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МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
КИЇВСЬКИЙ НАЦІОНАЛЬНИЙ ЛІНГВІСТИЧНИЙ УНІВЕРСИТЕТ
ФАКУЛЬТЕТ ГЕРМАНСЬКОЇ ФІЛОЛОГІЇ І ПЕРЕКЛАДУ

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КУРСОВА РОБОТА

З ПЕРЕКЛАДУ

Способи відтворення фразеологічних зворотів з англійської мови на українську в текстах реклами (на матеріалі сучасних інтернет джерел).

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ЗАВДАННЯ

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

студентка IV курсу Мла 02-20 групи, факультету германської філології і перекладу КНЛУ спеціальності 035 Філологія, спеціалізації 035.041 Германські мови та літератури (переклад включно), перша – англійська, освітньо-професійної програми Англійська мова і друга іноземна мова: усний і письмовий переклад

Тема роботи Способи відтворення фразеологічних зворотів з англійської мови на українську в рекламних текстах (на матеріалі сучасних інтрнет джерел)

Науковий керівник Іваненко Катерина Василівна,

Дата видачі завдання листопад 2024 року

Графік виконання курсової роботи з перекладу

№ п/п	Найменування частин та план курсової роботи	Терміни звіту про виконання	Відмітка про виконанн
1.	Аналіз наукових першоджерел і написання теоретичної частини курсової роботи (розділ 1)	1-5 січня 2024	
2.	Аналіз дискурсу, який досліджується, на матеріалі фрагмента тексту; проведення перекладацького аналізу матеріалу дослідження і написання практичної частини курсової роботи (розділ 2)	20-25 лютого 2024	
3.	Написання вступу і висновків дослідження, оформлення курсової роботи і подача завершеної курсової роботи науковому керівнику для попереднього перегляду	1-4 березня 2024	
4.	Оцінювання курсових робіт науковими керівниками, підготовка студентами презентацій до захисту курсової роботи	25-30 квітня 2024	
5.	Захист курсової роботи (за розкладом деканату	2-13 травня 2024 р	

Науковий керівник _____ (підпис)

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INTRODUCTION

Phraseologisms and their varieties are the optimal means of influence, which are used not only for the purpose of conveying information to the addressee, but also for the purpose of actualizing his attention. The expressive features of these units are determined by the high degree of generalization of meaning, expressive and emotional content, the presence of stylistic coloring and imagery, which, in turn, determines the wide possibilities of their use in the language of advertising.

Phraseologisms used in advertising texts are characterized by the acquisition of new meanings, which is caused by transformation processes.

The term paper is focused on the ways of conveying of phraseological turns from English into Ukrainian in advertising texts.

The problems of studying phraseological units became the object of research of foreign and domestic linguists, in particular: Sh. Balli, I. A. Beaudoin de Courtenay, V. L. Arkhangelskyi, L. Smith, N. M. Amosov, C. Friza, O. I. Smyrnytskyi, P. S. Dudyk, J. Katz and J. A. Fodor, Y. Naida and others.

The rationale for the study is confirmed by the fact that the study of phraseological units in the language is necessary for a complete understanding of the specifics of the language, as well as the national specifics of the population. The study of phraseological units in advertising texts is especially relevant, because it is in them that the characteristics of culture, mentality, nationality and language can be traced.

The object of the research is phraseology in English-language advertising texts.

The investigation subject of the study is methods of transferring phraseological turns from English to Ukrainian.

The aim of the work is to identify idioms in English advertising texts and research ways of their translation into Ukrainian.

Achieving the set goal involves solving the objectives:

- theoretically substantiate the concept of phraseological units in modern linguistic research;
- to investigate the theoretical foundations of the translation of phraseological units;
- to analyze translation transformations and methods of translation of phraseological units contained in modern English advertising texts in the Ukrainian language.

In the process of writing the work, the following methods were used: descriptive method (for an objective image and description of the theoretical prerequisites of the study of phraseological units); contextual method (to analyze the use of phraseological units in different contexts and clarify their role in creating expressiveness and imagery in advertising texts); the method of content analysis (for forming a sample of phraseological units with the help of quantitative and qualitative analysis of selected works and carrying out practical research on the basis of this sample); the transformational method (for the analysis of translational transformations that translators use in the process of translating phraseological units in advertising texts).

The data sources was 50 phraseological turns of English advertising texts from the Internet and their translation into Ukrainian.

Theoretical and practical value of the research is that the research materials can serve as a supplement to lecture courses in linguistic and cultural studies, sociolinguistics, ethnolinguistics, lexicology and stylistics. The obtained results can be used as examples for the analysis of the transfer of pragmalinguistic features of phraseological units in translation at lectures on the basics of translation studies and linguistic culture.

Structure of the course work: The work consists of an introduction, two chapters, conclusions to each chapter and general conclusions, a list of used sources, as well as appendices and resume in Ukrainian.

