is still no single definition of the term "neologism", methods of translation of neologisms are insufficiently studied. In fact, research on these issues is being conducted rapidly, but no general agreement has been reached. The purpose of neology is that a new word has several names that are united by the common theme of "new" in a synonymous series: new formation, neo-opening, innovations, novations, new nomination, neo-nomination, new name, innovation, neologism, neoverb, neoname, etc.

Numerous works of domestic and foreign linguists are devoted to the study of neologisms E.I. Khanpira, N.I. Feldman, O.G. Lykov, V.V. Lopatin, Yu. A. Zatsny, M.O. Bakina, O.A. Gabinska, O.A. Zemska, A.O. Brahina, A.V. Berezovenko, I.H. Degtyar, A.G. Lykov, Algeo J., McKean E., Sheidlower J., Sornig K., Fischer R. and others [5: 118].

Lexicographers and lexicologists consider language units that appear after a certain period of time to be new. Neologisms are used both to name new objects, concepts, and phenomena and to designate existing words that acquire new meanings.

The concept of neologism is unstable, since, based on the definition, a word can be considered such as long as it has a degree of novelty for society and for the language. Over time, this novelty is lost, so we can say that neologisms are the basis of constant replenishment of the lexical composition of the language [10]

"Vocabulary replenishment is a historically inevitable process, necessary so that at each stage of its development the language can meet the needs of society both in communication and in consolidating the results of knowledge of reality, in the development and enrichment of the culture of the people" [6: 38].

In linguistics, the concept of "neologism" (from the Greek Νέοδ - "new" and λόγος - "words") has a long tradition, but its analysis is quite controversial. For the first time, the English term "neologism" was officially recorded in 1772. However, the English version of this term was not new. Italy and Germany already had corresponding deadlines. As you know, the word "neologism" first appeared in 1735 in the French language ("néologisme"). [8: 44]. In the early 1930s, the first dictionary of neologisms was compiled. The American linguist Dwight Bollinger was the first scientist who began to consistently introduce English neologisms into periodicals. He created the column Living Language in Words (published in Los Angeles) between 1937 and 1940. In 1943, his column appeared in American Speech, and he renamed it Among the New Words. Since then, this column has been dedicated to collecting the latest new words. War is a bed of neologisms. Since the Second World War, many dictionaries and books about new words have appeared. But it was in the 1970s, when technology began to develop rapidly, that the study of neologisms began to attract public attention. Many columnists began to write articles about the new words, and some well-known dictionaries, such as the Oxford English Dictionary, began to publish their supplements. The last twenty years have witnessed a new era of compiling dictionaries of neologisms. Since the mid-1990s, the development of the Internet has accelerated the updating of popular dictionaries. Many publishers are taking advantage of the Internet to create their own websites and invite readers to participate in the collection and discussion of neologisms.

In linguistics, a neologism is a word, term, or phrase that has been newly created ("invented"), often to apply to new concepts or reformulate old terms in a newer linguistic form. The term neologism has a broad meaning, including a word, a new group of words, a new meaning, a new usage, a new affixation and its derivative, an old affixation with a new usage and its derivation. They are also called buzzwords, namely new and popular words.

Within the framework of our study, we take as a basis the definition of neologisms, which belongs to N.Z. Kotelova. According to it, neologisms are defined as new, first formed or borrowed words from other languages, as well as words that are known in the language even before, but their use is limited, outside the literary language, or words that have disappeared from everyday use for a while, and today they are widely used [14: 5–26.].

Scholars usually discuss neologisms from two perspectives: temporal and semantic. In terms of time, neologisms refer to words within a certain period. If these words appeared, say, 20 or 30 years ago, are still used today and are deeply rooted in people's minds, they can still retain the identity of a neologism. From the point of view of semantics, neologisms refer to words that have recently appeared in communication and have new meanings. However, those old words that have a new meaning are also considered neologisms.

The term "neologism" covers four criteria. The first is the criterion of time, according to which neologisms are words that reflect the realities of one or another time space. The next criterion is the language space: the movement of words from one sphere of use to another, the interaction between the literary language and the language of science, dialects, and oral speech. The third criterion is novelty. It is mostly more important for determining the type of neologism. And the last criterion is related to the establishment of structural signs of the novelty of the word itself.

Nowadays, many interesting studies have appeared covering various aspects of neology as a promising new branch of modern research: derivational, grammatical, pragmatic, discursive, cognitive, lexical, grammatical, sociolinguistic, cultural and

psycholinguistic. Studies of the author's innovations, occasionalisms, and the selection of semantic and syntactic innovations are also promising. [6: 38].

However, the theory of English neology has not yet formed as an independent field of lexical theory. Meanwhile, 1 000 new words appear in the English language every year, which is more than in any other language in the world. As a result, academics must deal with the challenge of both documenting and studying new words. [26: 80].

So far, it is possible to find a general criterion for defining neologisms:

1) Neologisms are brand-new words that have never been used before but have since entered the vocabulary of everyday speech.

2) Neologisms are words that have become widespread over a certain period of time, have been accepted by people, and are still used in our time.

3) Neologisms are those old words that carry new meanings.

The definition and interpretation of the concept of neologisms are presented in Table 1.1.

Scientists	Definition
O. Dzyubina	Neologism is a diachronic concept that ties the fact of the appearance of a new word to a certain time. Neologisms are included in the language, are a part of the language. Most often, a neologism is the result of new associations or the result of the elimination of homonymy, etc., in other words, purely internal incentives often work when creating neology. [5]
A. Ray	A neologism is "a unit of vocabulary, a word, element of a word, or a phrase, the meaning of which implies effective functioning in a specific model of communication and which had neither a material form nor a linguistic form at the previous stage of the development of the vocabulary of the language. According to the chosen model of the dictionary, the neologism will be considered as belonging to the language in general or only to one of its special spheres of use, or as

	inherent in subject-specific use, which can be special or general. [35: 97].
O. Selivanova	Neologism - "a word or compound that was used in the language in a certain period to denote a new or already existing concept or in a new meaning" and is understood by native speakers as a lexical new formation". [21: 417].
N. Kotelova	Neologism means a new word (stable combination of words), new either in form or in content. Based on this, neologisms can be distinguished: - actual neologisms (the novelty of the form is combined with the novelty of the content):biocomputer – «компютер, який імітує нервову систему живих організмів», thought –processor – «компютер, який логічно будує та розвиває ідеї». – transnomination, which combines the novelty of the word form with the meaning that was already conveyed by another form: sudser – «мильна опера», – semantic innovation or reinterpretation (a new meaning is indicated by a form that was already in the language): drag – нудьга [14: 9].
V. Hak	The concept of neologism, according to its internal form and etymology, includes a new meaning (a lexical-semantic variant of a word, semolexeme), which is also a lexical innovation; or a semantic neologism. It is also natural to include new indecomposable stable combinations of words (idioms) in the composition of neologisms, since, firstly, in an idiom, words are modified in their meanings to zero, and, secondly, a two- or three-component unit performs the function of a word. [4: 18].
K.F. Zabolotniy	A neologism is a new word (a stable combination of words) that meets the requirements of communication, new in meaning and form (either in form or in meaning), formed according to the word-forming laws of the language or borrowed from another, which is

	perceived by speakers of the language as new during some period of time. [9: 3–9].

There are two factors in the creation of neologisms: extralinguistic and intralinguistic. Extralinguistic factors include the state of society, the content of its consciousness, the level of society's needs, successful achievements in the field of culture, as well as in the field of science and technology.

Intralinguistic factors have a big linguistic potential for updating linguistic means. At the same time, the system of word-forming laws and rules has a strong influence on the creative activity of people who create new words. Neologisms should not only denote a new phenomenon or phenomenon, but also obey the laws and rules of a certain language.

Neologisms are also those words that are formed based on examples of words already existing in the language system. We are talking about word formation, about such regular word formation processes as: conversion, affixation, compression, abbreviation, defixation, telescoping, word formation, separation of meanings.

A neologism remains new until speakers start using it automatically without thinking. However, it is never possible to predict which neologisms will become widely used, that is, survive, and which will die out.

Neologisms can cause certain difficulties in understanding, because they differ in expressiveness. In addition, finding out the meaning of a new word is also important for correct translation. Therefore, it is important to have background knowledge, because insufficient sociocultural competence of the translator reduces the effectiveness of communication or even leads to its termination [19].

Linguists consider neologism as a linguistic phenomenon for several reasons:

Creative Language Use: Neologisms reflect the creative use of language by speakers to express new concepts or ideas that previous language forms may not have been able to capture.

Language Change: The creation of neologisms is a natural part of language change and evolution. As society and technology advance, new words and expressions are needed to reflect new concepts and situations.

Social Issues: The emergence of neologisms often reflects social issues, such as changing attitudes and values, as well as cultural and demographic shifts.

Lexical Gaps: Neologisms also fill lexical gaps in language, allowing speakers to communicate with more precision and accuracy.

Grammatical Innovations: In some cases, neologisms introduce new grammatical structures or forms that may become widely adopted as part of the language.

Overall, neologisms are important to linguists for their ability to reflect the social and linguistic change, as well as their contributions to the ongoing evolution of language.

1.2 The theoretical background of translating neologisms

Quite a few linguists devoted their works to the study of ways and problems of translation of neologisms, in particular, we can name such scientists as: R. Fischer, I. O. Halperin, I. Arnold, A. V. Yankov, and others. However, there are still no works that would fully outline all the features of the translation of neologisms. Different scientists approach the issue of translation of neologisms in different ways. So, for example, V.N. Komisarov, Y.I. Retzker and V.I. Tarkhov believes that the specifics of the translation of each new word depend on the type to which this word belongs (terms, names, synonyms of already existing words).

Researchers E. O. Chetvertak and Y. M. Yurchenko stop in their studies on the practical level and note that the difficulty of translating neologisms is mostly explained not only by the need to clarify the meaning of the innovative unit, but also by taking into account the contextual conditions of its use in certain cases [17: 56]. That is, for the adequate transmission of neologisms in the translation language, the translator has to solve a number of tasks even at the pre-translation stage, which are related to the clarification of the meaning of the neologism, which has been fixed in the perception of native speakers of the original language, and the definition of a new shade of the meaning of the innovative unit, taking into account the context.

In order to perform a high-quality translation, the translator must take into account the type of neologisms, and their ways of formation, analyze the context and try to convey the meaning of neologisms, taking into account the peculiarities of the Ukrainian language. Since there is no universal way of translating neologisms, translators have to use different types of transformations to reproduce these lexical units. In practice, this means that they must "create" new lexemes that will convey the concept of the chosen neologism. When translating new words, different translators sometimes give different translation options. However, gradually, from the various translation options, one of the most used remains, which later enters the language. V.I. Karaban notes that a typical mistake when translating neologisms is the omission of real neologisms, replacing one with another, commenting on non-essential signs [11: 243].

For example, V. Krupnov singles out the three most common translation variants of neologisms. First of all, it is a translation by selecting an existing analogue, transcription or transliteration and tracing [15: 136-146]. V. Komisarov and Ya. Retsker consider the main ways of translating neologisms to be: 1) finding a fixed adequate translation equivalent; 2) transcoding (transliteration or transcription); 3) literal translation (tracing); 4) descriptive translation [15: 253].

The following methods of translation of neologisms can be distinguished:

1) Transcription and transliteration are methods of translating a lexical unit of the original language by reproducing its form using the letters of the target language. Transliteration aims to preserve the graphic form of a word, while transcription reproduces the sound form of a foreign word. In modern translation practice, transcription with preservation of some elements of transliteration is gaining popularity. Usually, this method of translation is used for reproduction without equivalent vocabulary [13: 158]. It is this type of translation that is most often used to transfer neologisms, as it allows you to keep the form of the word as close to the original as possible. For each pair of languages, certain rules of transmission of the sound composition of the word of the original language are developed [13: 162]. In

English-Ukrainian translations, elements of transliteration and transcription are usually combined.

2) Tracing is a way of reproducing and introducing new vocabulary into the language through literal translation, usually in parts. Some scientists consider tracing as a type of borrowing, while others identify it with a literal translation. As for the translation of neologisms, S.E. Maksimov proposed a version of the translation that combines tracing with partial transcoding [17: 136].

