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КУРСОВА РОБОТА

З ПЕРЕКЛАДУ

СПОСОБИ ПЕРЕКЛАДУ ЕВФЕМІЗМІВ У НАУКОВОМУ ДИСКУРСІ

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CONTENTS

INTRODUCTION

Each person is a part of society, given that human behaviour in many aspects is determined by certain social arrangements. The style and culture of speech also depend on social factors: what and in what way a person says is often influenced by the conditions of his life and the specifics of daily communication. Accordingly, in every society and under any communicative circumstances there are topics, the direct discussion of which is undesirable for various reasons, which, in turn, indicates the emergence at a certain moment in society of the need for such a language tool, with the help of which undesirable, problematic and conflict issues could be raised without naming these objects and phenomena directly. Such a language device is indirect nomination, a type of which is euphemisation.

Euphemisation, as a phenomenon, owes its origin to the existence of archaic taboos, the consequences of which, having undergone certain changes over time, have survived in modern society in the form of prohibitions and restrictions on certain speech and behavioural manifestations.

Euphemisms, which are the result of euphemisation, are indirect nominations of objects and phenomena for which there is a certain direct nomination, but for some reason its use is undesirable, indecent or superstitious in a certain society.

Nowadays, the problem of euphemisms themselves and their translation can be considered truly relevant. The scholars who researched the issue are Fedorenko S., Yavorska Y., Velykoroda V., Turchyn V., Postatnik M., Hnatkivska R., Thir V., Tatsenko N., Yavorska Y., Yukhymets S., Korolyova T., as well as foreign, for instance, Allan K., Burridge K., Wang S., Casas Gómez M, Al-Shawi M. A. and others. The works of modern researchers of euphemism and euphemisms are mainly aimed at establishing connections between euphemisms and taboos, delineating the functions of euphemisms and ways of their formation, clarifying the role of euphemisms in written and oral speech, showing the relationship between euphemism and dysphemism and euphemisms and dysphemisms.

The term paper **focuses on** the analysis of the meaning of euphemisms for translation studies, specifically in the context of English-Ukrainian scientific

translation, since this topic has not yet received due attention.

The problem's **theoretical background** is based on the various research papers that delve deep into a phenomenon of euphemism, its main features, functions, purpose and usage in a scientific discourse and ways of its translation in this specific context.

Topicality for the study. The relevance of the study of euphemisms in the context of English-Ukrainian scientific translation is due to the need, on the one hand, to highlight the regularities of applying translation approaches to the reproduction of such ambiguous vocabulary on the basis of already translated texts, and on the other hand, to outline observations that can be helpful in the process of creating future translations.

The research **aim** is to establish the role of euphemisms and related means of expression in the scientific language of the author, as well as which is a priority direction of our scientific research, highlighting the ways of their reproduction in the Ukrainian language.

The overall aim of the research is identified by the following **objectives**:

- To define the concept of euphemism, its functions, characteristics, purpose of use and methods of translation

- To determine the reason for the appearance of euphemisms and outline the specifics of concepts related to euphemisms (taboo, politically correct vocabulary).

- To clarify the context of the use of euphemisms in scientific discourse.

- To define the concept of scientific discourse, its functions, characteristics.

- To identify and research the main strategies of reproduction in Ukrainian translation of artistic euphemisms and related dysphemisms presented in the works of Spanish authors.

- To list the translation transformations used in the process of reproducing English euphemisms in the Ukrainian language, and to name the most frequent of them.

The **subject** of the research is the translation of euphemisms in scientific discourse.

The **object** of the research encompasses various types of scientific texts, including research papers, medical reports, and scientific articles, with a focus on specific disciplines where euphemism usage is prevalent, such as bioethics, medical ethics, and psychology.

Data sources are "Scholarly articles on global warming and climate change" (5) and the translation of this text conducted in 1.3.2 for chapter 2.1.1; BBC News's article titled "Can drinking red wine ever be good for us?" written by Jessica Brown (1) and its corresponding translation published by BBC News Ukraine (2) for chapter 2.1.2; BBC News's article titled "Women's fertility is more complicated than you might have heard" written by Amanda Ruggeri (4) and its corresponding translation published by BBC News Ukraine (3) for chapter 2.1.3.