CHAPTER1

PHRASEOLOGYAS

ALANGUAGEPHENOMENONANDTRANSLATIONCHALLENGE

1.1 Phraseology: its place in linguistics

Phraseology is a relatively young linguistic science that needs systematization of various approaches, definition of categorical features. As an independent linguistic discipline, phraseology emerged in the 40s of the 20th century. The prerequisites of its theory are laid down in the works of O. Potebny, I. Sreznevskyi, O. Shakhmatov, F. Fortunatov, Sh. Bally, and others. In Western European and American linguistics, phraseology is not separated into a special section of linguistics[2: 10].

The object of phraseological science is the totality of all phraseological units of a certain language.

The subject of phraseology is the study of the signs of phraseology, on the basis of which the nature and essence of phraseology are investigated, and the regularities of their function in the linguistic picture of a certain language are identified.

Among the researchers of phraseology, it is worth highlighting such scientists as L. Skrypnyk ("Phraseology of the Ukrainian Language"), N. Babich ("Phraseology of the Ukrainian Language"), V. Uzhchenko ("Phraseology of the Modern Ukrainian Language"), M. Alefirenka ("Theoretical Issues of phraseology"), etc.

Phraseology is a branch of linguistics that studies phraseological units, that is, expressions or phrases that have a stable, indirect or metaphorical meaning and are used in speech as a single unit. Phraseologisms arise as a result of long-term use in

a certain context and have a cultural and historical heritage. They are an integral part of speech and help express thoughts and feelings more accurately and expressively.

Phraseologism is a broad concept in linguistics. That is why the researchers did not agree on a single definition of this term, however, they have a common feature – they are phrases or expressions that have a stable semantic composition and cannot be translated literally, since their meaning depends on their use in a specific context[12].

Famous domestic and foreign linguists L. Avksentiev, N. Babich, V. Bilonozhenko, L. Bulakhovskyi, N. Venzhinovych, V. Vinogradov, V. Zhaivoronok, V. Zhukov, V. Koval, N. Mazur, O. Potebnia, L. Savchenko, L. Skrypnyk, V. Teliya, V. Uzhchenko, N. Khoma, M. Shanskyi, O. Shakhmatov, and others. created classification schemes for the distribution of phraseological units, developed the theoretical foundations of phraseography, a scientific system for working out different types of phraseological structures in common and special dictionaries; investigated the interaction of language and culture through the prism of cultural and national consciousness and its presentation; peculiarities of the representation in the language of the mentality of a particular nation; onomastic space in Ukrainian proverbs, sayings that reflect folk traditions, rites and customs of the nation, historical facts of people's lives. In the last decade, for many linguists and methodologists, the study of various aspects of phraseology is relevant from both a theoretical and a practical point of view[1: 15].

In modern linguistic science, the word "phraseology" is used in three meanings:

1) a section of linguistics that studies the phraseological system of the language in its modern functioning and from the point of view of historical development;

2) a set of characteristic means of expressing an opinion inherent in a certain social group, individual author, literary and journalistic trend, dialect or group of languages;

3) a set of phraseological units of a particular language[13: 774].

Phraseologisms are stable phrases and expressions that are interpreted not by their components, but by the totality of all units of the phraseology, that is, these components individually do not have an analogical meaning.

In English linguistic science, there is a definition of the term "phraseologism". Thus, S. Gryce defines a phraseology as "a form of a lexical unit in combination with one or more grammatical elements of various types that function as one semantic whole in a sentence, the frequency of which is reproduced higher than expected on the basis of chance"[11: 5].

To distinguish phraseological units from other speech units, a number of features of phraseological units are distinguished: reproducibility, integrity of meaning, stability and impenetrability. The presence of one of these signs is enough to distinguish a phraseology from a word combination[6: 242].

In the textbook "Modern Ukrainian language" I. Bondar et al. the following signs of phraseological units are described:

- 1) different design, which consists in the fact that the lexical meaning is expressed by a combination of words;
- 2) semantic indecomposability, that is, the phraseology cannot be divided into smaller lexical units without losing meaning;
- 3) metaphoricality – the meaning of the phraseology is usually figurative;
- 4) reproducibility – phraseological units are not created in the process of speech, but are reproduced;
- 5) weak formal optionability, i.e. constant word order of the phraseological unit[4: 282].

The above features distinguish a phraseology from a word combination.

Phraseologisms perform evaluation-emotional and expressive functions, increase the power and expressiveness of statements, realize the author's intention. They tell about the vast world of human feelings, impress with the accuracy of associations between nature, ordinary facts of life and human behavior, our emotions and actions [2: 11].

Advertising phraseology with positive evaluative semantics expressively clarifies the visual image of the subject of advertising and can act as a significant persuasive argument. Thus, in advertising communication, a phraseology is understood as a certain structurally developed expressive unit that gives the mass media text additional emotionality. Advertising phraseology, therefore, is one of the most vivid and effective language units in advertising communication, the purpose of which (phraseology) is to have an emotional impact on the recipient. In advertising and PR, it is phraseology that can be the basis for the so-called "advertising hypnosis" and massively influence a potential buyer [9: 36]. In advertising communication, phraseological units mostly perform a manipulative function, characterized by bright emotional possibilities that affect the recipient and act as a stylistic tool.