When translating neologisms, lexical translation transformations are also quite often used, which represent the change of lexical elements of the original, in order to adequately convey the pragmatic and stylistic features of a word in the translated language. The translator resorts to lexical transformations when the word either does not have a counterpart in the translation language at all or cannot be used in the translation because its meaning does not match the context. V.I. Karaban classifies the following as lexical-semantic transformations: specification of a word, generalization of the meaning of a word, addition of a word, removal of a word, replacement of a part of speech [11: 300-314].

1) Concretization is a lexical transformation, which consists in replacing a word of the original language, which has a broad semantics, with a word with a narrower meaning in the language of translation. For example, in the English language the word 'data' has quite a large number of meanings, while it is translated into Ukrainian as – 'текст комп'ютерної програми програми', which has a narrower meaning. The same word can be subject to differentiation (narrowing) and generalization (expansion) of meaning.

2) Generalization is a translational transformation, thanks to which a word in the translated language acquires a wider meaning than the word in the original language. The problem of using this transformation is that neologisms can lose important stylistic and pragmatic cases, which can lead to translation inaccuracy. For example, the word *liveware* has the following meaning in English - "the programmers, systems analysts, operating staff, and other personnel working in a computer system", while in Ukrainian this word is simply translated as - 'комп'ютерний спеціаліст'.

3) Modulation or replacement is a complex method of translation, and it is used only in those cases when none of the answers offered by the dictionary fits the text. The search for a functional replacement is especially relevant when translating without an equivalent vocabulary that has no counterparts in bilingual dictionaries. Most often, these are newly formed words that have not yet managed to be recorded in dictionaries, and denote objects and phenomena unknown in the culture of the target language ("realities"). For example, *moonlight* means working part-time, especially at night, without the consent of the main employer and without paying taxes. When translating into Ukrainian, the wording is used – 'працювати по сумісництву, яке все одно не має ознаки нелегальності та секретності' [22: 157].

4) Antonymal translation. Exploring Translation Types, Andrew Chesterman [27: 102] and W. van der Louw [32: 56] note that an antonymic translation involves replacing the negative form in the original with an affirmative form in the translation, or vice versa. This process is accompanied by the replacement of the meaning of the element of the original language with its opposite in the translation language. In addition, additional grammatical and lexical transformations often have to be made during the translation process. Thus, antonymic translation is a complex translation method that covers the syntactic and semantic levels of the language.

5) The lexical transformation of addition uses additional lexical units to achieve adequacy in the text of the target language. This transformation is necessary so that readers can accurately understand the meaning of a neologism, for example, the word *anchor* is translated as 'постійний кореспондент радіо та телебачення'.

6) The word removal transformation is the opposite of the addition transformation, and is used to remove redundant words from a semantic point of view, since they can be easily restored in context, for example, the word *fullfigured* is translated as 'повний' [17: 141-148].

7) Descriptive translation or explication. Guided by the need to ensure a complete understanding of the text being translated, the translator is forced to replace non-equivalent elements with additional information that interprets this term or concept [1]. Therefore, translators use descriptive translation or explication to clarify imprecise or

"vague" concepts. However, these terms are not clearly defined in translation studies, so researchers often equate these concepts. This technique has a significant drawback, which is that some explanations turn out to be too long and look inappropriate in the translated text. The use of explication can be justified only when translation seems impossible due to the lack of adequate counterparts [1: 7].

8) Compensation is considered as a method of translation in which the lexical units of the original are transmitted in the translated language by some other means, and the possibility of changing the location of the word in the sentence is allowed [13: 166]. Ratsker notes that if such non-equivalent vocabulary does not have a fundamental meaning in the original text, then their omission will not be a significant loss for readers. However, most translators are still forced to look for ways to reproduce such elements in the translation precisely with the help of compensation [19: 66].

Scientists present different types of compensation in their work, analyzing this type of translation from different perspectives. Ya.I. Retzker proposes to distinguish between local (local) and total (general) compensation, his typology provides for the following two types of compensation: semantic and stylistic [19: 64]. At the same time, each type of compensation is used in order to fill the gaps that arose due to the so-called non-equivalent vocabulary and to convey the semantics of neologisms of the original language as much as possible.

9) The integral transformation consists in the fact that the transformation is directed not at a single word, but at a phrase or a whole sentence. With such a transformation, individual words of the transformed segment of the text are not associated with a new form of expression, for example, in a sentence: Performance of the new business being success the board agreed on new investments. In this case, the stable phrase be a success can be translated only using a holistic transformation, which is similar to semantic development 'Нове підприємство процвітало, й рада директорів затвердила нові капіталовкладення'.

There is also a translation comment, and unlike a descriptive translation, it is used directly in the text of the translation instead of the word being translated, or next to it to clarify the meaning directly in the text, then the translator's comments are carried

out of the text and are indicated, or at the bottom of the page in references, or at the end of the text in notes. Commentary, as a translation technique, consists in a more detailed explanation of what a word means in the broad context of the source culture than a descriptive translation. For example, a *junk bond* is a throwaway bond (a bond with a low speculative level of creditworthiness that brings a higher profit). In this case, tracing paper was used, which are characterized by brevity, which does not have a descriptive translation and a translator's commentary, which is distinguished by the accuracy of conveying the semantic information of the word [6: 163].

Recently, when translating neologisms, the method of direct inclusion is used, which consists in using the original spelling of the English word in the Ukrainian text. This method is the path of least resistance. Often on the pages of the press you can find words that consist of two parts: English, with the preservation of the original spelling, and Ukrainian: web-сторінка, online-доступ, etc. [12: 154].

The use of the method of direct inclusion can be justified when the neologism cannot be translated by any of the above translation methods due to the peculiarities of its sound or writing. Example: *The package also includes a large amount of ammunition for 155mm artillery systems and High Mobility Artillery Rocket Systems (HIMARS).* 'Пакет також включає велику кількість боєприпасів для 155-мм артилерійських систем і ракетних систем HIMARS'.

As a rule, one and the same neologism can be translated in different ways, but after a while one of the options becomes widespread and supplants the others. The main criteria for finding an equivalent in translation should be its brevity and unambiguous interpretation. The proposed version of the translation must be understandable to the recipient of the translation. The ways of translating each new word depend on what type it belongs to (terms, names, abbreviations, synonyms, words that already have equivalents in the Ukrainian language, etc.) [2: 194- 198].

Foreign scholars such as Mona Bake [25] and Lawrence Venuti [37] also consider similar types of translation of neologisms. The similarity of approaches to the transfer of new vocabulary in different languages and by different scientists is connected with the fact that the main task of translation is the transfer of the semantic meaning of a

neologism. Therefore, when reproducing and choosing the equivalents of English neologisms in Ukrainian, it is necessary to take into account such key criteria as the brevity of the interpretation and the unequivocal interpretation of the new lexeme. That is why the difficulties of translating new words occupy one of the first places in the list of problems faced by translators. Taking into account the fact that the language is constantly developing and acquiring new lexical units, the functioning of neologisms and effective methods of their translation will always be relevant for further research.

1.3 Specifics of media-political discourse text analysis

The term discourse (fr. discours, lat. discursus – reasoning, argument) is one of the most complicated and difficult-to-define concepts of modern linguistics and semiotics, which became widespread in English. The meaning of the word is speech, written or spoken conversation, and reasoning.

O.O. Selivanova defines "discourse" as integral communicative situation (event), which included its participants and text and which is conditioned by various factors, such as social, cultural, ethnic ones, etc. or as sublanguage (style) of speech communication [21].

In 1999, J. Zaller was able to give an outline of how what he calls "media politics" is changing and how newer forms of communication are adopting a role alongside the traditional top-down flow of information and persuasion involving three main parties [38]: politicians, media, and citizens. The business of politics is conducted through language: "any political action is prepared, accompanied, controlled, and influenced by language". The new social media, such as Twitter and Facebook, can be used by politicians in an attempt to communicate directly with the public over the heads of the media. Politicians' messaging to the public is primarily about policy intentions. The obvious traditional examples of politicians communicating with representatives of the media are TV and radio interviews.

In the conditions of the modern information society, the mass media, being a powerful instrument of influence, play an important role in the formation of mass

consciousness and public opinion. The main function of the media is becoming not informative, but manipulative. In the mass media, political images of both states and individual political leaders are purposefully created, forming in the reader of the message a value attitude towards a particular state or politician. The political image of the leader of the state plays an important role in the sphere of international relations: the success of the country's foreign policy, the development of trade and economic relations with other states depends on whether it is positive or negative. The foreign policy image also affects the political processes taking place in the state itself: the negative image of the country can be used by opposition forces as one of the arguments in criticizing the government and its policies.

Media-political discourse refers to the language and communication practices used by politicians, media outlets, and other actors involved in the political process to influence public opinion and shape political decision-making.

Media-political discourse involves many types of texts, including political speeches, press releases, news articles, social media posts, and televised debates. The language used in media-political discourse is often designed to persuade, convince, or manipulate audiences into adopting a particular political viewpoint or agenda.

The study of media-political discourse is important because it can reveal how language is used to influence politics and shape public opinion. By analyzing the language used in media-political discourse, researchers can identify patterns and themes, as well as how different communication strategies affect audience perceptions and understanding of political issues.

Media-political discourse is impossible without the use of pictorial and expressive means of speech, as they contribute to the creation of bright media images of politicians and the formation of the evaluative attitude of recipients. Various paths, such as metaphors, epithets, comparisons, hyperbole, irony, idioms, etc., as well as stylistic figures of language help to draw readers' attention to articles and create a positive or negative opinion about a politician or event.

Zellig Harris viewed discourse analysis procedurally as a formal methodology derived from the structural methods of linguistic analysis: such a methodology could

break down a text into relationships (such as equivalence, substitution) between its lower-level constituents [30].

Media-political discourse text analysis aims to examine the ways in which language is used by politicians, journalists, and other media figures in order to shape public opinion on political issues. This involves analyzing the content and context of political messages, as well as the language used to convey them, in order to understand the power structures and ideologies at work.

Specifically, media-political discourse text analysis may involve:

Examining the use of rhetorical devices and persuasive techniques, such as emotional appeals, loaded language, and logical fallacies, in order to identify how language is used to manipulate or influence an audience.

Analyzing the framing of political issues, which involves looking at how different terms and concepts are used to construct a particular narrative or argument around a given topic.

Examining the role of media and news organizations in shaping public opinion, particularly through issues such as agenda-setting, framing, and priming.

Investigating the ways in which political speech and discourse intersect with issues of identity, race, gender, and other social and cultural factors.

Overall, media-political discourse text analysis seeks to identify the underlying power structures and ideologies that shape political discourse and understand how language is used to construct and reinforce them.

These different approaches are often combined in media-political discourse analysis to provide a comprehensive understanding of the language and messaging of political and mass media discourse.

The text under analysis, titled "War in Ukraine Has Changed Europe Forever," published in The New York Times on February 26, 2023, discusses how the war in Ukraine has transformed Europe profoundly since the end of the Cold War. The article is written by Roger Cohen. The article explores how the war has brought about a dawning awareness that military power is necessary for security and strategic objectives and that European countries have had to adjust to the new reality of great-

power rivalry. The discourse in this article is mainly political but used in mass media, as it discusses the role of different countries, including Russia, Ukraine, the United States, and various European countries, in the war in Ukraine and its consequences.

The author uses various strategies to convey their message, including the use of historical references to events such as the Cold War and World War II, as well as quotes from politicians and experts. The author also employs vivid language to describe the impact of the war on Europe, using phrases such as "galvanized into an immense effort" and "epochal turning point." The author also compares and contrasts different perspectives on the war and its implications, such as the tension between frontline states and those more inclined toward compromise.

Lexical cohesion is implemented by repetition links, which are:

Simple lexical repetition: "President Sauli Niinisto of Finland declared" and "The Finnish head of state".

Complex lexical repetition: "Europe's illusions about business as usual with Mr. Putin" and "Europe's illusions about business as usual with Mr. Putin."

Simple paraphrase: "those illusions were deep-rooted" and "lulled into amnesia."

Complex paraphrase: "The post-Cold War era has given way to an uneasy interregnum in which great-power rivalry grows" and "It is the Age of Reordering, and Europe has been obliged to adjust accordingly."

Co-reference: "He spoke as China and Russia held talks on their "no limits" partnership and Mr. Putin suspended Russian participation in the last surviving arms control treaty between the two biggest nuclear-armed powers." The first "he" refers to President Biden and the second "he" refers to Mr. Putin.

Substitution: "It asks of us: Who are we as Europeans?" In this sentence, "It" refers to the war in Ukraine.

