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## INTRODUCTION

Today, journalistic discourse is considered one of the most effective ways to disseminate information and influence a wide range of people. Texts of journalism inform, educate, entertain, advertise, and reflect the cultural processes taking place in our society. The media actively cover current issues, playing an important political and ideological role. Although news texts are generally supposed to be objective, they often take on an emotional color and assessment. In the modern English-language press, you can often find the use of phraseological expressions that enrich the information content. The phraseological composition of modern English is very diverse, and the study of stable expressions in journalistic discourse is an important part of linguistic analysis.

The relevance of this work is due to the constant interest of modern linguists in studying the problems of national and cultural specificity of phraseological units, as well as the difficulties associated with the translation of English phraseological units often used in journalistic discourse. The majority of phraseological units in journalistic discourse are subject to structural or semantic transformations, which makes the problem of their translation very relevant today and requires further research.

**The purpose** of this paper is to identify the peculiarities of the use of English-language phraseology in journalistic discourse with a focus on their translation into Ukrainian. To achieve this goal, the following tasks have been identified:

1. Consider the concept of "discourse" and define its functions.
2. Describe the semantic and stylistic features of modern English-language journalism.
3. Identify the features of the functioning of phraseological units in journalistic discourse.
4. To systematize and describe the ways of conveying phraseological units in their translation into Ukrainian.

**The object** of the study is English-language phraseological units, and the subject is the peculiarities of translating such phraseological units from English into Ukrainian.

The paper consists of an introduction, two chapters and subsections, conclusions and a list of references. The volume of the work is 38 pages of A4 format.

## **CHAPTER 1. JOURNALISTIC DISCOURSE AS A MEDIUM OF COMMUNICATIVE INFLUENCE**

### **1.1. Definition of "discourse" in linguistics**

Today, the term "discourse" occupies an important place among the most studied aspects of linguistics. This concept is considered in various aspects in a large number of studies, which leads to vagueness and ambiguity in its interpretation. A number of definitions of "discourse" can be considered from this perspective. According to AP Martyniuk, "discourse" is a linguistic and thought activity that arises in specific situations of communication and is aimed at mutual understanding in the public space with the help of the language form. Linguist IS Shevchenko considers discourse as a complex phenomenon that includes various aspects of thinking and communication. He defines it as a set of process and result, covering both linguistic and extra-linguistic aspects, including text, presupposition and context [1, p. 56-59].

VI Karasik emphasizes that the diversity of interpretations of the concept of "discourse" has led to its expansion to the point where it has become broader than the concept of "language." For him, discourse is an intermediate phenomenon between speech, communication, and linguistic behavior, which is fixed by the text and remains in the "dry residue" of communication. In addition, he sees discourse as a construction that is built according to certain canons depending on the purpose and circumstances of communication, and the degree of canonicity of discourse serves as the basis for its typification.

Ten van Dijk, a representative of the Western European linguistic tradition, views discourse as coherent speech in oral and written form, where the interaction between the sender and the recipient of the message is clearly distinguished. He

emphasizes that discourse is a complex communicative phenomenon that includes all extralinguistic factors that accompany the communication process, such as social context, peculiarities of information formation and perception, and cultural and ideological environment [2, p.77-79]. F. S. Batsevich proposes to consider discourse as a type of communicative activity that includes various forms of expression (oral, written, paralingual), is carried out within a specific communication channel and is regulated by the strategies and tactics of the participants. This approach encompasses cognitive, linguistic, and extra-linguistic aspects that are determined by a specific social and cultural context.

All researchers note the close connection between discourse and text, considering discourse as a text or a set of texts. This relationship is considered quite natural [3, p. 139-143].

O. S. Gonchar considers the text as an integral part of the discourse, where the text is the basic unit, and the discourse itself is a more abstract unit that includes many individual texts. He also emphasizes that discourse is manifested in the text.

KE Gochman confirms this point of view, arguing that a text is the result of a discourse, which in turn is seen as a process and a result of speech activity. He also notes that texts of the same discourse are aimed at the same object and are semantically and functionally related to each other. Discourse, as a set of thematically related texts, is determined not only by their number or synchronicity, but also by their intentionality, which reflects socio-cultural, political and ideological practices. N. V. Kondratenko defines discourse as a speech representation of a communicative act that reflects a certain situation of objective reality and contains a verbal component in the form of a text, as well as non-verbal elements that influence the creation and understanding of the text. NP Lytvynenko calls the text the "core" of the discourse, which emphasizes the importance of the

text in the formation of the discursive space [4, p. 67-69]. This raises the question of the role of functional style in the structure of discourse. OS Honchar believes that functional style determines the organization of the text and is a system-forming factor of discourse. Each style has its own characteristics that are used depending on the communicative situation. However, it is important to note that the correlation between discourse and functional style is conditional, since discourse is considered an object of interdisciplinary study, while functional style remains within the scope of linguistics and literary studies.