The research **methods**. In order to achieve the objectives, the following research methods were used: *descriptive method* (with the aim of describing euphemisms as a product of euphemism in general, as well as in the context of modern English and Ukrainian languages), *inductive method* (with the aim of determining the search direction and systematisation of euphemisms as components of the linguistic picture of the world), *method of component analysi*s (for the purpose of semantic analysis of euphemisms), *the method of linguistic observation* (for the purpose of analysing artistic texts of English-speaking authors and their translations into Ukrainian), *the method of linguistic stylistic analysis* (for the purpose of researching the characteristics of the main linguistic and stylistic features of the functioning of euphemisms in scientific texts). Examples for the second, third and fourth sections of the thesis were selected using the *continuous sampling method*.

Theoretical value of the research is in the fact that the further development of this topic can be carried out in the context of the study of the connection of euphemisms of the Ukrainian and English languages with linguistic and translational universals caused by the subjective and unconscious influence of the personality of the author and translator on the original and translated texts.

Practical value of the research is in the fact that the conclusions reached in it regarding ways of reproducing scientific euphemisms can be used in special courses on

text linguistics and communication theory, scientific translation, as well as in practical courses of the English language and the theory and practice of translation.

Research paper structure. The research contains an introduction (3 pages), main body of two chapters: first (23 pages), second (18 pages), conclusions (2 pages), a list of reference sources (13 English and 16 Ukrainian), a list of data sources (5 sources), an annex (4 pages including Ukrainian translation) and a resume (1 page).

CHAPTER 1. UNDERSTANDING EUPHEMISMS IN A SCIENTIFIC DISCOURSE

1.1 Euphemisms: definition, purpose, functions, complexities in translation

A. Definition

According to the Explanatory Dictionary of the Ukrainian Language, a euphemism is a word or expression used to replace a rude, obscene word with an unpleasant emotional colour in the language; replacement of rude, obscene, unpleasant, etc. words with other words (11). The Cambridge dictionary defines a euphemism as a word or phrase to avoid saying another word or phrase that may be unpleasant or offensive, or the word or phrase used (23).

From the above statements, a conclusive definition of euphemism can be suggested: it denotes a communicative strategy wherein the sender articulates thoughts through oblique expressions within a particular context, aiming to circumvent discussion of sensitive subjects likely to evoke fear, self-deprecation, embarrassment or other adverse connotations.

Nowadays, the study of euphemisms and their translation can be considered a current linguistic issue. The ***scholars*** who delved into the topic are Fedorenko S., Yavorska Y., Velykoroda V., Turchyn V., Postatnik M., Hnatkivska R., Thir V., Tatsenko N., Yavorska Y., Yukhymets S., Korolyova T., as well as foreign, for instance, Allan K., Burridge K., Wang S., Casas Gómez M, Al-Shawi M. A. and a number of other scientists.

B. Features

Based on the definition mentioned previously, euphemisms are identified as indirect linguistic expressions employed to mitigate potential offence toward others. After a detailed analysis of euphemisms, it is possible to identify their common features (Wang, 2020, p. 1174).

First, they are universal. Every culture has their own topic that is considered taboo. For instance, the topic of death is one of the most used when it comes to using euphemisms. People find it hard to say that someone has died, therefore they use phrases like to "*pass away*" ("*піти з життя*") or no "*longer with us*" ("*більше не з нами*"). The first phrase is an example of a metaphor, since we assume that they went to another world, when the second is a simple **word for word translation**.

Second, indirectness since taboo topics cannot be avoided at all costs. Here are some examples of euphemisms with drugs: candy sticks ("*marijuana cigarettes laced with powdered cocaine*"). It can be translated as "*льодяник*", utilising lexical and semantic transformations, specifically **concretization**.

Third, vagueness that is created because there is a need to blur the concrete meaning of words. To simplify, words with a clear meaning are used to replace vague words.

Fourth, pleasure which is one of the main reasons euphemisms exist. This feature makes the listeners have better associations with discussing a certain topic. For example, "*periods/місячні*" is used to describe menstruation. The word menstruation is etymologically related to the moon. These both terms are ellipses created to a mechanism "*menstrual cycle*" ("*менструальний цикл*") → "*moon*"/"*periodical*" cycle ("*місячний цикл*") → "*periods*" *(*"місячні"*)*. Ukrainian **paraphrase** "*критичні дні*" can also be used in this case.