Grammatical cohesion and syntactical structure is ensured by sequence of tenses. For example: "Many of us had started to take peace for granted," Mr. Niinisto said this month at the Munich Security Conference after leading Finland's abrupt push over the past year to join NATO, an idea unthinkable even in 2021. "Many of us had let our guard down."

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

In Poland — a nation held captive in the totalitarian Soviet imperium for decades before leading the struggle to break those chains and rejoin Europe — ideas of heroism and sacrifice endured.

Semantic level establishes the macroproposition of the text: I (the author) inform you (the reader) about the real world where the war in Ukraine has transformed Europe and forced it to reconsider its peace mentality, leading to a shift towards hard power.

The article "War in Ukraine Has Changed Europe Forever" by Roger Cohen employs a range of stylistic devices and expressive means to convey its message and capture the reader's attention. Here are some examples:

1. Metaphor: The phrase "Only the cold face of war is visible" is a metaphorical expression for the severity and brutality of the war. Europe is described as a continent on autopilot that has been galvanized into an immense effort to save liberty in Ukraine.

2. Epithet: The description of Russia as "aggressive, imperialist, revanchist and brutal" is an example of an epithet, a descriptive term or phrase used to characterize someone or something.

3. Irony: The statement that "an increasingly militaristic Russia might swim, quack and look like a duck, but that did not mean it was one" is ironic because the speaker is suggesting that Russia's actions speak louder than its words, and that despite appearances, it is not behaving like a normal state.

4. Hyperbole: The use of the phrase "transformed Europe more profoundly than any event since the Cold War's end in 1989" is an example of hyperbole, an exaggeration used for emphasis.

5. Zeugma: The statement "Gone is discussion of the size of tomatoes or the shape of bananas acceptable in Europe; in its place, debate rages over what tanks and possibly F-16 fighter jets to give to Kyiv" is an example of zeugma, a figure of speech in which a word or phrase is used with two others, but only makes grammatical sense with one of them.

6. Metonymy: The use of "Kyiv" instead of "Ukraine" is an example of metonymy, a figure of speech in which a word or phrase is substituted for another with which it is closely associated.

7. Pun: The phrase "President Sauli Niinisto of Finland declared: 'Now the masks are off. Only the cold face of war is visible'" could be interpreted as a pun on the word "face," which is used both literally and metaphorically in the sentence.

8. The article poses a rhetorical question when it asks: "Who are we as Europeans?" The question is used to emphasize the importance of the war in Ukraine in defining Europe's identity and values.

9. Allusion: The reference to the Cold War in the phrase "since the end of the Cold War" is an allusion to the period of political tension between the Western and Eastern blocs during the second half of the 20th century.

10. Antonomasia: The use of "Mr. Putin" instead of Vladimir V. Putin is an example of antonomasia, a rhetorical device that involves using a descriptive phrase or nickname instead of a person's name.

11. Periphrasis: The phrase "President Volodymyr Zelensky" is a periphrasis, a rhetorical device that involves using a roundabout or indirect way of referring to something or someone.

There are proper names such as Chancellor Olaf Scholz, President Biden, President Volodymyr Zelensky, and President Vladimir V. Putin.

The text contains some jargon and specialized language such as "geopolitical affairs," "revanchist," "epochal turning point," "great-power rivalry," and "arms control treaty."

To conclude this chapter, we have analyzed the translation aspects of political articles in mass media discourse.

CHAPTER 2 NEOLOGISMS THAT AROSE AS A RESULT OF RUSSIAN AGGRESSION AGAINST UKRAINE IN THE TRANSLATION ASPECT

2.1 Lexical transformations in the translation of neologisms

The conflict between Russia and Ukraine has led to the emergence of numerous neologisms in the Ukrainian language. These neologisms often reflect the political and military aspects of the conflict and pose a challenge for translators. One way to deal with this challenge is through lexical transformations, which involve finding equivalents in the target language for the new words in the source language.

Here are some examples of lexical transformations in the translation of neologisms related to the Russian war in Ukraine, from English to Ukrainian and vice versa:

In transliteration, the letters and sounds of a word are converted into their closest equivalent in the target language's writing system. "Slava Ukraini!" is a good example of transliteration, which means "Glory to Ukraine!" now peppers many statements in political mass media. It's often followed by the reply, "Heroiam slava!" — glory to the heroes. House Speaker Nancy Pelosi used the phrase in Congress as she introduced Zelenskyy ahead of his March 16 speech to U.S. lawmakers.

The Ukrainian president appears to fight back tears as his cry of "Slava Ukraini!" is met with rapturous cheers. (TG:URL)

'Український президент, стримучи сльози, вигукує «Слава Україні!», що у відповідь зустрічається захопленими вигуками'.

On more example of transliteration is *Banderomobile*:

Last week, a CGI video became popular on Telegram channels and social networks, in which the "Banderomobile", a ZAZ vehicle equipped with guns and wheels from an off-road vehicle destroys a convoy of tanks of the Russian invaders. (IU:URL)

'Минулого тижня в Telegram-каналах і соцмережах стало популярним CGI-відео, на якому «бандеромобіль» – ЗАЗ, оснащений гарматами та колесами від позашляховика, знищує колону танків російських окупантів.'

"Mordor" and "Orcs." The imaginary country of Middle Earth, ruled by the Dark Lord Sauron in J.R.R. Tolkien's fantasy book "The Lord of the Rings," alludes to Russia. Mordor is associated with the USSR and its successor, Russia, in popular post-Soviet culture, including in Ukraine. Although Tolkien denied it, many people believe that Mordor is a reference to the Soviet Union from his trilogy. The Lord of the Rings villains have been used by Ukrainians to describe Russia's force, with the claim that the hordes were sent to plunder their nation and destroy its democracy.

"Justice," the Ukrainian president said earlier this month, will be served after the temporary words "'occupation,' 'Mordor,' 'orcs' … leave our lexicon. We will definitely drive them out of our land." (TP:URL)

'«Справедливість, – заявив раніше цього місяця президент України, – буде здійснена після того, як тимчасові слова «окупація», «Мордор», «орки»… покинуть наш лексикон. Ми обов'язково виженемо їх з нашої землі».'

"Grad" is a Russian multiple-launch rocket system. The peculiarity of this word is fatigue which when translated into Ukrainian, it has another meaning – hail as a natural phenomenon.

The Bellingcat investigation team was able to precisely determine the location of the firing position from the exact locations of the cameras and the angle and positions of the Grad launchers in each video. (BC:URL)

'Групі розслідування Bellingcat вдалося точно визначити місце розташування вогневої позиції за точним розташуванням камер, кутом і положенням пускових установок «Град» на кожному відео.'

Transcription: a term "Rashist" or also "ruscism" is another epithet frequently used to describe Russian troops. The neologism combines "Russian," "racist" and "fascist" – and is immediately understandable to those who grew up in the former Soviet Union. The word "рашизм" cannot be adequately expressed through letter-by-letter transliteration. To translate "рашизм" from Ukrainian to English, the most

efficient approach is to use "ruscism". When encountering "ruscism", it may be inferred that the word refers to Russia ("rus"), politics ("ism"), and extreme right-wing beliefs ("ascism"), which is indeed the case. In essence, "ruscism" is a fusion of the letter "r" from "Russia" and "rascism" from "fascism", indicating Russian fascism.

Many Ukrainians view the Russian troops as rashist, citing their support for far-right groups and their aggressive actions towards ethnic Ukrainians in the occupied territories, as well as their ongoing efforts to spread propaganda and disinformation that fuels ruscism and xenophobia. (EN:URL)

'Багато українців вважають російські війська рашистськими, посилаючись на їхню підтримку ультраправих груп та їхні агресивні дії щодо етнічних українців на окупованих територіях, а також на їхні постійні зусилля з поширення пропаганди та дезінформації, які підживлюють рашзм та ксенофобію.'

Interesting as for the translator word formation «deepfake». It is usually interpreted by transcription 'діпфейк' but also we can find zero transcoding.

The mayors of several European capitals have been duped into holding video calls with a deepfake of their counterpart in Kyiv, Vitali Klitschko. (TG:URL)

'Голови кількох європейських столиць були обмануті у відеозв'язку з діпфейком свого київського колеги Віталія Кличка.'

The Shahed is often used in English, to the extent that it has become a listed neologism in English modern dictionaries, and it is translated by transcription.

The Shahed are "very difficult to detect because they fly very low. But they make a lot of noise, like a chainsaw or a scooter", which means that they can be heard from afar, Houmeniouk said. (EN:URL)

'Шахедів «дуже важко виявити, оскільки вони літають дуже низько. Але вони видають багато шуму, як бензопила чи скутер», а значить, їх чути здалеку, сказав Гуменюк.'

Another neologism refers to the former but translate already with the help of calque: *Ukrainian social media seemed to support claims made by AFU of repeated*

shootdowns of Iranian drones, dubbed "flying mopeds" by AFU soldiers for their distinctive engine sound and slow airspeed. (TP:URL)

'Українські соцмережі, схоже, підтримали заяви ЗСУ про неодноразові збиття іранських безпілотників, які солдати ЗСУ прозвали «літаючими мопедами» через характерний звук двигуна та повільну швидкість.'

Asking someone to say the word 'паляниця' would be a potent indicator of a Russian spy (palyanytsia – a type of bread). Usually, they would substitute the Russian sound for the Ukrainian, producing the phrase *palianitsa*.

In The Politico news is an article where was mentioned *palianitsa* which will be translated by transcription: *Christo Grozev, executive director of the Bellingcat investigative journalism site, posted films of Ukrainians using the word palyanitsa — meaning a kind of bread — as a way of telling friend from foe because Russians cannot pronounce it. (TP:URL)*

'Христо Грозєв, виконавчий директор сайту журналістських розслідувань Bellingcat, опублікував відео, на яких українці використовують слово «паляниця», що означає різновид хліба, як спосіб відрізнити друга від ворога, оскільки росіяни не можуть його вимовити.'

The "Large Explanatory Dictionary of the Modern Ukrainian Language," for instance, defines the word "cotton" as "1. The same as cotton plant. 2. Threads made from cotton fiber, the raw material for making yarn, etc. 3. Material or Fabric. The word "бавовна" (cotton), which is used in contemporary media texts, has a completely new meaning and is used to express irony. The analyzed slang was developed as a result of associations with the Russian abstract noun *clap* - 'хлопок', which propagandists used to justify explosions on the territory of the aggressor nation or the occupied part of Ukraine. The inventive Ukrainian people began to use this word with the meaning "explosion," shifting the stress to the first syllable 'хло́пок' and translating it into the Ukrainian language as 'бавовна'. This made it possible to combine the nomination 'бавовна', similar to the word 'explosion'. In this example calque is used:

Over the past week, in the occupied territory of Luhansk Oblast, "cotton" has been happening almost every other day. (UP:URL)

'Протягом останнього тижня на окупованій території Луганської області «бавовна» відбувалася чи не через день.'

The Ukrainian Ministry of Defense's Twitter account introduced 'Bavovnyatko', a fictional character based on a cotton flower. In Ukrainian, cotton is referred to as bavovna, and the suffix -atko/-yatko is used to describe small objects and form diminutives; thus, bavovnyatko would be a cute little piece of cotton. "Bavovnyatko" is interpreted to "*Бавовнятко" by* transcription**:**

"Bavovnyatko is a ghost animal, soft and excited. At night, Bavovnyatko quietly goes to bases, depots, airfields, oil refineries and other places filled with flammable objects and begins to play there with fire". (EN:URL)

'«Бавовнятко — тварина-привид, м'який і збуджений. Вночі Бавовнятко спокійно ходить на бази, склади, аеродроми, нафтопереробні заводи та інші місця, заповнені легкозаймистими предметами, і починає там гратися з вогнем».'

The term "Russian aggression" has been translated into Ukrainian as 'російська агресія' or another term "<u>appeasement</u>" as 'умиротворення', both are a lexical transformation known as a calque, where the meaning of a word or phrase in one language is directly translated into another language, retaining the original word's grammatical structure.

For example: The Western world is debating whether permitting Putin to retain some of the territories he has seized would "be like the 1938 appeasement of Hitler by British Prime Minister Neville Chamberlain," Barrett said. (TWI:URL)

'Західний світ обговорює, чи буде дозвіл Путіну зберегти частину захоплених ним територій «схожим на умиротворення Гітлера 1938 року прем'єр-міністром Великобританії Невілом Чемберленом», сказав Барретт.'