In general, it can be concluded that discourse is a text that reflects a communication situation, taking into account different contexts, systems of communicative attitudes and cognitive processes. Discourse can also be seen as a set of texts based on common features. In linguistics, the term "discourse" is defined as a complex interactive process of communication that includes the use of language in specific socio-cultural contexts. Discourse is seen as a broader concept than just a sequence of speech acts, covering various aspects of speech practice, such as social, cultural, ideological and political aspects [5, p. 145-150].

Within the framework of linguistics, discourse is seen as a way of using language to build meaning structures that reflect the specifics of the communication environment. It is studied as a system of relations between individuals using language to create meaning structures that depend on context, goals, and other factors. In this context, discourse is defined as a social construct that is formed through the interaction between the speech practices of different groups of people in specific communication situations.

## 1.2. Journalistic discourse as a type of persuasive discourse.

### Functions of journalistic discourse



One of the most significant types of discourse at the modern stage is journalistic, which has a significant impact on the formation of public opinion. Journalism actively influences life, as it reveals current problems in various spheres: politics, economy, social life, literature - in everything related to the interests of society.

Dialogic character is one of the main features of journalistic discourse. According to L.R. Duskaeva, dialogicity in journalism realizes the communicative function of language, interacting between the author and the addressee. It indicates the social nature of communication, which is not only a stylistic device, but also an essential feature of the text. Without dialogue, journalism loses its effectiveness in communication.

It is obvious that the text of journalistic discourse is the embodiment of the author's subjective perception of reality [6].

According to Y. B. Bruhal, journalistic discourse is very sensitive to changes in language and quickly reacts to them. It reflects the interests and views of society, and depending on the intensity of influence, it can be ordinary or persuasive. Persuasive discourse is considered to be the one where at least one of the communicators consciously tries to influence. Thus, journalistic discourse can be considered as one of the variants of persuasive discourse, where informative and influential functions are the main ones.

The press, accordingly, has the task of providing the public with information about events taking place in the world. However, as N.V. Glinka notes, the authors of journalistic texts strive not only to inform a wide audience about current problems, but also to express their own point of view. A publicist acts as an active participant in events, who defends ideas and tries to influence his readers, lead them to specific opinions and form evaluations.

To achieve influence in the texts of journalistic discourse, a combination of emotionality and logical thinking is used. The author tries to emphasize his confidence in his own position in order to convince the mass audience of the veracity of the information presented. This function distinguishes the journalistic style from other styles of speech, and it is in journalism that it has a direct impact on the choice of lexical and stylistic means of speech [7, c. 167-175].

According to the linguist O.M. Moseychuk, indirect means of nomination and syntactic constructions, which indirectly affect perception, are often used to influence consciousness. One of the features of manipulation is the presence of two levels of influence: open and hidden. The explicit level is traced on the social level, while the implicit level is on the psychological level. The explicit level can mask the true intentions of the manipulator by transmitting several messages, one of which may remain invisible to the addressee, but is specially taken into account by the manipulator.

The attitude of the author of the journalistic text to the topic of the message can be presented in various forms - from language play and metaphoricality to freedom in the arrangement of facts. However, not all texts express the author's opinion. According to T. V. Shmelova, in informative and news texts the author usually expresses himself less than in analytical texts. It depends on the communicative intention of the author and there are no rigid standards in the manifestation of authorship in journalistic texts. However, it is often possible to notice in the texts the feeling that the author occupies too much space, and this can cause different perceptions among readers [8].

According to N. I. Klushina, journalistic style, which is part of journalistic discourse, is one of the most diverse styles of speech. It combines elements of official business and scientific styles with colloquial means of expression and

artistic means to create imagery. The main feature of this style is the alternation of expression and standard, which is due to the functions of influence and message.

According to N. I. Klushina's classification, two substyles can be distinguished in journalistic texts: informative and journalistic. The information sub-style includes such genres as a chronicle note, information note, reportage, correspondence, interview. The journalistic sub-style includes analytical genres (analytical article, review, commentary, survey), satirical genres (feuilleton, pamphlet, satirical retort), artistic and journalistic genres (essay, sketch, polemical article, note), as well as advertising genres that use elements various genres for the purpose of advertising and influencing the audience [9 .c 77-85].