C. Functions

If the main reasons for the appearance of euphemisms are *reluctance to speak directly* on forbidden topics, dictated by *fear*; the desire *to avoid conflict or uncomfortable situations* caused by the interlocutor's attitude to one or another topic; the desire to *form* the necessary speaker's opinion about one or another topic in the interlocutor or a wide audience, then, accordingly, the main functions of euphemisms can be the following:

1) Protective – to shield and avoid offence.
2) Underhanding – to mystify.
3) Misrepresentative or manipulative (Burridge, 2012, 67-68).

Here are some examples: there are euphemisms that are used to denote unpleasant phenomena associated with the development of industry: for example, environmental pollution received such an obscure name as "*degasification*" ("*дегазифікація*"). In other words, instead of the harmful consequences of such phenomena, the newly formed concept describes their properties. Often, for such purposes, instead of commonly used vocabulary, foreign language borrowings or exact scientific terminology, devoid of an emotional component, are used, since the general public may simply not understand (at least immediately) the essence of such concepts; in particular, in order to alleviate the stress that accompanies the perception of the topic of serious diseases, their names can be given in the form of borrowings of Latin origin, for example, "*carcinogenic/канцерогенний*" instead of "*that which can lead to cancer*". In both cases it can be noticed that translation was reached with the help of an equivalent made by the means of transcoding, specifically transcription.

D. Purpose and Usage of euphemisms in a scientific discourse

As scholars of language are aware, the majority of communication relies on figurative language, rhetorical devices, and connotative cues (Gibbs, 1994). Indeed, only a minor portion of our daily interactions involve strictly literal interpretations, typically when precision is paramount. Embedded within this context of implicit and indirect communication lies the realm of linguistic manners, encompassing euphemisms, profanity, courteous dialogue, colloquial expressions, and adherence to societal norms. These linguistic choices not only denote objects within our surroundings but also, crucially, reflect the attitudes of the speaker (Allan and Burridge, 1991).

Taboo language carries stigma for both the addresser and the addressee, potentially resulting in various consequences such as loss of social standing, exclusion from group activities, and even physical punishment. The emotional impact of taboo language is further exemplified by the apparent contradiction often observed in our language use, where concepts like political correctness and ideological stance come into play (Marsen, 2008). The choice between terms such as "*collateral damage*" or

"*terrorist act*," and "*liberating*" or "*invading*" when describing actions or armies serves as a subtle yet potent method of assessing and categorising behaviour (Allan and Burridge, 1991, p. 51). This linguistic selection implicitly reflects underlying ideological perspectives without overtly acknowledging them. It underscores the influence of language in shaping perceptions and framing narratives, often contributing to the polarisation of viewpoints and the perpetuation of ideological biases.

Some people may have trouble distinguishing euphemism from political correctness. However, there are distinct differences between the two. For example, whereas people used to use the phrase "*disabled person*" ("*інвалід*"), it is now considered politically correct to say "*person with disabilities*" ("*людина з інвалідністю*"). Here, it is seen that a term "disabled person" has been translated with the help of finding an equivalent in a target language and a lexical and semantic transformation, specifically concretisation: ("*інвалід*"). The euphemised phrase "*person with disabilities*" has been translated into Ukrainian as "*людина з інвалідністю*", using an **equivalent** translated with the help of a lexical and semantic transformation, specifically **generalisation**. This transformation shifts the focus from the disability itself to the person as an individual who happens to have a disability. This change in phrasing is not meant to be euphemistic or an indirect way of expressing something unpleasant or undesirable. On the contrary, politically correct language aims to convey a message in a manner that is straightforward and considerate.

Political correctness is distinguishable from euphemism in that it does not employ figurative language or utilise figures of speech. In fact, political correctness is considered avoidance, almost to an extreme, of expressions or actions that people perceive as exclusive, marginal, or insulting to others who face discrimination or disadvantage of some kind. Therefore, the purpose of politically correct phrasing is not to replace words with others that are less offensive or inflammatory. Instead, the goal of political correctness is to avoid such indirect expression altogether.