Russia has reported numerous explosions and fires at munitions storage facilities on its territory close to the Ukrainian border throughout the conflict, attributing some of them to Ukrainian airstrikes. Ukrainian authorities have mostly remained parents or said: "Smoking kills". "Smoking kills" is a calque:

Ukraine's Defence Ministry said sarcastically on Facebook: "The Ministry of Defence of Ukraine cannot establish the cause of the fire, but once again recalls the rules of fire safety and in unspecified places smoking kills." (TP:URL)

'Міністерство оборони України саркастично заявило у Facebook: «Міністерство оборони України не може встановити причину пожежі, але ще раз нагадує правила пожежної безпеки і в невстановлених місцях куріння вбиває».'

When we interpret the terms "decommunization" and "derussification", which mean the process of removing symbols of the Soviet Union and its communist past from public spaces, institutions, and cultural artifacts in Ukraine, we use calque, we use a direct word-for-word translation of the terms, creating new words that are similar in form and meaning to the original English words. For example, "decommunization" in English could be translated as 'декомунізація' in Ukrainian, which is a calque of the English word. Similarly, "derussification" in English could be translated as 'дерусифікація' in Ukrainian, again using a direct word-for-word translation. For example, *Ukraine says this process, previously referred to as "decommunisation" but now more often called "derussification", is necessary to undo centuries of policies aimed at crushing Ukrainian identity. (TG:URL)*

'Україна каже, що цей процес, який раніше називали «декомунізацією», а тепер частіше називають «дерусифікацією», необхідний для скасування багатовікової політики, спрямованої на знищення української ідентичності.'

The same situation is with the term "de-Nazifying". Moscow uses it to justify the so-called "special military operation", which was always aimed only at the denazification of Ukraine and the protection of pro-Russian minorities in Donbas.

He repeated the official Kremlin line that there were Nazis in Ukraine. Russian officials often claim that their military is "de-Nazifying" the country. (BB:URL)

'Він повторив офіційну лінію Кремля про те, що в Україні є нацисти. Російські чиновники часто заявляють, що їхні військові «денацифікують» країну.'

The "special military operation" also has a neological meaning and is widely used in foreign mass media, which is translated as a calque.

"We declared a special military operation because we had absolutely no other way of explaining to the West that dragging Ukraine into Nato was a criminal act." (BB:URL)

'«Ми оголосили спеціальну військову операцію, тому що у нас абсолютно не було іншого способу пояснити Заходу, що втягування України в НАТО є кримінальним актом».'

The people of Ukraine do regard themselves as an independent country. However, there is the myth that the Russian Empire created "a one or triune nation", "brotherly nations," consisting of Russians, Ukrainians, and Belarusians, in order to legitimize annexing former Kyivan Rus' territories and stifling national identities. In the Ukrainian mass media, the translation is found as 'адіннарод' (adinnarod), which emphasizes contempt for this Russian narrative. But in political media discourse, it is better to use semantic calque.

In reality, the concept of "on nation," with Russia as the "elder brother" who "protects" and "looks after" its "younger" brothers, meant undermining these countries' sovereignty and putting pressure on them to submit. (TG:URL)

'Насправді, поняття «один народ» з Росією як «старшим братом», який «захищає» і «піклується» за своїми «молодшими» братами, означає підрив суверенітету і тиск на ці країни.'

The English acronym "ATO" (which stands for "Anti-Terrorist Operation") is often used to refer to the conflict between Russia and Ukraine. In Ukrainian, the acronym is "АТО" or 'антитерористична операція', so are used calque or acronym transformations.

At the same time, the ATO was the format of resistance to aggression that could be inscribed in the current legal realities of Ukraine — without the introduction of martial law. (TG:URL)

'Водночас АТО була тим форматом опору агресії, який можна було вписати в нинішні правові реалії України — без запровадження воєнного стану.'

One more example of the acronym is MANPADS, which means man-portable air-defense systems. In Ukraine, they've been seen carried by soldiers — and reportedly

bringing down Russian aircraft. There are many types of MANPADS, although the most famous is the U.S.-made Stinger.

"But what cannot be avoided is that every low-level Russian air raid falls within the range of a MANPADS ambush." (MI:URL)

'«Але чого неможливо уникнути, так це того, що кожен незначний наліт російської авіації потрапляє в зону дії засідки ПЗРК. »'

With zero transcoding we translate the acronym SWIFT which means the global bank messaging system operated by the Society for Worldwide Interbank Financial Telecommunications as a crucial part of the harsh sanctions on Russia.

Russia is trying to leverage its importance in the deal to ease pressure on its banks, but the West is unlikely to give in to its demands and relink its banking system to SWIFT, which would be seen as a major win for Moscow. (RU:URL)

'Росія намагається використати своє становище в угоді, щоб послабити тиск на свої банки, але Захід навряд чи піддасться її вимогам і підключить свою банківську систему SWIFT, що буде розглядатися як велика перемога для Москви.'

None of Ukraine's legislative documents mention the "Donbass" in any way. Russia imposed the phrase in its entirety. 'Donetsk and Luhansk regions' is the only phrase that applies. But the mass media has a lot of references to the abbreviation "Donbas". The word "Donbas" is a shortened version of "The Donetsk Coal Basin" which does not only include the Donetsk and Luhansk regions of Ukraine.

"MiG" is the abbreviation. In this case, "MiG" (the jet warplanes are named after the Mikoyan-Gurevich aviation company) would be transliterated as "МіГ" in Ukrainian, using the Cyrillic alphabet.

"In all, Poland has 28 MiG-29s which are to be replaced over the next few years by South Korean FA-50s and US F-35s." (TG:URL)

'Загалом Польща має 28 МіГ-29, які протягом наступних кількох років мають замінити південнокорейські FA-50 та американські F-35.'

The phrase "Russian warship, go f yourself" or also "Russian military ship, f you!" and its numerous derivatives have been translated using modulation and is widely used

by people in protests and demonstrations against the Russian invasion of Ukraine worldwide.

Ukrainian border guards have been accused of stamping a Russian man's passport with the words "Russian warship, go f yourself". (EN:URL)

'Українських прикордонників звинувачують у тому, що вони штампували паспорт російського чоловіка зі словами «Російський військовий корабель, йди до біса».'

Neologism which consists of just one letter "Z" is also translated by zero transcoding. The letter, which isn't part of the Cyrillic alphabet used by both Ukraine and English, is now seen as a Russian pro-war symbol. It was painted on Russian tanks and other military vehicles as a large white Z.

The Russian defense ministry itself has not commented on any of the theories, and instead posted on its Instagram channel that Z meant Za pobedu ("for victory") and V stood for "power of truth". (WH:URL)

'Саме міністерство оборони Росії не коментувало жодну з теорій, а натомість опублікувало на своєму Instagram-каналі, що Z означає «За перемогу», а V — «сила правди».'

Bayraktar: the name of the Turkish drone that Ankara sold to Kyiv. It was also widely celebrated in a popular Ukrainian song. Забайрактарити – to bayraktar something: To destroy the military equipment of the enemy through drones. We translate by the method of zero transcoding but also there is transliteration.

Turkish military experts interviewed by BIRN said the Bayraktar TB-2 has become a powerful tool to both boost military exports and project Turkish influence – while empowering and enriching those around Erdogan in the process. (TW:URL)

'Турецькі військові експерти, опитані BIRN, заявили, що Bayraktar TB-2 став потужним інструментом як для збільшення військового експорту, так і для посилення турецького впливу, одночасно збагачуючи та збагачуючи тих, хто оточує Ердогана.'

One example of a neologism that has emerged in Ukrainian mass media as a result of the war in Ukraine and could be translated into Ukrainian using concretization

transformation is "little green men". This term refers to Russian military personnel who have taken part in the annexation of Crimea and other actions in Ukraine. A concretization transformation in translating this term into Ukrainian might involve using a more specific and concrete term that clearly conveys the idea of Russian military forces in Ukraine, such as "російські військові" (Russian soldiers) or "окупаційні війська" (occupying forces).

It is extremely difficult to explain to them that the exercise of "little green men" with the crossing of the Dniester with armored vehicles is not a peacekeeping mission, and what they are doing does not secure peace in the region. Maybe the OSCE will help us explain the difference?" added Sturza. (RL:URL)

'Їм вкрай важко пояснити, що навчання "зелених чоловічків" з форсування бронетехнікою через Дністер – це не миротворча місія, і те, що вони роблять, не забезпечує миру в регіоні. Може, ОБСЄ допоможе нам пояснити різницю?» — додав Стурза.'

Other examples of neologisms that could be translated using concretization transformation might include *hybrid warfare*, which could be translated as 'гібридна війна' (hybrid war) or 'нестандартна війна' (non-conventional war).

"It is about manipulation of the information space. It's about attacks on critical infrastructure," explains Teija Tiilikainen, when asked to define hybrid warfare.(WI:URL)

'«Мова йде про маніпуляції інформаційним простором. Йдеться про атаки на критичну інфраструктуру», — пояснює Тейя Тіілікайнен, коли її запитують дати визначення гібридної війни.'

We also can use concretization in case "propaganda" which could be translated as 'пропаганда' or 'маніпуляція', 'псевдоінформація', 'піар', 'брехня' and vice versa. "Propaganda " could be translated using concretization transformation. This term refers to the dissemination of false information in order to deceive or manipulate people.

Despite ongoing efforts to combat disinformation and propaganda surrounding the Russian-backed conflict in Ukraine, false narratives and misleading information

continue to circulate online, further complicating efforts to bring an end to the violence and hold those responsible accountable. (RL:URL)

'Незважаючи на постійні зусилля по боротьбі з розповсюдженням неправдивої інформації та маніпуляції навколо підтримуваної Росією війни в Україні, лже наративи та оманлива інформація продовжують поширюватися в Інтернеті, ще більше ускладнюючи зусилля, спрямовані на припинення насильства та притягнення винних до відповідальності.'

In the translation of "kidnapping" to 'викрадення дітей', the transformation used is lexical translation, where the equivalent word in the target language is used to convey a more specific or narrow meaning in the source language.

The International Criminal Court issued an arrest order for her and Russian President Vladimir Putin last month, accusing them of kidnapping Ukrainians. (EN:URL)

'Минулого місяця Міжнародний кримінальний суд видав наказ про арешт її та президента Росії Володимира Путіна, звинувативши їх у викраденні українських дітей.'

An example of a neologism that could be translated into Ukrainian using generalization transformation is *info war*. This term refers to the use of propaganda and disinformation as a weapon in a conflict. A generalization transformation in translating this term into Ukrainian might involve using a more general and abstract term that conveys the same idea, such as 'інформаційна агресія' (information aggression) or 'інформаційний конфлікт' (information conflict).

Russia vs Ukraine: Who's winning the information war? This headline is from an article that describes the confrontation between Russia and Ukraine in the information field and translates as «Росія чи Україна: хто вийде переможцем в інформаційній битві?».

We translate by differentiation neologism *disinformation*. Although the term has been around for some time, it has taken on a new meaning and prominence in recent years due to the information conflict surrounding the war. If translated from English to Ukrainian, "disinformation" can be rendered as 'дезінформація', which has several

equivalent terms in Ukrainian such as 'фальсифікація', 'маніпуляція', 'неправдива інформація', 'пропагадна' and 'брехня'.

A tactical Ukrainian disinformation campaign on a southern counter-offensive was successful in diverting Russian military resources away from the northeastern front line in the Kharkiv region to the city of Kherson and the south. (TG:URL)

'Тактична українська маніпуляція на південному контрнаступі мала успіх у відведенні російських військових ресурсів від північно-східної лінії фронту в Харківській області до міста Херсон і півдня.'

At first, a translator must find out what the neologism *deterrence by denial* means and then do the translation transformations. the neologism *deterrence by denial* refers to a military strategy that seeks to deter an adversary by denying them the ability to achieve their objectives. It is obvious that we will use modulation in the target language Ukrainian 'стримування шляхом заперечення'. In this example, the neologism "deterrence by denial" refers to a military strategy that seeks to deter an adversary by denying them the ability to achieve their objectives. The descriptive translation 'стратегія заперечення' accurately conveys this concept in Ukrainian.