KS Serazhim also divides journalistic texts into several genre categories, which include operational-informational, operational-research, research-informational, research and research-figurative or artistic-journalistic texts.

A. S. Mikoyan emphasizes the features of journalistic texts, which include the standardization of linguistic means, expressiveness to attract the reader's attention, diversity in the use of linguistic means, including realities, allusions, quotations, colloquial and slang vocabulary, as well as the use of various stylistic means, such as hyperbole, simile, simile, metaphor, etc.

It is important to note that the priority between expression and standardization depends on the genre of the journalistic text. In those genres, where the main goal is the transmission of information and the formation of a certain attitude towards it, expressions are preferred. However, in newspaper articles and chronicle notes, which strive for maximum informativeness, standardization may prevail.

The function of standard language means is to simplify the perception of information by the reader, to give uniformity to the text and to ensure the clarity

and clarity of the information provided. The expression is used to enhance the style and attract the reader's attention.

O. V. Rybalchenko points out that the general emotional tone of journalistic articles is often related to the nature of the author's assessment. The choice and combination of linguistic means help realize the author's idea, aimed at an emotional / expressive / suggestive mood. Thus, language expressiveness is often manifested in the stylistic "effect of novelty", in the desire for unusualness and freshness of the semantics of words, in the destruction of stereotypes (language game), word creation (occasionalisms), as well as in the wide use of verbal imagery [10].

We offer to consider examples of the implementation of stylistic devices, which we selected from the texts of English-language periodicals.

One of the favorite methods of increasing expressiveness is the use of phraseological units. A. O. Khudoliy states: "Lexical and phraseological units perform an expressive and informative function in speech. They are aimed at enlivening the presentation, engaging the reader and providing the material with an emotional charge. The selection and evaluation of nominative units is carried out on the basis of the principle of communicative relevance."

On the pages of periodicals, you can often find metonymy, which helps to give a new sound to facts and events. For example, in one of the articles it is mentioned that the British government announced the gradual recovery of Boris Johnson from the new coronavirus.

Creating an image through stylistic comparisons is also common in journalistic texts. For example, the report on the storming of the Capitol mentions that the event was similar to scenes from zombie movies.

Sometimes the authors of journalistic materials resort to a language game that helps emphasize the absurdity of the situation and cause a comic effect. For example, one of the articles describes the tragedy during the storming of the Capitol, where a member of the family of a Trump supporter was "trampled", which has a touch of humor and at the same time emphasizes the responsibility of the president for this incident.

Trying to enhance the impression of the events, the press resorts to hyperbolization:

"This wave of COVID has thrown health care workers into a terrible nightmare. I see it every day. Clayton Dalton" [11].

In connection with changes in living conditions, neoplasms often appear in journalistic texts:

"Fears of a "twin epidemic" are receding, as the level of influenza in the United States remains low" [12]. The term "twin epidemic" refers to the "coincidence of two epidemics" [13].

So, stylistic figures in journalistic text are used to enhance expressiveness and emotional coloring. They are necessary to achieve imagery and expressiveness of the text. The use of stylistic figures in the press gives the described phenomenon a new shade of meaning, which the author needs in this situation, and also reflects his personal assessment of the phenomenon. In other words, the use of stylistic figures in the press is determined to a large extent by their socio-evaluative qualities and opportunities from the point of view of effective and purposeful influence on the mass audience.

Journalistic discourse performs various functions, among which the following can be distinguished:

**Informative function:** journalistic discourse conveys information about current events, phenomena and problems of society. This feature allows readers and viewers to be educated and informed about the most important events in the world.

**Analytical function:** Journalistic discourse analyzes and examines events from different points of view, revealing their causes, consequences and possible perspectives. This helps to better understand the essence and significance of events for society.

**Argumentative function:** Journalistic discourse uses arguments and logical reasoning to convince the audience of a certain point of view, interpretation of events or resolution of conflicts. This function is aimed at forming a certain worldview and influencing public opinion.

**Mobilizing function:** Journalistic discourse can mobilize society in support of certain ideas, goals or actions. It can activate the audience to participate in public movements, actions or political processes.

**Aesthetic function:** Journalistic discourse can have artistic value by using literary means of expression that make texts more interesting and attractive to the audience.

**Regulatory function:** Journalistic discourse can regulate the behavior and actions of society, influencing the norms, values and standards accepted in the community.

According to context and purpose, journalistic discourse can perform one or more of these functions simultaneously.

Journalistic discourse can be considered as one of the varieties of persuasive discourse. Persuasive discourse is aimed at convincing the audience of certain ideas, views or actions. In journalistic discourse, the author of an article or other

text tries to influence the reader, to convince him of the validity of certain views or actions.