Phraseology as a branch of linguistics has its own object and subject research. The object of phraseology is a phraseological unit, which is a combination of words with stable semantic meaning. The subject of phraseology is the study of the functioning of phraseological units, their structure, formation and origin. Researchers and scientists in the field of phraseological research have developed its methodological base during the relatively short existence of phraseology.

The methods of phraseology are used to solve a wide variety of issues related to the study and expansion of the scientific-methodological base of phraseology. They touch on the study of phraseological units and phraseology as a whole, pay attention to the semantic aspect of phraseological units, their classification, structure and structure, relationships between the components of phraseological units, context and phraseological volume, as well as stability, investigate phraseological systematicity, the origin of phraseological units and their basic functions.

The study of phraseology occupies a large niche in the field of linguistics and linguistics and is one of the most necessary tools with which it is possible to study the lexical content of any given language, the history of the formation of its vocabulary, the history of the origin of word combinations, and to determine the cultural and historical background of the existence and development of the language

people, the nation as a whole. After researching, we determined that the following are the main features of phraseological units: multiformation, semantic indecomposability, metaphoricality, reproducibility and a low level of optionability.

2.2 Theoretical background of translating phraseological units

Most of us use idioms in speech every day without thinking. However, to nonnative speakers, these expressions may seem like complete nonsense, so translating them is quite difficult.

Phraseologisms are sayings or expressions that differ from the literal meaning of the individual words that make up such an expression.

The fact is that you cannot understand the meaning of a phraseology from the expression itself – you need to know the context in which the phraseology is used. Generally, such expressions refer to advice or reflections that can be applied to relevant situations. Therefore, they are not only interesting from a linguistic point of view, but also make it possible to form an idea about the culture of the speakers of the language.

Just because people speak different languages doesn't mean their experiences are computed. Idioms can also describe a universal experience, so universal idioms are used in every language.

Some idioms can be used all over the world and have different variants, but their components are not identical. Others have meaning only within the limits of their own culture, and for a foreigner such phraseology will sound like complete nonsense. Let's consider several universal idioms that can be applied to the same situations.

Studying different ways and methods of phraseological translation units, we used the works of such scientists as O. O. Selivanova, L. G. Skrypnyk, I. V. Korunets, T. R. Levitska, T. A. Kazakova, R. P. Zorivchak. Based on the works of scientists who researched ways of translating phraseological units into a foreign language, we singled out the main ways of translating phraseological units used in the translation of advertising texts into Ukrainian.

Translating phraseological units, or idioms, can be a challenging task for translators due to their idiomatic meaning and structure. Phraseological units are fixed expressions that consist of two or more words whose meaning cannot be inferred from the meaning of their words. They often have a metaphorical or figurative meaning, and their meaning can vary based on context and culture.

The choice of an adequate way of translating a phraseological unit depends on the complexity of their semantic structure, figurative nature, national and cultural specificity of its meaning. The main methods of transmitting English phraseological units through the means of Ukrainian languages are their equivalent and analog, descriptive translation, as well as tracing [10: 140].

It is clear that the best way to translate the original phraseology is to transfer it using an equivalent unit, if such a unit exists in the target language. The use of such a unit provides not only full reproduction content, but also the transfer of imagery and expressiveness of the original phraseological unit. Complete phraseological equivalents are identical in structure, lexical composition, stylistic characteristics, meaning and imagery, in particular: *in seventh heaven* – *на сьомому небі*.

Phraseological equivalents are divided into:

1) Full equivalents are fully equivalent equivalents in the original language and in the translated language. Full equivalents are the only possible translation that preserves the meaning of the phraseology, lexical, stylistic and grammatical composition. Some researchers call them identities. For example, *a fire in the blood* – *вогонь у крові*, *bread and circuses* – *хліба і видовищ*;

2) Partial equivalents are units of the translated language that contain some lexical, grammatical or lexical-grammatical differences in the presence of the same meaning and stylistic orientation with the corresponding phraseological units of the original language. According to the degree of translation adequacy, partial equivalents are equivalent to full equivalents. Partial equivalents, in turn, are divided into partial lexical and partial grammatical equivalents [5].

Partial lexical equivalents coincide in meaning, stylistic orientation, are close figuratively, but differ in their lexical composition, grammatical structure, for example: *as flies to sugar* – *як мухи на мед*, *to dance like an elephant* – *танцювати як ведмідь*, *he laughs best who laughs last* – *почав сміхом, а закінчив сльозами*.

Partial lexical equivalents are also equivalent phraseological units of the translated language, which are the same in meaning, stylistic orientation, but different in imagery.

Partial grammatical equivalents include those phraseological units of the translated language that coincide with the corresponding units of the original language in terms of meaning, stylistic color and imagery, but differ from them in the grammatical category of the number of nouns, adjectives that are constituent parts of these phraseological units, for example: *to catch old birds with chaff* – *провести старого горобця на полові*[8].

The use of a phraseological analogue provides the same adequate translation of an English phraseology as if there were a full equivalent.

When there is no equivalent or analogue of the original phraseological unit in the translation language, tracing can be used, which is a method of its literal transmission. Note that this method of translating phraseological units can be used only if the result is an expression that is easily perceived and adequately understood by the addressee. A literal translation is not a phraseological translation, because it does not use ready-made phraseological units that exist in the language of translation. The result of a literal translation is the creation of a new expression that is understandable to the recipient of the translation, in particular: *a cid look* – *кислий вираз обличчя*[7].