One of the practical results of the concept of "deterrence by denial" is the increased role of NATO's allied commander Europe, General Christopher Cavoli, who also commands American forces in Europe. (TWI:URL)

'Одним з практичних результатів концепції «стримування шляхом заперечення» є посилення ролі союзного командувача НАТО в Європі генерала Крістофера Каволі, який також командує американськими силами в Європі.'

The analysis examines how the conflict between Russia and Ukraine has led to the emergence of numerous neologisms in the Ukrainian language, which reflects the political and military aspects of the conflict. The translation of these neologisms poses a challenge for translators, and one way to deal with this challenge is through lexical transformations, which involve finding equivalents in the target language for the new words in the source language. The article provides various examples of lexical transformations, such as transliteration, transcription, calque, acronyms or abbreviations, concretization, and generalization transformations.

Diagram 2.1.

Lexical transformations in the translation of neologisms

Lexical transformations, %
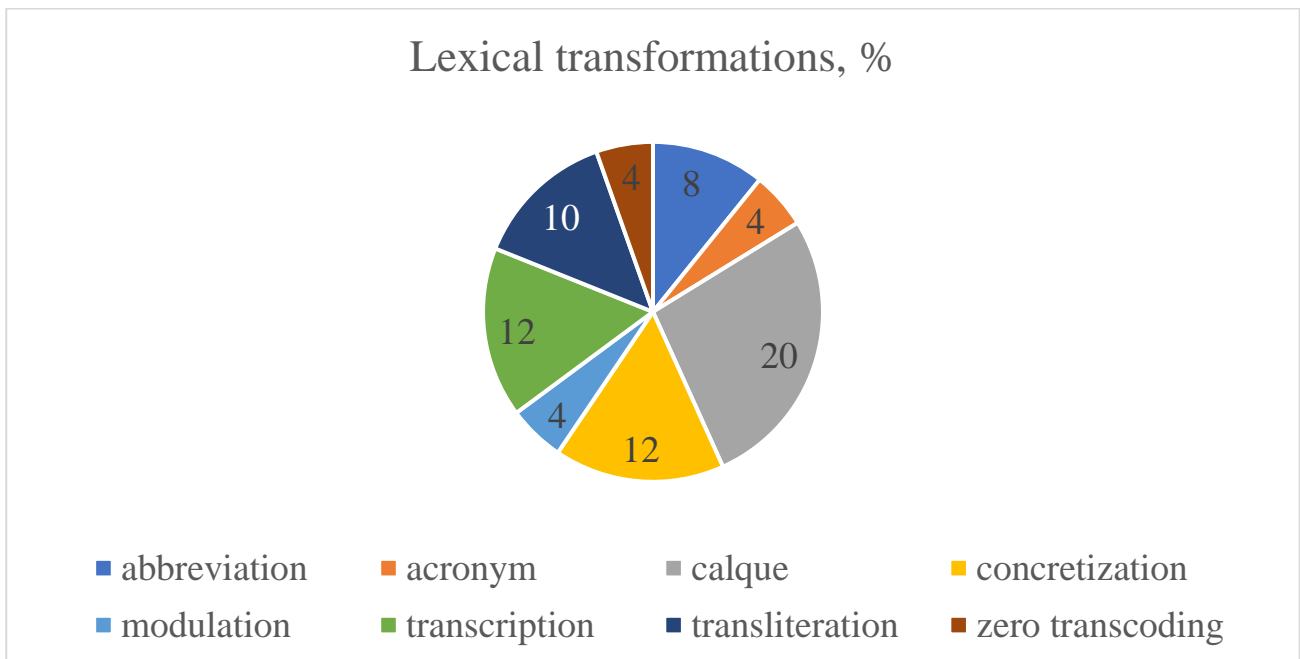
The data provided here is a breakdown of the frequency of usage of different translation techniques. Here is an analysis of the data:

- Calque has the highest frequency of usage at 20%. This indicates that translators often prefer to use direct translations of words and phrases, where they directly translate the word or phrase without making any changes.

- Concretization and transcription have the second-highest frequency of usage, both at 12%. This suggests that translators frequently use these techniques to make abstract concepts more concrete and to retain the original sound of the word respectively.

- Transliteration has a frequency of usage of 10%. This indicates that translators also rely on this technique to retain the original sound of the word when direct translation is not possible.

- Abbreviation and acronym have relatively low frequency of usage at 8% and 4% respectively. This suggests that translators are cautious when using these techniques, as they involve shortening the original word or phrase.

- Modulation and zero transcoding also have a frequency of usage of 4%, indicating that these techniques are used infrequently.

Overall, the data suggests that translators tend to prefer direct translation techniques, such as calque and transcription, over techniques that involve more significant modifications to the original wording. This could be due to a desire to preserve the original meaning and intent of the text, as well as to maintain the accuracy and clarity of the translation. Additionally, techniques like abbreviation and acronym are used less, but potentially indicating that translators are cautious about altering the original text and prefer to retain the full wording whenever possible.

2.2 Grammatical transformations in the translation of neologisms

There are several types of grammatical translation transformations such as transposition, replacement, substitution, omission, and addition, but not all can be used to translate neologisms that arose due to Russian aggression against Ukraine. The Ukrainian language is adaptable, as may be shown. It can be challenging to come up with a sentence that could not be altered by transposition. For example:

"Air raid sirens" is translated to Ukrainian as 'сигнал повітряної тривоги' or short form 'тривога' which is more commonly used but does not have a similar equivalent in English. In this case we use morphological replacement:

Air raid sirens have been heard more regularly in front line regions such as Kharkiv, Donetsk and Zaporizhzhia. (UP:URL)

'У прифронтових регіонах, таких як Харків, Донецьк і Запоріжжя, частіше чути сирени повітряної тривоги.'

There is the transposition to draw the reader's attention and emphasize the meaning of the expression "Never again", not to whom this quote belongs. It aims at changing the word order in sentences. Transposition is caused by the structural differences in the source and target language (in this case, in English and Ukrainian). One more example of transposition:

German President: "Never again" also applies to war in Ukraine.

'«Ніколи знову» стосується і війни в Україні каже Президент Німеччини.'

or

Despite this, it is easy to lose the full scope of the horror, and to miss the thoroughness with which Donbas is being destroyed.

'Незважаючи на це, легко втратити весь масштаб жаху, і не помітити ретельність, з якою руйнується Донбас.'

Complex neologisms such as *grey zone* can be challenging to translate because they often combine multiple words or concepts into a single term. The term *grey zone* refers to an area where there is no clear control or authority, and where there may be a mix of conflicting forces, such as military, political, and social actors. One difficulty of translating "grey zone" from English to Ukrainian is that there may not be an exact equivalent term in Ukrainian that captures the full meaning of the phrase. This means that a translator may need to provide additional context or explanation to help readers understand the meaning of the term. One possible translation of "grey zone" into Ukrainian is 'сіра зона' (sira zona), which directly transliterates the English phrase. However, this term may not fully capture the nuances of the concept and may not be widely recognized or understood by Ukrainian readers. Another option is to use a descriptive phrase or combination of words to convey the meaning of the term. For example, a translator might use the phrase 'територія, що перебуває під спіром' (teritoriya, scho perebuvaye pid spiram), which translates to "territory that is under dispute" or "area of contention." In the case of "grey zone," addition could be a useful strategy to help convey the meaning of the term in Ukrainian. For example:

The last time the US formally declared war was during the Second World War – so in effect, all US conflicts since then have been in a grey zone between war and peace. (MA:URL)

'Останній раз США формально оголошували війну під час Другої світової війни - тому фактично всі конфлікти США з тих пір перебували в сірій зоні між війною і миром.'

The next example is used addition in translation:

The Ukrainian government also has urged the US-led alliance to enforce a no-fly zone over the country, saying it is necessary to protect Ukrainian civilians under Russian shelling. (TG:URL)

'Український уряд також закликав очолюваний США альянс запровадити безпольотну зону над країною, аргументувавши, що це необхідно для захисту українських цивільних осіб під час обстрілу з боку Росії.'

One more example: *Together with the intelligence equipment, people in a pixel, similar to the uniform of the Armed Forces of Ukraine, were recorded.* (BB:URL)

'Разом із засобами розвідки зафіксовано людей, одягнених у піксель, схожий на форму Збройних сил України.'

Pixel is the name of the Ukrainian military uniform using pixels as part of the design of their military uniform. Can also be used as a camouflage of vehicles or other military equipment.

Replacement is often used to overcome the challenge of translating neologisms or technical terms that do not have an equivalent in the target language, which can make the translation more challenging. For example: *The Armed Forces of Ukraine seized another piece of Russian equipment and took it to their positions with the help of a tractor troops in Ukraine.* (EN:URL)

'Збройні сили України захопили чергову російську техніку та за допомогою тракторних військ доправили її на свої позиції.'

A nickname for the Ukrainian farmers who've famously used their tractors to tow Russian tanks and other weaponry from the battlefield. Currently commemorated on a postage stamp. Related expression: "to start the tractor," which refers to making a startling argument or use of a startling weapon in a fight.

Diagram 2.2.

Grammatical transformations in the translation of neologisms
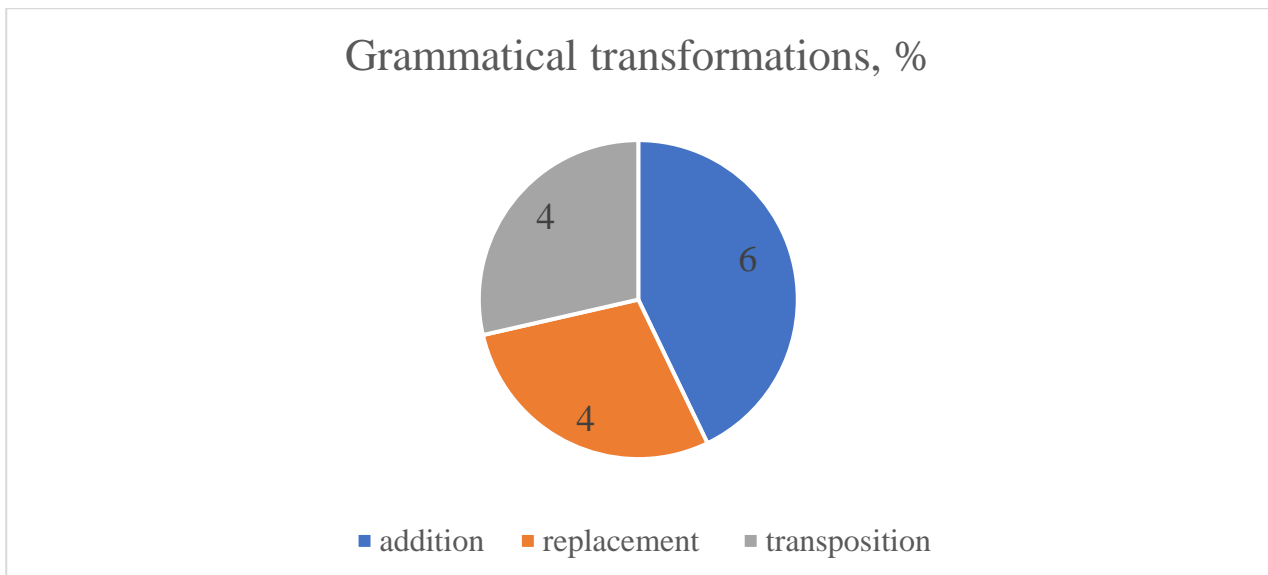
Grammatical transformations, %

addition · replacement · transposition

The data provided here is a breakdown of the frequency of usage of different transformation techniques in translation. Here is an analysis of the data:

Addition has the highest frequency of usage at 6%. This suggests that translators often use this technique to add extra information or clarification to the original text when translating it into the target language. Addition is also a relatively safe transformation technique, as it does not significantly alter the original meaning of the text.

Replacement and transposition both have a frequency of usage of 4%. This suggests that these transformation techniques are used less frequently than addition. Replacement involves replacing a word or phrase in the original text with a different word or phrase in the target language that has a similar meaning. Transposition involves changing the order of words or phrases in the original text to make it more natural or clearer in the target language. These techniques are more significant than addition, as they involve making changes to the original text. Therefore, it is possible that translators are more cautious about using them.

Overall, the data suggests that transformation techniques in translation are used less frequently than direct translation techniques, such as calque and transcription. This is likely because transformation techniques involve making changes to the original text, which can be more risky in terms of accuracy and clarity. However, when transformation techniques are used, addition appears to be the most common, followed by replacement and transposition. This may be because addition is a relatively safe

technique that can provide extra clarity and context to the translated text without significantly altering the original meaning.