The main characteristics of journalistic discourse are informative and influential functions. With the help of this discourse, the author tries not only to inform about certain events or problems, but also to influence the ideas, views and actions of the reader. This can happen with the help of various stylistic means, argumentation, the use of emotionally charged words and other techniques [14, c. 156-166].

Thus, journalistic discourse, as a type of persuasive discourse, is an important tool for shaping public opinion, beliefs and values. It allows authors to express their views and influence the audience through textual materials published in mass media or other media.

## **CHAPTER 2. SPECIFICITY OF TRANSLATION OF PHRASEOLOGICAL UNITS OF MODERN ENGLISH DISCOURSE**

### 2.1. Functioning of phraseological units in journalistic discourse

Phraseology has always attracted the attention of linguists as a science. Phraseological units of each language reflect important aspects of the culture and history of the people, forming a figurative picture of the world. Revealing the meanings and images fixed in phraseological expressions helps to reveal the features of the worldview of a specific community.

According to O. V. Kunin, phraseological units can be considered as stable combinations of words with a reinterpreted meaning. Also important are the views of V.N. Teliya, who defines phraseology as a combination of words that meet three main parameters: belonging to the linguistic composition, idiomaticity and stability, which is manifested in their variability.

Therefore, phraseology reflects complex aspects of linguistic and cultural heritage, and its study helps to better understand the specifics of the language and worldview of a certain group of people.

We suggest considering the classification of phraseological units by V.N. Teliya, which is considered the most complete and complete. He distinguishes six classes of phraseological units: idioms or phraseological combinations, paremias (proverbs and sayings) with explicit and figurative semantics, language stamps, clichés, catchphrases. However, scientists believe that the core of phraseology is idiomaticity, since it is idioms that are equivalent to words according to their nominative function [14].

The main feature of phraseological units is the inconsistency of the component composition of the content, which determines the uniqueness of the phraseological unit.



According to M.F. Alefirenko, "the peculiarity of the phraseological meaning is that the generalized and holistic semantics of the phrase is formed by the convergence of actualized connotative and potential semantic elements (sem) of its lexical components. The main seven lexical meanings of the component words within the phrase fade out, "dissolving" into a single phraseological meaning, which gives rise to the well-known asymmetry of the phrasal sign.

When analyzing idioms, it is important to take into account their imagery and expressiveness, since these are the features that distinguish fixed phrases from ordinary phrases. LP Smith believes that idioms are especially effective in emotional speech, where they provide expressiveness and energy. According to the English phraseologist, phraseological units return abstract concepts to concrete feelings, imaginations, which makes the text alive and dynamic.

Phraseological expressions not only convey concepts, but also reflect the assessment and attitude towards them. The use of phraseological units enriches the text, makes it more interesting and emotionally rich, and their recognition increases memorability.

The function of influence in journalistic style texts is especially effective with the help of phraseological units. Idioms act as hidden instructions regarding the attitude to the discussed issues, and this influence remains practically imperceptible to the reader, but at the same time subconsciously affects his perception.

According to K. V. Dvoynina, aesthetic, entertaining and influential functions can be fully realized only if the addressee is able to correctly interpret the symbols, "decipher" the phraseology and perceive its symbolic meaning. For this, the addressee must have rich cultural knowledge [15, c. 332-338].

In journalism, various modifications of phraseological units are often used to achieve the desired effect. Modification means a change in the structure or meaning of a phraseological unit, which deviates from the standard meaning and form of the phraseological unit recorded in dictionaries. These modified phraseological units are also called occasional variants or individual-author transformations. In his work "Methods of occasional transformation of phraseological units as a system of elementary techniques", N. L. Shadrin emphasizes that the identification and systematization of methods and techniques of transformations is impossible due to the lack of general features of these transformations.

However, it is worth considering N. M. Shansky's classification, which is considered the most complete and accurate, since it covers most cases of transformations of phraseological units. In particular, Shansky singles out the following types of transformation: [16]

Filling with new semantic content while preserving the lexical-grammatical integrity of the phraseology, when the semantics is updated, but the lexical-grammatical structure remains unchanged.

Replacing one of the elements of the phraseology with a synonym or expanding the stable composition of the phraseology with new lexical units.

Using a phraseological turn as a free combination of words.

Creation of new individual artistic turns by analogy with existing phraseological units.

The use of stable word combinations as a phraseology and as a free combination of words.

Using not a phraseological turn, but its image.

Contamination of two idioms, when two idioms with the same words or homonymous words are combined, or phraseological units with synonyms or antonyms are combined.