Euphemism is a useful literary device for writers. This figure of speech allows a writer to address potentially sensitive, offensive, or unpleasant subjects in a more delicate or less damaging manner than literal words or phrases would be. Moreover,

euphemisms have the potential to enhance the quality of writing by offering a figurative depiction of a subject matter. On top of that, they can enhance the eloquence of a writer.

Writers often tackle subjects that can be painful, such as death or heartbreak. Euphemism is an excellent literary device for writers, and poets to communicate meaning when it comes to these painful subjects. Figurative language through euphemism can allow readers to feel less confronted as they might by harsh, literal wording. As a result, meaning is enhanced through the figure of speech.

In a scientific discourse, euphemisms can be implemented for various reasons. They might be as following:

1) *Sensitivity and Appropriateness*: Scientific topics may encompass concepts that could be deemed sensitive, controversial, or potentially offensive to certain audiences. Euphemisms allow scientists to discuss such topics in a more tactful and respectful manner, avoiding unnecessary offence or discomfort.

2) *Clarity and Accessibility*: Euphemisms can enhance the accessibility and comprehensibility of scientific discourse, particularly when addressing complex or technical subjects. By employing familiar or less intimidating language, scientists can make their research more understandable to a broader audience, including non-specialists or laypersons.

3) *Professional and Formal Tone*: In scientific writing, maintaining a professional and formal tone is crucial. Euphemisms contribute to this tone by enabling scientists to convey information with decorum and professionalism, aligning with the conventions of academic communication.

4) *Cultural Sensitivity*: Scientific discourse often transcends geographical and cultural boundaries. Euphemisms help scientists navigate cultural sensitivities and variations in language usage, ensuring that their communication remains culturally appropriate and respectful across diverse audiences.

5) *Mitigation of Negative Connotations*: Certain scientific terms or descriptions may carry negative connotations or evoke strong emotional responses. Euphemisms allow scientists to mitigate these negative associations, fostering a more neutral and objective discussion of research findings or concepts.

Writers should recognize that excessive reliance on euphemisms may lead to confusion and dilution of their intended meanings for readers. In addition, depending on the tone of a written work, euphemisms can actually be more crass, unpleasant, or offensive than direct and literal wording. Therefore, euphemisms should be carefully and appropriately selected by writers in order to be effective.

E. Ways of translation reproduction

The essence of translation is inherently purposeful, a principle that applies to nearly all translation activities. Translators must employ strategies that align with the expectations and needs of their readers. A translation can only be deemed successful if it satisfies the reader. Hence, the intended purpose of the translated version dictates the entire translation process, with the outcome shaped by the approach taken. In other words, translation strategies should be tailored to the anticipated objectives or functions. This theory not only underscores the functional aspects of the translated version but also underscores the importance of its readability in the target language (Zhou, 2023).

In order to achieve the most accurate and adequate translation, translation techniques must be utilised. They are the following:

1. Transcoding (to achieve equivalents):
   a) Transliteration;
   b) Transcription;
   c) Calque;
   d) Zero transcoding.
2. Lexical and Semantic Transformations (to achieve adequacy):
   a) Concretisation;
   b) Generalisation;
   c) Modulation.
3. Lexical and Grammatical Transformations (to achieve adequacy):
   a) Antonymic translation;
   b) Grammatical replacement;

c) Addition;

d) Omission;

e) Transposition;

f) Descriptive translation;

g) Compensation;

h) Total reorganisation.

A significant part of translation transformations has a complex nature, which is manifested in the parallel application of several techniques during the reproduction of a text. In addition, most transformations do not take place at the same level, which gives reason to speak, for example, about lexical-grammatical or lexical-stylistic translational transformations.

As per Zasekin, there are the following ***translation universals*** observed at the *lexical*, *stylistic* and *syntactic* levels (4, p. 255-256):

1) an increase in the volume of the translated text compared to the source text; simplification at the syntactic level;

2) simplification at the lexical level, i.e. a decrease in lexical diversity and a tendency to use more frequent words in the translated text;

3) explication in the translation of implicit information (connections between sentences, etc.);

4) reduction or avoidance of repetitions in the translated text;

5) standardisation of the structure (use of structures typical for the translated text).