If the phraseology has no equivalent or analogue in the translated language, and the literal translation leads only to an obscure literalism, the translator is forced to convey the meaning of a similar unit of the source language by description. The disadvantage of such a translation is the impossibility of preserving the image of the original phraseology[3].

The difficulties of translating English-language phraseological units are caused by the complexity of their semantic structure, figurative nature, and the national and cultural specificity of their meanings.

From a translation point of view, phraseological units are divided into equivalent and non-equivalent, the meaning of which is nationally and culturally coloured. The translation of the first of the specified groups of units is carried out by their full or partial phraseological equivalents, phraseological analogues. The best way to translate phraseological units is translation using a complete phraseological equivalent, which completely coincides in meaning, lexical structure, grammatical structure, and character of imagery in the source and target languages.

Partial equivalents are units of the translated language containing separate lexical, grammatical or lexical-grammatical differences with the corresponding phraseological units of the original language. Phraseological analogues are phraseological units of the translated language, which are the same in meaning, and stylistic orientation, but differ in imagery from the corresponding units of the original language.

In conclusion, a large number of English phraseological units are equivalent. The translation of such units is carried out in Ukrainian by tracing, which is the verbatim transfer of the constituent parts of the original unit by their lexical counterparts, and description. Descriptive translation makes it possible to convey the general meaning of English-language phraseological units as briefly and clearly as possible using the means of the Ukrainian language, but the figurative meaning of these units is not preserved during descriptive translation.

Therefore, the optimal translation solution in the case of transferring an English-language phraseological unit is to search for an equivalent Ukrainian-language phraseological unit (full or partial equivalent, which can be a partial lexical or partial grammatical analogue). In the absence of such a unit, the translator uses tracing and descriptive translation. To achieve the maximum adequacy of the

translation of phraseological units, it is necessary to use and combine various ways and techniques of their translation, as well as translation transformations.

CHAPTER2

PHRASEOLOGY IN ADVERTISING:TRANSLATIONOPTIONS

2.1 The ways of conveying of phraseological turns from English into Ukrainian advertising texts

Analyzing the phraseological units selected by us from advertising texts, we were able to conclude that translators turn to such methods of translation as 1) phraseological equivalent; 2) phraseological analogue; 3) tracing; 4) descriptive translation; 5) contextual replacement; 6) literalism.

Translation by phraseological equivalent is characterized by full equivalence of phraseology in the target language. This method of translation is possible when the respondents match in meaning, imagery, expressiveness and lexical composition. Using this method makes it possible to fully convey English phraseology. As a result of our research, we found the following variants of translation of phraseological units contained in advertising texts: *Lawn service. The neighbors will be green with envy. – Догляд та обслуговування газонів. Ваші сусіди луснуть від заздрощів(CD); *How to blog for profit without selling your soul. – Як заробити грошей блогінгом і не продати душу дияволу*(CD); *Be brave like a lion breathe in your courage and exhale your fear. – Будь сміливим, як лев, вдихай свою мужність і видихай свій страх*(CT); *Be a part of your team and get your lion's share. – Стань частиною нашої команди і отримай свою левову частку*(R); *Sometimes you just have to grit your teeth and move on. – Іноді треба рухатися далі зціпивши зуби*(R).*

The use of a phraseological analogue is possible when there are phraseological units in the Ukrainian language that, although built on a different image, have the same meaning. The phraseological analogue corresponds to the meaning of the English phraseology, but differs in the form of expression. Examples of the use of phraseological analogues in the translation of advertising texts are: *Let's paint the town red. This Friday. Tickets on sale now! – Цієї п'ятниці відірвися на повну. Квитки вже в продаж!* (R); *A penny saved is a penny earned or how to get richer. – Копійка гривню береже а баяк стає багатіше*(CD); *Hitting the bullseye. Target*

marketing that will grow your brand. –Влучити в яблучко. Таргетована реклама, щорозвине ваш бренд(RE); *This shirt cost an arm and a leg and I got it for half price.* –Ця футболка коштувала цілий статок, а я взяв її за півціни(R).

Translators use tracing when it is impossible to reproduce a phraseology by translating an equivalent or analogue. Often, tracing translation helps convey imagery, expressiveness, and meaning phraseological units, as well as reflect their national specificity, but there is a possibility that they will be incomprehensible to the recipients. Examples of tracing in advertising texts are: *Whiter than white. The best cleaning service ever!* –Біліший за білий. Найкращий клінінг-сервіс!(C); *We are going bananas with for good ideas!* –Ми втрачаємо розум від ваших чудових ідей!(CD); *Save enough for raining day.* –Збережи на чорний день(CD); *There's no place like Terra.* –Усюди добре, а в Terra найкраще(B); *If this car gives you any trouble I'll eat my hat.* –Якщо ця машина доставить вам проблеми, я з'їм свого капелюха(CD).