"Many nurses already stretched thin are now caring for more patients than typically allowed under state law after the state began issuing waivers that allow hospitals to temporarily bypass a strict nurse-to-patient ratio law" [42].

"Family Member of Trump Supporter Trampled to Death in Riots at Capitol Says President Is to Blame" [9].

"Alex Trebek's Final Episode of Jeopardy! Airs - How the Show Paid Tribute to Its Late Host" [20].

"Buckingham Palace has yet to reveal the Cambridge's plans for their tin anniversary, but Kate might want to drop the hint that diamonds are the modern stone of choice for the landmark celebration!" [7].

"Melania Trump and Theresa May show some real fight. Better late than never" [6].

"The EU left itself without a leg to stand on".

Semantic transformations that do not change the lexical-grammatical structure of expressions but alter the traditional semantics of phraseological units:

"Coronavirus: are plans to pay all self-isolating Brits £500 'dead on arrival'?"  
The phrase "dead on arrival" is used to refer to a person who arrives at the hospital dead or to denote received broken or damaged goods. By using the phrase in relation to the government's dubious plans, the author enhances the expressiveness of the article's headline and draws the reader's attention to the issue.

Structural-semantic transformations that affect the meaning of the expression, as well as influence changes in the lexical and grammatical structure of phraseological units:

"Poverty hits us hard – and not just in the pocket." In this case, we see an expansion of the meaning and lexical composition of the phraseological unit "to hit in the pocket." Such a technique ensures a certain emotional effect on the reader – amplifying the significance of the problem – and thus attracts their attention to the article's text [17, c. 88-93].

Phraseologisms play a significant role in journalistic discourse, contributing to the enrichment of speech, strengthening the emotional coloring of texts, and improving their comprehensibility and memorability.

Phraseologisms add emotional coloring to journalistic style texts, making them more expressive and attractive to the reader. They help authors express their thoughts and feelings clearly.

Phraseologisms create images and metaphors that help the reader to better imagine the described situations or phenomena. They give concreteness and liveliness to the text.

Phraseologisms contribute to increasing the comprehensibility of the text, because they often have a clear meaning for members of a particular cultural community. They allow authors to communicate effectively with their audience using common expressions.

Phraseologisms make the text more memorable, as their stability and unrepeatability attract attention and remain in the readers' memory. The use of phraseological units allows writers and journalists to create more beautiful and original texts, which contributes to their literary improvement.

So, phraseological units in journalistic discourse perform various functions, contributing to effective communication with the audience and enriching the speech of texts.

## 2.2. Translation of English phraseological units in journalistic discourse texts

The problem of translation of phraseological units remains relevant, since their meaning differs from the simple meaning of the constituent words. This complicates the task of the translator, who must preserve the specificity of each phraseology when translating into another language.

We agree with V. S. Vinogradov that the translation of any text is always a creative process that requires the translator to know languages, relevant skills and understand that the language reflects the cultural characteristics of the people. One of the main tasks of translation is to promote understanding of other cultures and communication between them [18].

Thus, the translator must analyze the text with all its aspects, taking into account stylistic, cultural and historical features. It is important to be able to reproduce fixed expressions of the original in the target language, preserving their meaning and context. However, this is only one of the difficulties translators face when working with phraseological units.

When translating English idioms, it is important to take into account the presence of their equivalents or analogues in the native language. It is also important to remember that idioms, just like words, can have several meanings, or the same expression can have both a loose and a fixed meaning. For example, "story teller" can mean "storyteller" or "liar", depending on the context.

Sometimes translators have to face phraseological units that have been transformed by the author. Such cases require the translator to restore the original effect that the author wanted to achieve. National and cultural differences also complicate the translation of phraseological units similar in meaning in different languages, as they may have different emotional or stylistic connotations.

Therefore, the main goal of the translator is to achieve adequacy when translating phraseological units. It is important to preserve the metaphorical,

stylistic and connotative features of phraseological units, and if necessary, make a choice about which elements can be omitted without great loss.

In modern translation science, there are various approaches to solving translation tasks, including: [19]

Translation using a phraseological equivalent: This method involves finding a suitable phraseological expression in the translation language that reproduces the meaning and expressiveness of the original as much as possible. For example, the English phraseology "to turn back the clock" can be reproduced by the Ukrainian equivalent "to turn back the clock".

Translation by partial equivalent or analogue (adaptation): This approach involves adapting the phraseology or expression to the context and features of the target language. For example, the English expression "to hit the nail on the head" can be translated by the Ukrainian analogue "to hit the nail on the head". [20].