G. Methods of translation used in this term paper

In the scientific context, euphemisms can be considered as the result of a double transformation. Euphemisms of the source language are formed as a result of the intra-linguistic transformation of the direct nomination of a certain concept into an indirect one; in turn, the translation counterpart appears as a result of recoding the indirect nomination of the original language into the direct nomination of the translation language, which is further transformed into a euphemism of the target language.

As this research of practical analysis of relevant shows, scientific texts and their translations, the formation of English euphemisms and their reproduction in translation with Ukrainian euphemisms can occur in the following ways:

1) Use of paraphrases.

2) The use of metaphor, metonymy, synecdoche

3) Addition.

4) Use of established expressions.

Since this research is focused mainly on the lexico-stylistic level of the artistic text, we consider it expedient to adapt the existing classifications of translation transformations and single out those that are most relevant for this study. In our opinion, these are:

1) Descriptive translation.

2) Concretization.

3) Generalisation.

4) Antonymic translation.

5) Addition.

6) Omission.

7) Total reorganisation.

On the basis of this conditional classification, a practical analysis of the empirical material will be carried out with the aim of identifying strategies and models of reproduction of English euphemisms in the Ukrainian language and euphemisation in the Ukrainian translation of the nomination to denote certain contradictory concepts.

H. Conclusion

In conclusion, euphemisms are an integral part of our language and communication, providing a softer or more polite way to discuss unpleasant or uncomfortable topics. Their usage is a mirror that reflects societal norms, values, and even power dynamics. They serve a myriad of functions, from maintaining social decorum and providing a buffer against harsh realities, to potentially manipulating public perception. Euphemisms are "sweet-sounding" or at least neutral substitutions

for words or phrases that speakers or writers may choose to avoid when expressing a specific idea or intention in a conversation or writing (Burridge, 2012).

Despite their potential for misuse or overuse, euphemisms play a crucial role in facilitating respectful and sensitive communication in society. Their existence and usage are a testament to the power and versatility of language in shaping our interactions, perceptions, and reality.

1.2 Scientific discourse: definition, features, translation of euphemisms in a scientific discourse

A. Definition, notion and the objective of a scientific discourse

Discourse is a subject of interdisciplinary research. In addition to theoretical linguistics, for the study of discourse-related scientific and research fields such as computational linguistics and artificial intelligence, psychology, philosophy and logic, sociology, anthropology and ethnology, literature, semiotics, historiography, theology, law, pedagogy, theory and practice of translation, politics, etc. Each of these disciplines approaches the study of discourse in its own way.

Scientific (academic) discourse is a type of discursive activity verbalised in the text sphere of communication, speech interaction of representatives of the relevant social group/institute within order to realise status-role opportunities within the limits set by this social institution, a component of the professional zone of professional discourse. As a structural component of the professional area of professional discourse, scientific discourse is characterised by creativity, truthfulness and professional value. It has other characteristics professional discourse, such as: professional orientation, anthropocentrism, multidisciplinary, disproportionality of the development of its individual parts, dialogicity, selectivity, closedness, non-cyclicality, didacticism, dynamism, linguistic normativity, stylistic layering. Description is customary to conduct a specific type of discourse in terms of components to which its chronotype belongs, goals, values, strategies, material, varieties and genres, precedent texts, discursive formulas, participants.

The chronotype of scientific discourse is the scientific environment typical for dialogue, for written the prototype place of scientific discourse is the library. The **purpose** of scientific communication is the process of new knowledge, which is presented in verbal form and is conditioned by communicative canons of scientific communication. The values of scientific discourse are revealed in its key values concepts (truth, knowledge, research) and are reduced to recognition of the knowability of the world, necessity to multiply knowledge and prove their objectivity, and impartiality in the search for truth. Strategic scientific discourse is determined by its tasks: 1) to define a problem situation and to isolate the subject of study; 2) study the history of the issue; 3) to formulate the hypothesis and the purpose of the research.

A scientific text is a multi-level formation that is subject to the laws of logic and the author's intention. Accordingly, the analysis of a scientific text is a complex process, the purpose of which is to enable the reader to understand what opinion the author expresses in his work, why his opinion is one and not another, and what influence the personality of the author has on it. Whereas the translator's objective is to generate a target text that mirrors the informational content conveyed in the source language. Equivalence in the communicatively pertinent information between the source and target languages must be upheld during the translation process (Yukhymets, 2018).