2.3 Lexical and grammatical transformations in the translation of neologisms

There are several types of lexical and grammatical transformations such as antonymic translation, total reorganization, descriptive translation (explication), and compensation, which are used to translate neologisms that arose because of Russian aggression against Ukraine.

Here are a few examples of difficult neologisms related to the Russian-Ukrainian war that may require descriptive translation:

The neologism "4.5.0" is used by the Ukrainian military as code that signals that everything is okay. When Ukrainian soldiers hear 4.5.0 on their radio, they know that everything is calm in their sector. There is an antonymic translation:

During the most intense front-line battles, the kind that last days, he has left his regular cellphone at the base and instead carried a simple burner phone — with a keypad instead of a touch screen. He would text Olha "++" or "4.5.0"- there is no military activity and no danger. (WP:URL)

'Під час найзапекліших фронтових боїв, які тривають дні, він залишив свій звичайний мобільний телефон на базі, а замість нього взяв з собою простий телефон, з клавіатурою замість сенсорного екрану. Він писав Ользі «++» або «4.5.0», все добре та безпечно.'

Neologism in a source language (English): "spoofing attacks" with possible descriptive translation in the target language (Ukrainian): 'атаки з використанням підроблених даних' (literally "attacks using falsified data"). In this example, the neologism "spoofing attacks" refers to a type of cyber attack where the attacker creates fake data in order to deceive the target. The descriptive translation 'атаки з використанням підроблених даних' accurately conveys this concept in Ukrainian.

For example, in 2022, Ukrainian officials accused Russian forces of carrying out a GPS spoofing attack to deceive Ukrainian drones, causing them to crash. (TF:URL).

'Наприклад, у 2022 році українські чиновники звинуватили російські сили в тому, що вони здійснили атаку на GPS методом підроблення сигналу українських безпілотників, що призвело до їх падіння.'

To *macronize*, a neologism, is to publicly show signs of concern and to pretend to be very preoccupied with a specific situation while doing nothing to address it. This is in reference to remarks made by French President Emmanuel Macron regarding the situation in Ukraine. A sample of a descriptive translation is as follows:

In recent weeks, Macron has held numerous talks with Vladimir Putin, of which, however, the result of it is as always macronize. (UU:URL)

'За останні тижні Макрон провів численні переговори з Володимиром Путіним, з яких, однак, «немає відчутних результатів, як-от його зустріч у Москві з главою російської держави за два тижні до вторгнення в Україну».'

To play Scholz is the other neologism. Given that Scholz promised to provide Ukraine with German weapons but has been slow to deliver them, this phrase is used to refer to the German chancellor Olaf Scholz and describes someone who consistently makes promises but doesn't follow through.

Ukrainian officials have accused Western leaders of "playing Scholz". Despite repeated requests for military aid, many Western countries have been slow to deliver on their promises, leaving Ukraine vulnerable to continued attacks by Russian-backed forces. (EN:URL)

'Українські офіційні особи звинуватили західних лідерів у тому, що вони «грають у Шольца», даючи порожні обіцянки підтримати Україну в боротьбі з російською агресією, але не надають конкретної допомоги. Незважаючи на неодноразові прохання про військову допомогу, багато західних країн не поспішають виконувати свої обіцянки, що робить Україну вразливою до триваючих російських атак.'

Compensation will be used with the neologism "Russian world" - a term used by Russian officials and media to describe the idea of a cultural and linguistic community of Russian-speaking people around the world, including those in Ukraine.

Patriarch Kirill has long supported the ideals of the "russian world," and for many years he has actively championed the "Russian World Foundation," established by Vladimir Putin in 2007. (TG:URL)

'Патріарх Кирило давно підтримує ідеали доктрини епохи путінізму,так званого руський мір, і вже багато років активно відстоює «Фонд русского мира», заснований Володимиром Путіним в 2007 році.'

The total reorganization was used in the translation of sentence with neologism cluster munitions or '*заборонені касетні бомби*', where 1 sentence was reorganized to 2 sentences for saving logical and semantic relationship in target language.

The Governor of the Donetsk oblast, Pavlo Kyrylenko, Governor of the Donetsk oblast, stated clearly on the day of the attack, that Russia had used cluster munitions and pointed to the fact that Russia had previously bombed railway tracks to disrupt evacuation, but had now turned to targeting civilians. (BB:URL)

'*У день нападу губернатор Донецької області Павло Кириленко дав зрозуміти, що Росія застосувала заборонені касетні бомби. Він також навів факт, що Росія раніше бомбила залізничні колії, щоб перешкоджати евакуації, але тепер націлилась бомбити цивільне населення.*'

In conclusion, translating neologisms that arise due to specific events such as the Russian-Ukrainian war can be a challenging task for translators. However, various techniques such as antonymic translation, total reorganization, descriptive translation (explication), and compensation can be used to ensure that the meaning of these neologisms is accurately conveyed in the target language. The examples given in the text demonstrate how descriptive translation can be used to convey the meaning of neologisms such as "4.5.0", "spoofing attacks", "to micronize", and "playing Scholz".

Diagram 2.3.1

Lexical and grammatical transformations in the translation of neologisms
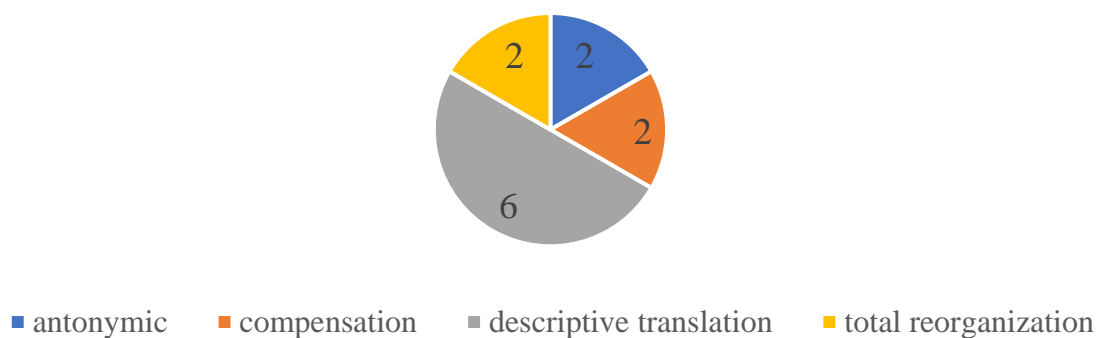
The data provided here is a breakdown of the frequency of usage of different transformation techniques in translation. Here is an analysis of the data:

Descriptive translation has the highest frequency of usage at 6%. This suggests that translators often use this technique to translate idiomatic expressions, cultural references, or other phrases that cannot be directly translated. Descriptive translation involves using a longer phrase or sentence to describe the meaning of the original phrase, rather than trying to translate it directly. This technique can be particularly useful in situations where the cultural context of the original text is different from that of the target language.

Antonymic, compensation, and total reorganization all have a frequency of usage of 2%. This suggests that these transformation techniques are used less frequently than descriptive translation. Antonymic involves replacing a word in the original text with its opposite or antonym in the target language. Compensation involves adding or removing words or phrases in the target language to compensate for a lack of equivalence in the original text. Total reorganization involves restructuring the entire text to better suit the target language.

Overall, the data suggests that transformation techniques in translation are used less frequently than direct translation techniques, such as calque and transcription. This is likely because transformation techniques involve making changes to the original text, which can be more risky in terms of accuracy and clarity. However, when transformation techniques are used, descriptive translation appears to be the most common. This may be because descriptive translation is a relatively safe technique that

can provide additional context and meaning to the translated text without significantly altering the original meaning.

Diagram 2.3.2

Lexical and grammatical transformations in the translation of neologisms

Transformations by categories, %

- Lexical transformations
- Lexical and grammatical transformations
- Grammatical transformations
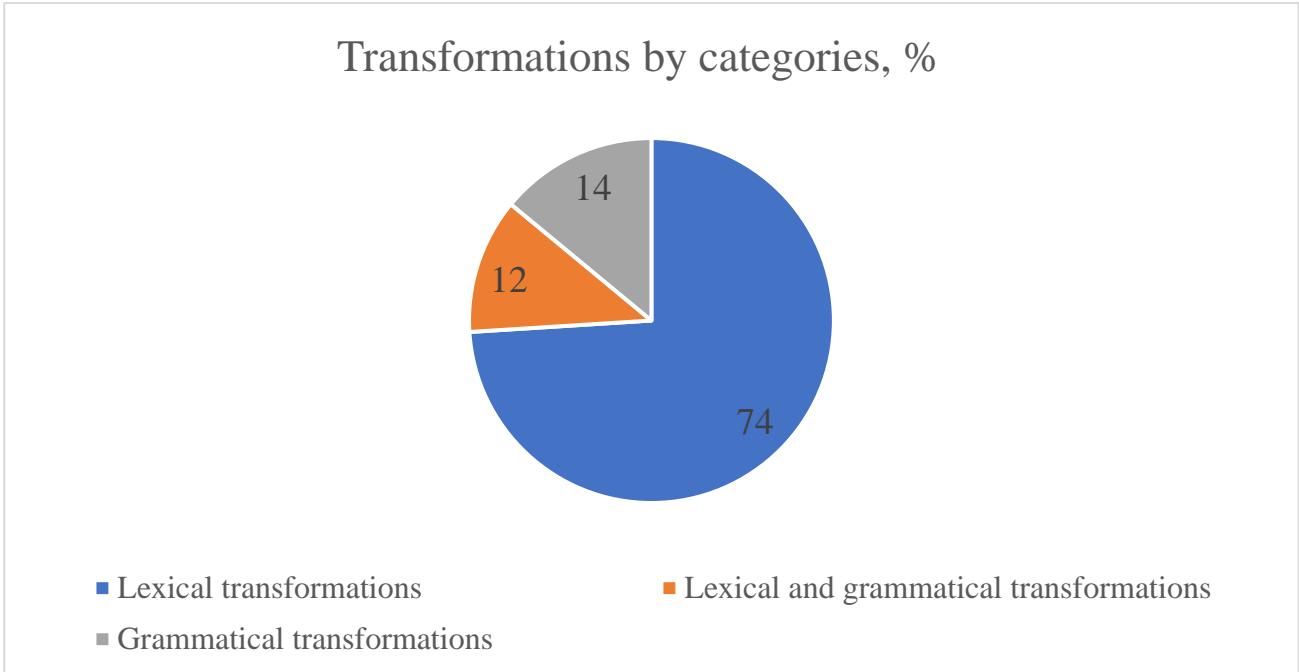
Diagram 2.3.3