Descriptive translation: In cases where there is no exact equivalent in the translation language, descriptive translation is used, which consists in a detailed explanation of the meaning of the original without direct use of phraseology.

Tracing: This method involves a literal translation of a phraseology without changing its form or structure.

Contextual replacement: When translating a phraseology, it can be replaced by its context or a similar expression that corresponds to the situation and stylistic features of the target language.

These methods make it possible to ensure proper translation of phraseological expressions, preserving their meaning and expressiveness in the target language.

The article discusses the problem of gender inequality and the burden on women during the coronavirus pandemic. They are forced to take on more domestic

responsibilities, including childcare and supporting distance learning. The article also points out that 71% of women who applied for leave were denied. This indicates an increase in inequality between the sexes in recent years.

The article uses the phraseology "to go down your own path" in the sense of acting independently. This expression is widely used in both Ukrainian and English languages, so it does not cause any difficulties when translating.

Translation using an analogue or a partial equivalent is used when there is no exact phraseological equivalent for a given expression in the target language. In this case, the translator uses a phraseological analogue that has a similar figurative meaning, but is built on a different image. The main task of translation is to convey the essence and image of a phraseology, not its linguistic structure [21].

For example, the English expression "to walk a tightrope" is literally translated as "to walk a thin rope". Although such a translation may be understandable to a Ukrainian reader, it is better to use a phraseological analogue, if there is one in the Ukrainian language. In this case, a similar expression would be "walking on thin ice." Both of these expressions have the same meaning - a danger, a fine line, a risk that arises in the performance of a task.

Another example: "While the dust is still settling from the results of their interview with Oprah Winfrey, its impact will undoubtedly be far-reaching" can be translated as "While the dust is still settling from the results of their interview with Oprah Winfrey, its the impact will certainly be felt for a long time."

This approach to translation helps ensure adequate reproduction of the meaning and emotional expressiveness of the original in the translated language.

In this situation, the author of the article used the transformation of the idiom "let the dust settle", which means "to wait until the situation calms down after the

events that have happened". In Ukrainian, there is a similar expression "until the passions subside", so the translation was adequate. [22]

Several other examples of translating phraseological units using analogs:

"Durov is now living the high life, mocking the Russian government while enjoying an influx of privacy-conscious people to Telegram" [23] to Telegram).

"It feels bizarre, certainly, that awards season is beginning again and whether it's a glimmer of hope or a shot into the unknown is not yet clear" [21] a ray of hope or a step into the unknown is still not entirely clear).

The idiom "a glimmer of hope" has an analogue in the Ukrainian language, which is expressed in "ray of hope", and the expression "a shot into the unknown" was replaced by the analogue "step into the unknown".

When translating phraseological units, it is important to use similar expressions that are understandable and familiar to readers of the Ukrainian language. Otherwise, incorrectly chosen phraseology can cause misunderstandings and derail the meaning of the original text.

Such unique fixed expressions testify to the different perception of phenomena and fragments of reality by speakers of the English and Ukrainian languages. These idioms reflect the peculiarities of national culture and worldview and are often unique to each language. Their meaning can only be understood by immersing oneself in the cultural and historical context of the nation.

Descriptive translation is used when there are no phraseological equivalents or analogues. In this case, the translator conveys the idiomatic meaning of the phraseology using a free combination of words. However, such a translation may lose the expressiveness and imagery of the original, since it is not possible to convey all shades of meaning. This approach is rarely used because it does not take into account the stylistic and emotional aspects of the text.



For example, the journalist and former political adviser to the Labor Party, Ayesha Hazarika, expressed her opinion about the British Prime Minister Boris Johnson in this way: "He does not seem to have the style and character that is needed in this serious situation. He basically - a man of fun."

The idiom "a good-time guy" describes a person who likes to have a good time. Therefore, we translated it as "jolly fellow", which better reflects the meaning and connotative meaning of the expression.

Some other examples of descriptive translation:

"After many years of talking a good game, it is high time that the money and effort were spent in order to turn the rhetoric into reality" [7] to reality).

"Pity the poor residents of Texas, who were told to keep an eye out for a suspect in a child kidnapping" [24]

Tracing:

"When pigs fly: the emotional support animals taking to the skies" [8] (When pigs fly: the emotional support animals take to the sky).

Tracing translation allows you to preserve the image of the original text without any changes.

In this article, the phraseology "when pigs fly" has two meanings, one of which is given to it by the author of the text. First, this expression idiomatically means "never". The second meaning comes from the context of the article, which deals with the restrictions on emotional support animals that can be taken on board an airplane, and the ever-increasing restrictions on those animals. Thus, phraseology receives another interpretation as a play on words, which can be taken both literally and figuratively.