Descriptive translation is the transfer of phraseology by explanation or description, if there is no counterpart or analogue in the translated language. Descriptive translation is used to convey the meaning of a phraseology, while its imagery and richness may be lost. Examples of descriptive translation can be: *The man who indulges in horseplay ends up making an ass of himself. Think safely, work safely, live safely.* –Людина, яка грає в брудні ігри, потрапляє в халепу. Думай про безпеку, працюй безпечно, будь безпечні(CD); *Brand rebranding can cost a pretty penny.* –Ребрендинг торгової маркі може вам дорого обійтись(CD); *Fall in love with Monday mornings. The career woman's guide to increasing income.* –Закохайся в ранок понеділка. Поради жінкам, як збільшити власні доходи(CD); *Wear purple. Get discounts up to 25 pounds.* –Стань частиною королівської родини, отримай знижки до 25 фунтів(CD); *Is raising your kid a piece of cake?* –Чи насправді виховання дітей легка справа?(CD).

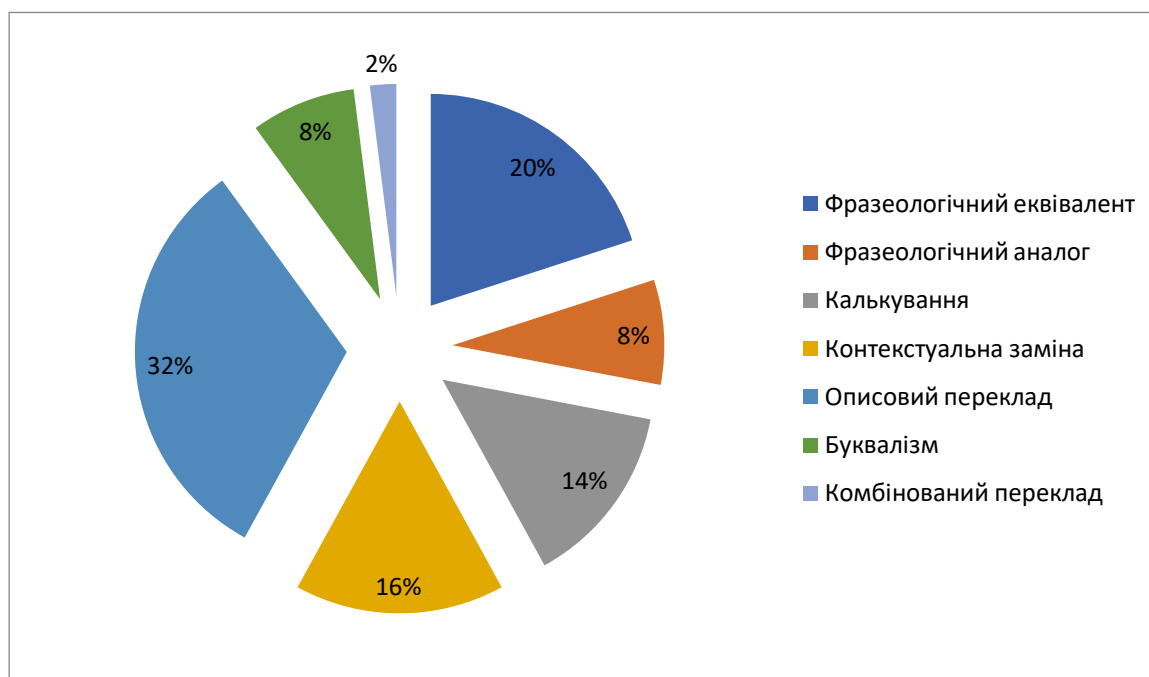
Contextual substitution in translation is used when the translator tries to find a counterpart that will convey the meaning of the phraseology in a specific context. Examples of the use of the technique of contextual substitution are: *Paint the town*

red discounts. August 5-9. –Шалені знижки з 5 по 9 серпня(R); New houses. As good as gold, save up to 18,000 pounds. Savings for you! –Нові будинки, вигідні знижки аж до 18 тисяч фунтів. Економія для вас!(CD); Be a GOOD EGG. If you have to cough and sneeze kindly use a tissue please. –Поводьмося чемно. Користуйтеся серветкою, якщо ви кашляєте або чхаєте(CD); Purchase good egg gift cards and get 20 pounds from us! – Купуй наші чудові подарункові сертифікати та отримай 20 фунтів від нас! (CD); Good as gold furniture for house. –Якісні меблі для вашого будинку(R); A busy bee taxi serving. Call (403) 596-1920 to book now. – Служба таксі – швидка, як бджола. Замовляйте таксі зараз за телефоном: (403) 596-1920(CD); Saving for a Rainy Day, it is never too early to teach your teens about the importance of savings. – Заощадження на чорний день, ніколи не пізно навчити дитину заощаджувати(CD).

Literalism is significantly different from tracing, because tracing is a justified literal translation, and when applying a literal translation, the meaning of the translated phraseology is distorted. Examples of the use of literal translation are: Managing traffic flow can be as easy as a pie. – Керування транспортним потоком може бути простішим, ніж здається(CD); Add more fuel to your fire. – Додай більше палива до вогню(G); Say goodbye to cold feet with new sock. – Скажи прощавай холодним ногам з нашими новими шкарпетками(R); Good as gold herbal tea. – Найкращий трав'яний чай(CD).