The transformations in the translation of neologisms

Transformations by types, %

- abbreviation
- acronym
- addition
- antonymic
- calque
- compensation
- concretization
- descriptive translation
- modulation
- replacement
- total reorganization
- transcription
- transliteration
- transposition
- zero transcoding
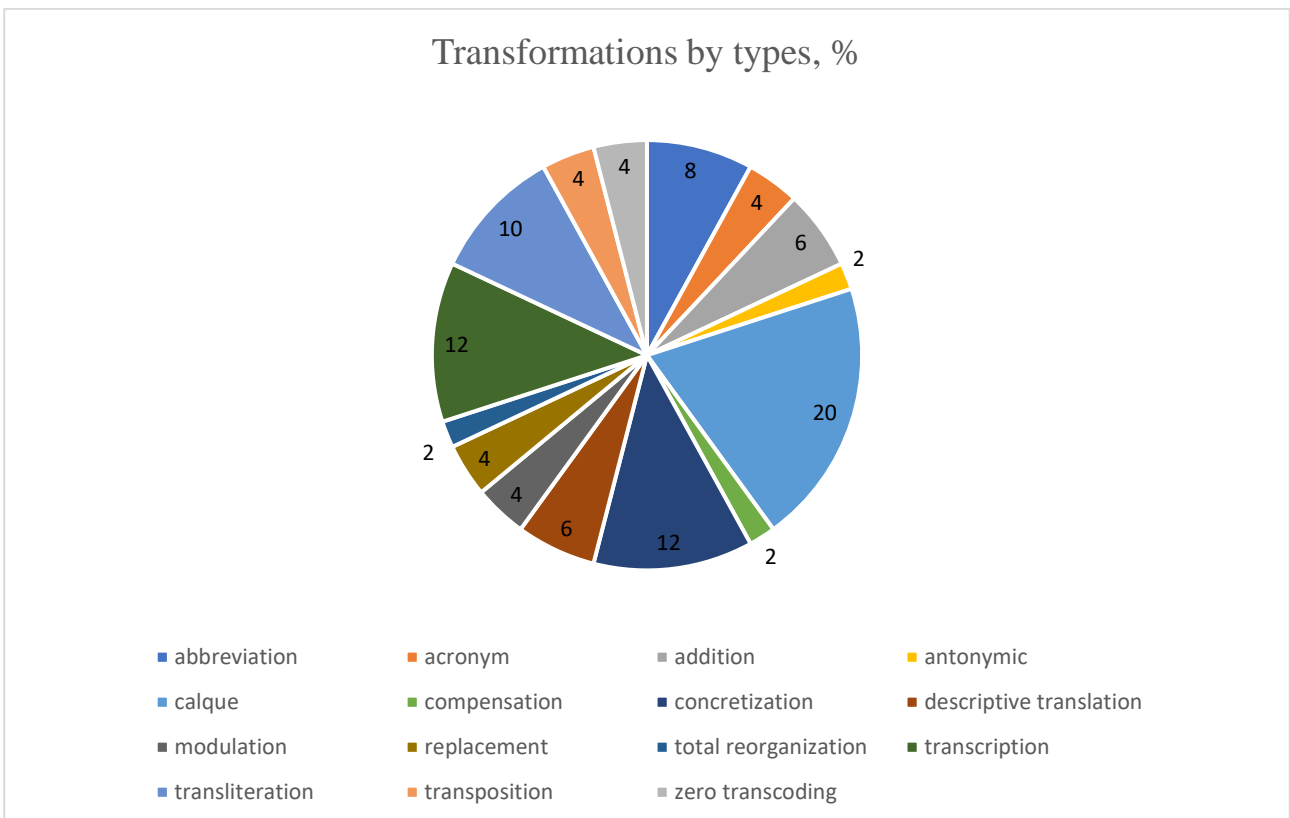
CONCLUSIONS

The changes taking place in Ukraine due to the war with Russia resulted in the emergence of new words and phrases in the current Ukrainian media discourse and vocabulary. Numerous neologisms are created to name novel concepts or to rename the existing ones of the new reality that the Ukrainian people and country experience in various fields of their lives, especially in various types of media. Consequently, the following research exposes specific conclusions that prove the significance of neologisms and their role in the further development of the Ukrainian language. Nowadays, many neologisms naming political leaders, countries, nations, or ideologies, created in Ukrainian, are widely used in other languages worldwide. Among them are ruscism, de-тazifying, HIMARS, Russian warship, 'I need ammunition, not a ride', and many others. Metaphors, metonymy, and compounding are the most productive ways used to create neologisms in Ukrainian. The perspectives of future research may include the ways of translating of Ukrainian neologisms into other languages.

The purpose of the study was to study and research the use of neologisms in the English language and methods of translation. Neologism (neo + Greek word logos) is a new word, a linguistic innovation, and a grammatical feature that appears in the language.

In the term paper, attention is paid to the following discourse: mass media, socio-political, military, and journalistic vocabulary.

The pragmatic aspect is crucial in the process of translating neologisms. Background knowledge that contains details about the speaker's cultural context and ethnolinguistic code facilitates the adequate transfer of pragmatic content. Three elements of a word's meaning—the pragmatic component of the addressee, the addressee, and the translator—interact in the process of translating a neologism's pragmatic meaning.

The analysis of new words showed that the majority of new vocabulary items are, as expected, nouns, since the expansion of the vocabulary is mainly due to the names of objects and phenomena that fill the cultural space.

As a result of our research, English neologisms were translated into Ukrainian. Among the methods of translation, tracing and concretization are the most common, but transliteration, transcription, and descriptive translation are also found.

The information provided is a breakdown of different translation techniques or approaches and their frequency of usage. Here is an analysis of the data:

- Calque, or a translation technique where the original word or phrase is directly translated into the target language without any modification, has the highest frequency of usage at 20%. This could indicate that translators often use this technique when they feel that a direct translation will accurately convey the intended meaning.

- Transcription and transliteration, which involve either writing the original word using the target language's alphabet or writing the target language's pronunciation of the original word respectively, are tied for second place at 12% each. This suggests that these techniques are commonly used when the original word is difficult to translate and the sound or spelling is important to retain.

- Concretization, or a technique where an abstract concept is translated into a more concrete term in the target language, has a relatively high frequency of usage at 12%. This could indicate that translators often try to make concepts more accessible and understandable to the target audience by using concrete terms.

- Abbreviation and addition, which involve either shortening or adding to the original word or phrase, respectively, have a relatively low frequency of usage at 8% and 6% respectively. This could suggest that translators try to stay as close to the original wording as possible, only using these techniques when necessary.

- Antonymic, compensation, modulation, replacement, total reorganization, transposition, and zero transcoding are all used at 4% or lower, indicating that they are less commonly used techniques.

Based on this breakdown, when translating neologisms, often are used translation calques and techniques that aim to retain the original meaning and sound of the word

(transcription and transliteration) or commonly used abbreviations or acronyms, while also occasionally using concretization to make concepts more accessible to the target audience. However, techniques that involve significant modification of the original wording, such as total reorganization or antonymic translation, are less commonly used.

When translating any neologisms into English texts, attention should be paid to the conditions that will help to achieve adequacy in the translation.

1. Understanding the unique ways that neologisms interact with context, including the most common uses of different structural and semantic neologisms.

2. The ability to find an equivalent Ukrainian translation of the corresponding English neologism through knowledge of the primary methods for translating neologisms in a particular field, and even sufficient familiarity with Ukrainian terminology in this field.

3. The ability to accurately select and apply the most appropriate technique for developing a new correspondence for the translation of a neologism that has a Ukrainian equivalent or reflects a particular phenomenon that doesn't exist in reality.

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(WP) – The Washington Post.URL: https://www.washingtonpost.com/

ANNEX A

№	SL	TL
1	When Ukrainians speak of "**ruscism**," they are accusing Russians of a deep betrayal of what should have been a common inheritance and a common memory.(TW:URL)	Коли українці говорять про «русцизм», вони звинувачують росіян у глибокій зраді того, що мало бути спільною спадщиною і спільною пам'яттю.
2	The Western world is debating whether permitting Putin to retain some of the territories he has seized would "be like the 1938 **appeasement** of Hitler by British Prime Minister Neville Chamberlain," Barrett said. (TWI:URL)	Західний світ обговорює, чи буде дозвіл Путіну зберегти частину захоплених ним територій «схожим на умиротворення Гітлера 1938 року прем'єр-міністром Великобританії Невілом Чемберленом», сказав Барретт.
3	"But what cannot be avoided is that every low-level Russian air raid falls within the range of a **MANPADS** ambush." (MI:URL)	Але чого неможливо уникнути, так це того, що кожен незначний наліт російської авіації потрапляє в зону дії засідки ПЗРК.
4	Russia is trying to leverage its importance in the deal to ease pressure on its banks, but the West is unlikely to give in to its demands and relink its banking system to **SWIFT**, which would be seen as a major win for Moscow. (RU:URL)	Росія намагається використати своє становище в угоді, щоб послабити тиск на свої банки, але Захід навряд чи піддасться її вимогам і підключить свою банківську систему SWIFT, що буде розглядатися як велика перемога для Москви.

5	The Russian defense ministry itself has not commented on any of the theories, and instead posted on its Instagram channel that **Z** meant Za pobedu ("for victory") and **V** stood for "power of truth". (TG:URL)	Саме міністерство оборони Росії не коментувало жодну з теорій, а натомість опублікувало на своєму Instagram-каналі, що Z означає « За перемогу », а V — «сила правди».
6	It is extremely difficult to explain to them that the exercise of "**little green men**" with the crossing of the Dniester with armored vehicles is not a peacekeeping mission, and what they are doing does not secure peace in the region. Maybe the OSCE will help us explain the difference?" added Sturza. (RL:URL)	Їм вкрай важко пояснити, що навчання "зелених чоловічків" з форсування бронетехнікою через Дністер – це не миротворча місія, і те, що вони роблять, не забезпечує миру в регіоні. Може, ОБСЄ допоможе нам пояснити різницю?» — додав Стурза.
7	"It is about manipulation of the information space. It's about attacks on critical infrastructure," explains Teija Tiilikainen, when asked to define **hybrid warfare**.(WI:URL)	«Мова йде про маніпуляції інформаційним простором. Йдеться про атаки на критичну інфраструктуру», — пояснює Тейя Тіілікайнен, коли її запитують дати визначення гібридної війни.
8	A tactical Ukrainian **disinformation** campaign on a southern counter-offensive was successful in diverting Russian military resources away from the northeastern front line in the Kharkiv region to the city of Kherson and the south. (TG:URL)	Тактична українська маніпуляція на південному контрнаступі мала успіх у відведенні російських військових ресурсів від північно-східної лінії фронту в Харківській області до міста Херсон і півдня.

9	The mayors of several European capitals have been duped into holding video calls with a **deepfake** of their counterpart in Kyiv, Vitali Klitschko. (TG:URL)	Голови кількох європейських столиць були обмануті у відеозв'язку з діпфейком свого київського колеги Віталія Кличка.
10	Ukraine says this process, previously referred to as "**decommunisation**" but now more often called "**derussification**", is necessary to undo centuries of policies aimed at crushing Ukrainian identity. (TG:URL)	Україна каже, що цей процес, який раніше називали «декомунізацією», а тепер частіше називають «дерусифікацією», необхідний для скасування багатовікової політики, спрямованої на знищення української ідентичності.
11	In all, Poland has 28 **MiG**-29s which are to be replaced over the next few years by South Korean FA-50s and US F-35s. (TG:URL)	Загалом Польща має 28 МіГ-29, які протягом наступних кількох років мають замінити південнокорейські FA-50 та американські F-35.
12	The last time the US formally declared war was during the Second World War – so in effect, all US conflicts since then have been in a **grey zone** between war and peace. (MA:URL)	Останній раз США формально оголошували війну під час Другої світової війни - тому фактично всі конфлікти США з тих пір перебували в сірій зоні між війною і миром.
13	Ukrainian border guards have been accused of stamping a Russian man's passport with the words "**Russian warship**, go f yourself". (EN:URL)	Українських прикордонників звинувачують у тому, що вони штампували паспорт російського чоловіка зі словами «Російський військовий корабель, йди до біса».
14	German President: "**Never again**" also applies to war in Ukraine. (UP:URL)	«Ніколи знову» стосується і війни в Україні каже Президент Німеччини.

15	The Ukrainian government also has urged the US-led alliance to enforce a **no-fly zone** over the country, saying it is necessary to protect Ukrainian civilians under Russian shelling. (TG:URL)	Український уряд також закликав очолюваний США альянс запровадити безпольотну зону над країною, заявивши, що це необхідно для захисту українських цивільних осіб під час російського обстрілу.
16	Together with the intelligence equipment, people in a **pixel**, similar to the uniform of the Armed Forces of Ukraine, were recorded. (BB:URL)	Разом із засобами розвідки зафіксовано людей, одягнених у піксель, схожий на форму Збройних сил України.
17	The Armed Forces of Ukraine seized another piece of Russian equipment and took it to their positions with the help of a **tractor troops** in Ukraine. (EN:URL)	Збройні сили України захопили чергову російську техніку та за допомогою тракторних військ доправили її на свої позиції.
18	President Zelensky refuses US offer to evacuate, saying '**I need ammunition, not a ride**'.(IU:URL)	Президент Зеленський відмовився від пропозиції США евакуюватися, заявивши: «Мені потрібні боєприпаси, а не таксі».
19	The Governor of the Donetsk oblast, Pavlo Kyrylenko, Governor of the Donetsk oblast, stated clearly on the day of the attack, that Russia had used **cluster munitions** and pointed to the fact that Russia had previously bombed railway tracks to disrupt evacuation, but had now turned to targeting civilians. (BB:URL)	У день нападу губернатор Донецької області Павло Кириленко дав зрозуміти, що Росія застосувала заборонені касетні бомби. Він також навів факт, що Росія раніше бомбила залізничні колії, щоб перешкоджати евакуації, але тепер націлилась бомбити цивільне населення.