When translating this expression, they use the tracing paper "when the pigs will fly", since the analog "when the crayfish whistles on the mountain" has no

connection with the context and does not convey the play on words. Thus, the Ukrainian reader will be able to understand this phraseology by analogy with the Ukrainian language.

As for the contextual substitution, when the translator is looking for an analogue of the Ukrainian phraseology that accurately conveys the meaning of the English idiom in a specific context, then in this case the expression "to make the most of smth" is used, which best conveys the essence of the idiom "to make the most of smth" in this particular context in the case of a famous British triathlete.

Therefore, it is difficult to determine which of the listed translation methods is the best. It is important to correctly evaluate the text and understand that the translation of each phraseology requires an individual approach. When translating, one should take into account the lexical, grammatical and cultural features of fixed expressions, as well as determine which method of translation will be most appropriate in a specific situation.

However, the analysis of the considered examples allows us to conclude that the most successful way of translating phraseological units is their transfer using full equivalents or analogues. The lack of such equivalents can lead to problems with adequate and equivalent reproduction of fixed expressions during translation, which can lead to the loss of imagery, stylistic coloring, emotional impact and some shades of meaning.

The Ukrainian and English languages have a limited number of phraseological units that match in terms of images. Often the translator has to look for a similar expression built on a different image. If a partial equivalent for an English phraseology is not available in the Ukrainian language, the translator independently creates a corresponding equivalent using a tracing paper or a

descriptive translation. In this case, the work of the translator turns into a creative process, the result of which is a new, original text.

For example, an informative and analytical article from the "News" section of the British edition of *The Guardian*, dedicated to the meeting of the Prime Minister of Great Britain Theresa May with her Irish counterpart Leo Varadkar, describes the political "blunder" of Theresa May during the discussion of the Irish question:

"But over the coffee the prime minister dropped a bombshell" [24].

This expression allows readers to understand the meaning of a political blunder and its potentially negative impact on international relations. It has a pronounced negative evaluation and is more expressive than, for example, the expression "to break the news" with approximately the same meaning. In order to preserve the emotionality of the stable expression, the following version of the sentence translation is offered: "The Prime Minister's message over a cup of coffee was like thunder in the middle of a clear sky."

Let's look at another example:

"David Cameron is living in the land of pink ponies if he suggests that the new Tory government ban the use of encrypted messengers."

In this statement, both idioms are used to express criticism of David Cameron's irrational proposals to ban the use of encrypted messengers. "Living in the land of pink ponies" expresses the idea of being in a fantastical, unrealistic world, while "living in the clouds" or "living in dreamland" are similar expressions used in the English language. The phrase "living in the land of pink ponies" can be ironic in nature.

When translating a phraseology, it is important to convey its emotional tone and context, so the Ukrainian counterpart can be diverse, for example: "live in the

clouds", "live in your world", "live in illusions". It is important to choose the appropriate option depending on the context and nuances of the situation.

We agree with M. M. Litvinova's view that when translating occasional phraseological units, one cannot limit oneself to only partial transformation. It is necessary to re-plan the microtext at the semantic level, reinterpret the author's opinion, redistribute explicit and implicit elements of the content, regroup the components of the situation with a change in the grammatical representation of the semantic components. These transformations require an active co-creative effort of the translator in order to ensure equivalence of subject-logical information, communicative-functional equivalence, textual-normative and formal adequacy.

Consider the title of one of the articles taken from the Detroit Free Press periodical: "Why Doug Mientkiewicz wasn't yes-man enough to stay with the Detroit Tigers organization" [9] to remain in the Detroit Tigers organization).

The phraseology "yes-man" is used to denote a person who always agrees with others. In this title of the article, the author transformed the expression, making its meaning positive in relation to Dug Mentkevych, hinting at his determination. Despite the loss of imagery, the positive emotional and expressive connotation of the original was preserved in the translation.

Let's consider another example:

"Democrats hit right in the mouth of Mitch McConnell."

This statement conveys the idea that the Democrats made a mistake that turned out to be beneficial to Mitch McConnell. The phraseology "fall into a trap" has a negative connotation and indicates a mistake or a trap that someone has fallen into. It conveys the ironic and critical note of the original.

When translating, it is important to convey not only the meaning of the phraseology, but also the emotional color that is embedded in its meaning.

Accurate translation of emotionally colored phraseological units requires high skill and creativity of the translator, as he must find appropriate means of conveying emotions in the recipient language.