Combined translation is used in those cases when the Ukrainian analogue does not fully convey the meaning of the English phraseology or has a different specific flavor of place and time. In such cases, a tracing translation is given, and then a descriptive translation and a Ukrainian analogue are used for comparison, for example: Johnny on the spot. Professional carpet cleaning. Our reputation is spotless. – Ви можете на нас розраховувати. Професійне чищення килимів. Наша репутація бездоганна(CD).

We have considered ways of conveying phraseological turns in advertising texts. The scope of the research material was 50 phraseological units in English, as well as their translation into Ukrainian.



Picture 2.1 – Methods of translating phraseological units in English-language advertising texts into Ukrainian

Analyzing the methods of translating phraseological units, we concluded that the most common method of translation is descriptive translation, because 16 units were translated by this method, which is 32 percent of the total number. The next most frequently used method is the phraseological equivalent, which translated 10 phraseological units, which is 20 percent of the total number. Translation by contextual substitution is used less. In this way, 8 phraseological units were translated, which is 16 percent of the total number of phraseological units. There are 7 examples of the translation method of tracing, which is 14 percent of the total number. As for such methods as phraseological analog and literalism, they are used less often. We found 4 phraseological units translated in these ways, respectively, each of them makes up 8 percent of the total number. The least used is the combined translation, which accounts for only 2 percent of the total number of phraseological units.

When translating advertising texts containing phraseological units, the translator must correctly convey the meaning and pragmatic purpose of the text. To solve such a translation task, the translator must find analogues in the Ukrainian language without losing the stylistic function of phraseological units. But it is not always possible to find a counterpart or analogue. Translators often resort to such techniques as descriptive translation and tracing while the national color, imagery and expressiveness are lost. Also, translators sometimes fail to adequately convey the meaning of the phraseology, and the translated unit acquires a negative connotation, which reduces the effectiveness of the advertising text: *Wants to make some quick buck? – «Хочеш отримати легких грошей?»*. In the Ukrainian language, the expression «легкі гроші» means to earn a lot of money without doing anything, which can cause mistrust in Ukrainian-speaking recipients.

So, as a result of the analysis of the ways of transferring phraseological units when translating advertising texts into Ukrainian, we concluded that translators most often use such translation methods as descriptive translation, phraseological equivalent and contextual substitution.

Having analyzed materials from this theme, it is possible to distinguish the following factors, that influence on the selection of lexical material, that will be used for translating of advertisement texts:

1) Type of the advertised object. The products of different types have considerable influence on style of advertisement text and selection of lexical material. Yes, the advertisement of valuables will considerably differ in structure and semantic filling from the advertisement of soap or foodstuffs.

2) Types of influence on a target audience: method of aggressive or soft influence. At the method of aggressive influence an advertiser calls to the customer directly. Here are not the veiled remarks or hints. Characteristic for this type will be the use of imperative mood of verbs, use of the name of trade mark in text of report or hint on the direct setting of products.

3) Gender aspiration of influence of advertisement text. Not secret, that every commodity has its target audience. Thus, taking into account certain psychological

features of different groups of people will help to create the maximal effect of influence on them. The most difference in the psychological plan of perception of information is presented by men and women. Gathering additional lexical material, advertisers take into account these features. So, for example, men, electing a car, will estimate rather its technical descriptions and the effect that acquisition of certain car will have on their status, self-appraisal and others like that. Women will elect reliability, unconcern, lightness in the use.

4) Uses of adjectives. Advertisement texts must contain plenty of adjectives for creation of bright characters of products in customers mentality. But they can become a stumbling-stone for translator, whereas in English adjectives are with multiple meaning, sometimes it is difficult enough to pick up a correct equivalent during translation.

The translation of idiomatic units is a complex phenomenon due to the following factors:

1) the words in the idiom acquire a new meaning, which makes a literal translation of such a lexical unit impossible due to the loss of figurative meaning;

2) due to the diversity of idioms, recognizing them in the text is a complex process, which is why, if the translator does not have sufficient knowledge of phraseology, the choice of translation transformations may complicate their understanding in the target language;

3) selection of translation transformation, adaptation and adequate translation is a complex and time-consuming process during the translator's work.

For the above reasons, translators face a number of difficulties when translating idioms.

Difficulties in translating idioms are also caused by the difference between the English and Ukrainian grammatical and lexical systems, as well as the special status of idioms, which are semantically indivisible lexical units in both languages.

In the process of translating of idioms, one should take into account the following translation limitations:

- it is important to preserve expressiveness, emotionality and imagery in the target language;

- the inequality of stylistic coloring in the source language and in the target language should be noted;

- the national coloring of the idiom, which should be transformed into the target language, should be noted.

Therefore, the translation of idioms is a complex phenomenon and requires constant analysis. The problem with translating idioms is that they cannot be translated literally, as the meaning and figurative significance of the idiom will be lost

Therefore, translating idioms requires high professionalism and a thorough knowledge of both the target language and the source language. It is worth noting that the translation of idiomatic units is a complex phenomenon that requires a lot of effort when working with them and necessitates high professionalism and in-depth knowledge of the concepts of "idiom" and "idiomatics". When translating, one should pay attention to the context, metaphor, meaning, and national and cultural coloring of the idiom.