20	For example, in 2022, Ukrainian officials accused Russian forces of carrying out a GPS **spoofing attack** to deceive Ukrainian drones, causing them to crash. (TF:URL)	Наприклад, у 2022 році українські чиновники звинуватили російські сили в тому, що вони здійснили атаку на GPS методом підроблення сигналу українських безпілотників, що призвело до їх падіння.
21	One of the practical results of the concept of "**deterrence by denial**" is the increased role of NATO's allied commander Europe, General Christopher Cavoli, who also commands American forces in Europe. (TWI:URL)	Одним з практичних результатів концепції «стримування шляхом заперечення» є посилення ролі союзного командувача НАТО в Європі генерала Крістофера Каволі, який також командує американськими силами в Європі.
22	The Ukrainian president appears to fight back tears as his cry of "**Slava Ukraini!**" is met with rapturous cheers.(TG:URL)	Український президент, стримучи сльози, вигукує «Слава Україні!», що у відповідь зустрічається захопленими вигуками.
23	The International Criminal Court issued an arrest order for her and Russian President Vladimir Putin last month, accusing them of **kidnapping** Ukrainian children. (EN:URL)	Минулого місяця Міжнародний кримінальний суд видав наказ про арешт її та президента Росії Володимира Путіна, звинувативши їх у викраденні українських дітей.
24	In recent weeks, Macron has held numerous talks with Vladimir Putin, of which, however, the result of it is as always **macronize**.(UU:URL)	За останні тижні Макрон провів численні переговори з Володимиром Путіним, з яких, однак, «немає відчутних результатів, як-от його зустріч у Москві з главою російської держави за два тижні до вторгнення в Україну».

25	Ukrainian officials have accused Western leaders of "**playing Scholz**". Despite repeated requests for military aid, many Western countries have been slow to deliver on their promises, leaving Ukraine vulnerable to continued attacks by Russian-backed forces. (EN:URL)	Українські офіційні особи звинуватили західних лідерів у тому, що вони «грають у Шольца», даючи порожні обіцянки підтримати Україну в боротьбі з російською агресією, але не надають конкретної допомоги. Незважаючи на неодноразові прохання про військову допомогу, багато західних країн не поспішають виконувати свої обіцянки, що робить Україну вразливою до триваючих російських атак.
26	Patriarch Kirill has long supported the ideals of "**russian world**," and for many years he has actively championed the "Russian World Foundation," established by Vladimir Putin in 2007. (TG:URL)	Патріарх Кирило давно підтримує ідеали доктрини епохи путінізму,так званого руський мір, і вже багато років активно відстоює «Фонд русского мира», заснований Володимиром Путіним в 2007 році.
27	During the most intense front-line battles, the kind that last days, he has left his regular cellphone at the base and instead carried a simple burner phone — with a keypad instead of a touch screen. He would text Olha "++" or "**4.5.0**" "- there is no military activity and no danger. (WP:URL)	Під час найзапекліших фронтових боїв, які тривають дні, він залишив свій звичайний мобільний телефон на базі, а замість нього взяв з собою простий телефон, з клавіатурою замість сенсорного екрану. Він писав Ользі «++» або «4.5.0», все добре та безпечно.

28	"We showed this **TikTok army** who they are," said Yavorsky, referring to the dozens of videos the Kadyrovtsy have posted on social media on their role in the war. (UU:URL)	«Ми показали цій армії TikTok, хто вони», — сказав Яворський, маючи на увазі десятки відео, які кадировці опублікували в соціальних мережах про свою роль у війні.
29	Turkish military experts interviewed by BIRN said the **Bayraktar** TB-2 has become a powerful tool to both boost military exports and project Turkish influence –while empowering and enriching those around Erdogan in the process. (TW:URL)	Турецькі військові експерти, опитані BIRN, заявили, що Bayraktar TB-2 став потужним інструментом як для збільшення військового експорту, так і для посилення турецького впливу, одночасно збагачуючи та збагачуючи тих, хто оточує Ердогана.
30	Despite ongoing efforts to combat disinformation and **propaganda** surrounding the Russian-backed conflict in Ukraine, false narratives and misleading information continue to circulate online, further complicating efforts to bring an end to the violence and hold those responsible accountable. (RL:URL)	Незважаючи на постійні зусилля по боротьбі з розповсюдженням неправдивої інформації та маніпуляції навколо підтримуваної Росією війни в Україні, лже наративи та оманлива інформація продовжують поширюватися в Інтернеті, ще більше ускладнюючи зусилля, спрямовані на припинення насильства та притягнення винних до відповідальності.
31	Last week, a CGI video became popular on Telegram channels and social networks, in which the "**Banderomobile**", a ZAZ vehicle equipped with guns and wheels from an off-road vehicle destroys a convoy	Минулого тижня в Telegram-каналах і соцмережах стало популярним CGI-відео, на якому «бандеромобіль» – ЗАЗ, оснащений гарматами та колесами від позашляховика, знищує колону танків російських окупантів.

	of tanks of the Russian invaders. (IU:URL)	
32	"Justice," the Ukrainian president said earlier this month, will be served after the temporary words "'occupation,' '**Mordor,'** '**orcs**' … leave our lexicon. We will definitely drive them out of our land." (TP:URL)	«Справедливість, – заявив раніше цього місяця президент України, – буде здійснена після того, як тимчасові слова «окупація», «Мордор», «орки»… покинуть наш лексикон. Ми обов'язково виженемо їх з нашої землі».
33	**The Shahed** are "very difficult to detect because they fly very low. But they make a lot of noise, like a chainsaw or a scooter", which means that they can be heard from afar, Houmeniouk said. (EN:URL)	Шахедів «дуже важко виявити, оскільки вони літають дуже низько. Але вони видають багато шуму, як бензопила чи скутер», а значить, їх чути здалеку, сказав Гуменюк.
34	Ukrainian social media seemed to support claims made by AFU of repeated shootdowns of Iranian drones, dubbed "**flying mopeds**" by AFU soldiers for their distinctive engine sound and slow airspeed. (TP:URL)	Українські соцмережі, схоже, підтримали заяви ЗСУ про неодноразові збиття іранських безпілотників, які солдати ЗСУ прозвали «літаючими мопедами» через характерний звук двигуна та повільну швидкість.
35	**Air raid sirens** have been heard more regularly in front line regions such as Kharkiv, Donetsk and Zaporizhzhia. (UP:URL)	У прифронтових регіонах, таких як Харків, Донецьк і Запоріжжя, частіше чути сирени повітряної тривоги.
36	The Bellingcat investigation team was able to precisely determine the location of the firing position from the exact locations of the cameras and	Групі розслідування Bellingcat вдалося точно визначити місце розташування вогневої позиції за точним розташуванням камер, кутом

	the angle and positions of the **Grad** launchers in each video. (BC:URL)	і положенням пускових установок «Град» на кожному відео.
37	Christo Grozev, executive director of the Bellingcat investigative journalism site, posted films of Ukrainians using the word **palyanitsa** — meaning a kind of bread — as a way of telling friend from foe because Russians cannot pronounce it.(TP:URL)	Христо Грозєв, виконавчий директор сайту журналістських розслідувань Bellingcat, опублікував відео, на яких українці використовують слово «паляниця», що означає різновид хліба, як спосіб відрізнити друга від ворога, оскільки росіяни не можуть його вимовити.
38	"**Bavovnyatko** is a ghost animal, soft and excited. At night, Bavovnyatko quietly goes to bases, depots, airfields, oil refineries and other places filled with flammable objects and begins to play there with fire". (EN:URL)	«Бавовнятко — тварина-привид, м'який і збуджений. Вночі Бавовнятко спокійно ходить на бази, склади, аеродроми, нафтопереробні заводи та інші місця, заповнені легкозаймистими предметами, і починає там гратися з вогнем»
39	Ukraine's Defence Ministry said sarcastically on Facebook: "The Ministry of Defence of Ukraine cannot establish the cause of the fire, but once again recalls the rules of fire safety and in unspecified places **smoking kills.**" (TP:URL)	Міністерство оборони України саркастично заявило у Facebook: «Міністерство оборони України не може встановити причину пожежі, але ще раз нагадує правила пожежної безпеки і в невстановлених місцях куріння вбиває».
40	He repeated the official Kremlin line that there were Nazis in Ukraine. Russian officials often claim that their military is "**de-Nazifying**" the country. (BB:URL)	Він повторив офіційну лінію Кремля про те, що в Україні є нацисти. Російські чиновники часто заявляють, що їхні військові «денацифікують» країну.

41	"We declared a **special military operation** because we had absolutely no other way of explaining to the West that dragging Ukraine into Nato was a criminal act." (BB:URL)	«Ми оголосили спеціальну військову операцію, тому що у нас абсолютно не було іншого способу пояснити Заходу, що втягування України в НАТО є кримінальним актом».
42	In reality, the concept of "**on nation**," with Russia as the "elder brother" who "protects" and "looks after" its "younger" brothers, meant undermining these countries' sovereignty and putting pressure on them to submit. (TG:URL)	Насправді, поняття «один народ» з Росією як «старшим братом», який «захищає» і «піклується» за своїми «молодшими» братами, означає підрив суверенітету і тиск на ці країни.
43	At the same time, the **ATO** was the format of resistance to aggression that could be inscribed in the current legal realities of Ukraine — without the introduction of martial law. (TG:URL)	Водночас АТО була тим форматом опору агресії, який можна було вписати в нинішні правові реалії України — без запровадження воєнного стану.
44	Many Ukrainians view the Russian troops as **rashist**, citing their support for far-right groups and their aggressive actions towards ethnic Ukrainians in the occupied territories, as well as their ongoing efforts to spread propaganda and disinformation that fuels **ruscism** and xenophobia. (EN:URL)	Багато українців вважають російські війська рашистськими, посилаючись на їхню підтримку ультраправих груп та їхні агресивні дії щодо етнічних українців на окупованих територіях, а також на їхні постійні зусилля з поширення пропаганди та дезінформації, які підживлюють рашзм та ксенофобію.
45	The ministry said on Twitter: '**The second army of the world** is a sham. Equipment of 'liberators'. They want	У Twitter міністерство написало: «Друга армія світу – це бутафорія. Екіпірування «визволителів». Вони

	us to live like that? #stoprussia.' (MA:URL)	хочуть, щоб ми так жили? #stoprussia.'
46	Over the past week, in the occupied territory of Luhansk Oblast, "**cotton**" has been happening almost every other day. (UP:URL)	Протягом останнього тижня на окупованій території Луганської області «бавовна» відбувалася чи не через день.
47	Despite this, it is easy to lose the full scope of the horror, and to miss the thoroughness with which **Donbas** is being destroyed. (UP:URL)	Незважаючи на це, легко втратити весь масштаб жаху, і не помітити ретельність, з якою руйнується Донбас.
48	There is "**avatar**" for a drunken soldier, derived from a Ukrainian expression to get drunk or "blue" – a reference to the James Cameron blockbuster about blue aliens. (TG:URL)	Є «аватар» для п'яного солдата, похідне від українського виразу напитися або «посиніти» – відсилання до блокбастера Джеймса Кемерона про блакитних прибульців.
49	It describes the "**Ghost of Kyiv**" as "a collective image of pilots of the Air Force's 40th tactical aviation brigade, who defend the sky over the capital", rather than a single man's combat record. (BB:URL)	У ньому "Привид Києва" описується як "збірний образ льотчиків 40-ї бригади тактичної авіації ВПС, які захищають небо над столицею", а не бойовий послужний список окремої людини.
50	The United States on Tuesday unveiled details of $2.6 billion in new military aid for Ukraine's war against invading Russian forces, including ammunition for **HIMARS**. (TG:URL)	Сполучені Штати у вівторок оприлюднили деталі нової військової допомоги на суму 2,6 мільярда доларів для війни України проти російських військ, включаючи боєприпаси для високоточних ракетних систем HIMARS.

РЕЗЮМЕ

Курсову роботу присвячено дослідженню способів перекладу неологізмів політично-медійного дискурсу. У ході роботи висвітлено основні етапи наукової думки в галузі неології, описано існуючі способи перекладу неологізмів, які виникли в результаті російської агресії, проаналізовано зразок статті і здійснено перекладацький аналіз фактичного матеріалу дослідження (неологізмів політично-медійного дискурсу, усього 50 одиниць).

Ключові слова: переклад, перекладацький аналіз, трансформації, неологізм, політично-медійний дискурс.