During the translation of English phraseological units in the texts of journalistic discourse, important aspects affecting the translation process were revealed. Much attention was paid to understanding the context, the specifics of the speech genre, and the author's intention.

The use of various translation methods, such as full equivalent, analogy, paraphrasing, and tracing, made it possible to achieve adequacy and convey not only the semantic, but also the emotional coloring of phraseological units.

It is important to take into account not only the lexical and grammatical features of phraseological units, but also their pragmatic potential and nuances of meaning. Each translation method has its advantages and limitations, so the choice of a specific approach should be based on the context and purpose of communication.

In general, the translation of English-language phraseological units in the texts of journalistic discourse requires from the translator not only high linguistic competence, but also sensitivity to the nuances of the speech genre and the emotional coloring of speech.



## CONCLUSION

Discourse is a complex communicative phenomenon that manifests itself in various forms and is regulated by its participants. At the same time, discourse can be interpreted as a text or a set of texts that interact with the communication situation, the system of communicative-pragmatic attitudes, and the cognitive processes of its creation and perception.

Modern journalistic discourse is one of the most powerful and open types of discourse, as it covers a variety of topics in our lives. It is a communicative environment in which information is constantly distributed among different audiences in order to influence and form new judgments. Journalistic discourse performs two main functions: it informs the reader about the events taking place in the world and forms his attitude towards them. These functions determine the following goals: description, explanation, interpretation or assessment of reality, influence on the consciousness of message addressees, regulation of their activities, and others.

In the efforts of journalism to attract attention and influence the audience, the authors of journalistic texts strive for the standardization of language means and their expressiveness. Thus, they use a wide range of stylistic devices, such as metaphors, hyperboles, wordplay and idioms. The use of such vocabulary gives journalistic texts emotionality, expressiveness and makes them more understandable and close to the audience. In addition, idioms act as a means of influencing readers, as they contain not only information, but also an implicit assessment of the subject of the message.

Phraseologisms are frequent challenges for translators because they contain fixed images that reflect a particular national perception of the world. Their feature is that the content often does not correspond to the literal meaning of the

constituent parts. In addition, most idioms in journalistic discourse are used with structural or semantic changes, which makes them even more difficult to translate.

Journalists use idioms to express their thoughts in a more emotional and original way, attracting the attention of readers and realizing their creative potential.

We investigated the most common methods of translating idioms in journalistic discourse, such as: translation using a phraseological equivalent, translation using a partial equivalent or analogue (adaptation), descriptive translation, tracing and contextual substitution. Each of these methods has its advantages and is applied depending on various factors, such as context, availability of an equivalent or analogue in the target language, etc.

The most effective way of adequate and equivalent translation of phraseological units is to use a complete equivalent or analogue. However, this is not always possible due to the uniqueness of constant expressions. This is explained by the different perception of the phenomena of reality by speakers of the English and Ukrainian languages. In the absence of phraseological equivalents, the translation is carried out by other methods, observing all parameters of equivalence.

We have identified key aspects that should be taken into account when translating phraseological expressions to achieve adequacy. The main ones are maximum preservation of metaphoricality, efforts to preserve stylistic and connotative features of phraseology, as well as awareness of possible losses and selection of appropriate substitutes that do not lose the main semantic load.

In particular, it is important to convey the emotional charge contained in the semantics of the phraseological expression. Emotional expressiveness is important due to the fact that idioms operate in a figurative sense and have an expressive character. Therefore, the translator should try to preserve the stylistic and emotional



coloring of the stable expression, as well as take into account the context of a wide fragment of the text, which can reveal additional aspects of the interpretation of the phraseology.

The specified specificity of the translation of phraseological units in modern English discourse is determined by several key factors. First, the use of metaphors, hyperbole, wordplay and other figurative means in the English journalistic text emphasizes the expressiveness and emotionality of speech. The translator must carefully consider these aspects in order to preserve the intonation color and stylistic saturation of phraseological units in the translation.

Secondly, phraseological units often contain an implicit evaluation or emotional coloring, which can affect the reader's perception of the text. When translating, it is important to convey this emotion and appreciation in order to maintain the adequacy and effectiveness of communication with the audience.

The third important aspect is the contextual conditioning of phraseological units, which can be revealed through the analysis of a wide fragment of the text. The translator must take into account this context in order to choose the most successful equivalent of the phraseological unit and to convey all the semantic and emotional nuances.

Therefore, for the successful translation of phraseological expressions of modern English discourse, it is important to carefully analyze the context, preserve emotional and stylistic saturation, as well as take into account intonation features and the metaphorical nature of speech.



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