The translation of phraseological units is a traditionally relevant topic for the translation community, since it is the transfer of foreign phraseological units that causes a number of difficulties. Due to its semantic richness, imagery, brevity and vividness, phraseology plays a very important role in language. Phraseologisms are especially widely used in oral speech, in artistic and political literature. The choice of one or another type of translation depends on the peculiarities of phraseological units, which the translator must recognize and be able to convey their meaning, brightness and expressiveness. The main ways of translating phraseological units are phraseological equivalent, phraseological analogue, tracing, descriptive translation, contextual substitution. The phraseological equivalent, that is, the transfer of a phraseology by a phraseology, is the best way. It is possible when the English and Ukrainian languages have borrowed phraseological turns from other languages.

CONCLUSIONS

The study of the peculiarities of phraseological units at the current stage of the development of the English language is one of the topical issues of linguistics. Phraseological units are characterized by great stylistic potential and unique imagery, due to which they are used in all types of discourses. However, providing uniqueness to phraseological units creates difficulties in the process of their translation.

With the help of this study:

1. We theoretically substantiated the concept of phraseological units in modern linguistic research. For a long time, phraseology was not perceived as a separate linguistic discipline. Its problems were considered in scientific works devoted to lexicology, stylistics, grammar, lexicography, general linguistics and the history of language. Nowadays, phraseology has turned into an independent linguistic discipline that has its own object and research methods.

Phraseology is a branch of linguistics that deals with the study of the phraseological composition of the language in its current state and historical development.

Phraseologism is a word combination that is characterized by a complete meaning and automatic reproduction in the language by tradition. Phraseological units include proverbs, sayings, catchphrases and fixed phrases.

The main features of phraseological units: -semantic integrity or semantic indecomposability; metaphoricality; diversity; reproducibility; the presence of at least two full-valued words; not translated into other languages. Phraseology remains a relevant and promising aspect of linguistic research. Each phraseological unit has its own story, which can tell us about the life, culture, lifestyle and customs of other countries.

2. We investigated the theoretical foundations of the translation of phraseological units. Translation of idioms in advertising texts is an extremely difficult task to be performed by a translator. His arsenal includes the following translation methods:

- full and partial equivalents;
- analogue;
- tracing and descriptive translations.

In addition to being able to use these translation techniques, a translator must be knowledgeable and creative. He must know the cultural features of the original language, be able to use reference literature correctly, and be able to create his equivalent of the phraseology of the original language, which will perfectly convey its mood, meaning and brightness.

3. We analyzed translation transformations and methods of translation of phraseological units contained in modern English advertising texts in the Ukrainian language. We have considered ways of conveying phraseological turns in advertising texts. The scope of the research material was 50 phraseological units in English, as well as their translation into Ukrainian. Analyzing the methods of translating phraseological units, we concluded that the most common method of translation is descriptive translation, the next most frequently used method is the phraseological equivalent. Translation by contextual substitution is used less. As for such methods

as phraseological analog and literalism, they are used less often. The least used is the combined translation.

Prospects for further research can be seen in a detailed analysis of translation transformations that can be used to translate English phraseological units using the means of the Ukrainian language.

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ANNEX A

1. Lawn service. The neighbors will be green with envy.
Догляд та обслуговування газонів. Ваші сусіди луснуть від заздрощів.
2. Let's paint the town red. This Friday. Tickets on sale now!
Цієї п'ятниці відірвися на повну. Квитки вже в продажі!
3. Paint the town red discounts. August 5-9.
Шалені знижки з 5 по 9 серпня.
4. Whiter than white. The best cleaning service ever!
Біліший за білий. Найкращий клінінг-сервіс!
5. Johny on the spot. Professional carpet cleaning. Our reputation is spotless.
Виможетенанасрозраховувати. Професійне чищення килимів. На шарепутація бездоганна.
6. We are going bananas with for good ideas!
Ми втрачаємо розум від ваших чудових ідей!
7. Managing traffic flow can be as easy as a pie.
Керування транспортним потоком може бути простішим, ніж здається.
8. The man who indulges in horseplay ends up making an ass of himself. Think safely, work safely, live safely.
Людина, яка грає в брудні ігри, потрапляє в халепу. Думай про безпеку, працюй безпечно, будь у безпеці.
9. Save enough for raining day.
Збережи на чорний день.
10. How to blog for profit without selling your soul.
Як заробити грошей блогінгом і не продати душу дияволу.
11. Brand rebranding can cost a pretty penny.
Ребрендинг торгової марки може вам дорого обійтися.
12. Fall in love with Monday mornings. The career woman's guide to increasing income.
Закохайся в ранок понеділка. Поради жінкам, як збільшити власні доходи.
13. A penny saved is a penny earned or how to get richer.
Копійка гривню береже або як стати багатше.
14. New houses. As good as gold, save up to 18,000 pounds. Savings for you!

Нові будинки, вигідні знижки аж до 18 тисяч фунтів. Економія для вас!

15. Wearpurple. Get discounts up to 25 pounds.

Стань частиною королівської родини, отримай знижки до 25 фунтів.

16. Beat the clock: How to manage your time, overcome procrastination and be more productive.

Встигни все: як керувати своїм часом, подолати прокрастинацію та бути більш продуктивним.

17. Be a GOOD EGG. If you have to cough and sneeze kindly use a tissue please.

Поводьмося чемно. Користуйтеся серветкою, якщо ви кашляєте або чхаєте.

18. Is raising your kid a piece of cake?

Чи насправді виховання дітей легка справа?

19. How do bring home the bacon?

Як заробити багато грошей?

20. Hitting the bullseye. Target marketing that will grow your brand.

Влучити в яблучко. Таргетована реклама, що розвине ваш бренд.

21. You were my cup of tea. But I drink champagne now.

Мені подобався ти, а зараз – шампанське.

22. Purchase good egg gift cards and get 20 pounds from us!

Купуй наші чудові подарункові сертифікати та отримай 20 фунтів від нас!

23. Be brave like a lion breathe in your courage and exhale your fear.

Будь сміливим, як лев, вдихай свою мужність і видихай свій страх.

24. Be a part of your team and get your lion's share.

Стань частиною нашої команди і отримай свою левову частку.

25. Stop to smell the roses. It's doesn't matter what timetable, modern life imposes, you should always take the time to stop and smell the roses.

Зупиніться, щоб насолодитися моментом. Неважливо, що у вас заплановано, сучасний ритм життя диктує свої умови, але зупиніться, знайдіть час і насолодіться життям.

26. There's no place like Terra.

Усюди добре, а в Terra найкраще.

27. Take responsibility don't turn a blind eye to child abuse.

Будь відповідальним, не будь байдужим до дитячого насилля.

28. Good as gold furniture for house.

Якісні меблі для вашого будинку.

29. Come rain or Shine. Bad weather won't hamper your plans.

Ніяка погана погода не зіпсує ваших планів.

30. Time is money. If the time is your most valuable asset, why would you spend it on tax compliance?

Час – гроші. Якщо час – це найцінніший актив, то чому ви витрачаєте його на дотримання податкового законодавства?

31. Add more fuel to your fire.

Додай більше палива до вогню.

32. Say goodbye to cold feet with new sock.

Скажи прощай холодним ногам з нашими новими шкарпетками.

33. This shirt cost an arm and a leg and I got it for half price.

Ця футболка коштувала цілий статок, але я взяв її за півціни.

34. Be as busy as bee. Stay home with us.

Працюй як бджілка вдома разом з ними.

35. A busy bee taxi serving. Call (403) 596-1920 to book now.

Служба таксі – швидка, як орел. Замовляйте таксі зараз за телефоном: (403) 596-1920.

36. Teach a man to fish and he'll sit in a boat all day and drink beer.

Навчи людину ловити рибу – і вона весь день сидітиме в човні та питиме пиво.

37. Black Friday. Get head start of online shopping.

Чорна п'ятниця. Отримай всі переваги онлайн шопінгу.

38. Sometimes you just have to grit your teeth and move on.

39. Good as gold herbal tea.

Найкращий трав'яний чай.

40. Not all that glitters is gold, how to test at home.

Не все те золото, що блищить: як перевірити золото вдома.

41. Devil's advocate a guide to infernal contracts.

Адвокат диявола: керування вашими контрактами.

42. Saving for a Rainy Day, it is never too early to teach your teens about the importance of savings.

Заощадження на чорний день, ніколи не пізно навчити дитину заощаджувати.

43. Special offer for early birds.

Спеціальна пропозиція для ранніх пташок.

44. Deal with devil to sell your brand.

Уклади вигідну угоду, щоб успішно продати свій бренд.

45. Easy as pie pastry: How to make perfect cookie dough?
Випічка простіше простого: як приготувати ідеальне пісочне тісто?
46. Strong as an ox professional tape. Available for delivery.
Магнітна стрічка високої міцності. Доступна для доставки.
47. Your marketing message on everyone's lips.
Ваше маркетингове повідомлення буде у всіх на вустах.
48. If this car gives you any trouble I'll eat my hat.
Якщо ця машина доставить вам проблеми, я з'їм свого капелюха.
49. Get outdoors and soak up some sun.
Виходьте на вулицю, щоб поніжитися на сонці.
50. How to Make Your Audience Fall in Love with Your Brand?
Як закохати інших у ваш бренд?

РЕЗЮМЕ

Курсову роботу присвячено дослідженню способів перекладу фразеології рекламного дискурсу. У ході роботи висвітлено основні етапи наукової думки в галузі фразеології, описано існуючі способи перекладу фразеологічних одиниць у рекламному дискурсі, здійснено перекладацький аналіз фактичного матеріалу дослідження (фразеологізмів рекламного дискурсу, усього 50 одиниць). Крім того, у курсовій роботі складено діаграму, що містить можливі способи перекладу фразеологічних одиниць.

Ключові слова: переклад, перекладацький аналіз, фразеологія, фразеологізм, рекламний дискурс.