The *notion* of scientific discourse covers a wide range of problems, which are divided into problems humanities and natural sciences. The humanities are less formal and show a strong dependence of the object of knowledge on its subject. Discursive formulas are presented as original by turns of speech that are characteristic of communication in the relevant institution. Such formulas connect all representatives of the scientific community. Striving for maximum accuracy in scientific discourse sometimes leads to excessive terminology and syntactic complexity of the text.

Discursive formulas are concretized in cliches. The participants of the scientific discourse are the representatives of the scientific public, while a characteristic feature of this discourse is the fundamental equality of participants scientific communication in

the sense that none of the researchers has a monopoly on the truth, and the infinity of knowledge forces every scientist to be critical of both others and his own searches.

The *objective* of scientific discourse is to prove certain propositions, hypotheses, argumentation, accuracy and a systematic presentation of scientific problems with the aim of describing, defining and explaining natural phenomena and social life, to convey the sum of knowledge, to thoroughly present the results of research (Petrovska, Baranova).

B. Features

The general content of the function of the scientific and technical style can be defined as an explanation in the broad sense of this concept, which determines the main features of this style — objectivity, logic, accessibility and generalisation. the basis of language design of scientific and technical texts is standardisation.

A Ukrainian scholar Truba states that the main features of a scientific discourse are intertextuality, pragmatism and genre variability. As a type of institutional discourse proper, scientific discourse is characterised by creativity, objectivity, logicality of transmitted information, and professional value. It is characterised by professional orientation, communication with the addressee, anthropocentrism, multidisciplinary, etc. (Truba, 2021, p. 245).

The syntactic features should include the syntactic completeness of the statement, the presence of analytical constructions, the frequent use of clichéd structures, mainly the nominal nature of the morphological components of the sentence, an extensive system of connecting elements (conjunctions, connecting words, etc.), etc. (Yukhymets, 2018).

The complexity of syntactic constructions in scientific and technical texts is associated with multi-level sequential subordination with a large number of means of communication between sentences. These connections have a linear character, which corresponds to the sequence of a scientific presentation, when each subsequent sentence develops the previous one.

Linguistic means of presentation of factual information in scientific and technical texts are within strict conventional frameworks. Here are the main ones:

1. Eerms, the set of which in a scientific text is a self-regulating lexical apparatus specialising in the transmission of factual information. The terms are unambiguous, devoid of emotion and independent of context.

2. The neutral lexical background of the rest of the vocabulary — vocabulary of general scientific description. it represents the written literary norm of the language and has developed synonymy, and synonyms, as a rule, are stylistically equal (for example, important = essential = significant (важливий); study = research (досліджувати) = analyse (аналізувати), etc.).

3. Linguistic means that ensure the objectivity of presenting factual information: various means of expressing passivity in relation to the formal subject, impersonal semantics of the subject.

4. The advantage of the present tense of the verb, the use of which makes it possible to present information as absolutely objective, as it is outside of time (atemporal nature of the text).

5. Linguistic means that emphasise a high level of abstractness of the presentation: a significant number of complex words built according to word-formation models with an abstract meaning.

To summarise, it can be concluded that the goal of translation from the point of view of the communicative-functional approach, determined by the initiator for scientific and technical translation, is the reproduction of the translated text, the informational content of which fully meets the requirements of the initiator of the translation, while it is assumed that this content is the same in the original and translated texts.

C. Ways of translation of euphemisms in a scientific discourse

A significant part of the communicatively relevant information of a scientific text are terms, the totality of which is self-regulating lexical tool specialising in the transmission of factual information. For this purpose, two types of translation

operations are used: first, the use of interlanguage counterparts, or equivalents, if there are such in the translation language, for example: *"equipment" — "устаткування"*. Secondly, if an equivalent term does not exist in the translation language, the translator resorts to transcoding, namely transcribing (for example: *"peak" — "пік"*), transliteration (for example: *"laser" — "лазер"*), mixed transcoding (for example: *"overlock" — "оверлок"*) and adaptive transcoding (*"pallet" — "палета"*).

When translating terminological units, tracing is also used, namely, when translating terms with a complex structure (for example: "*a standard key-combination*" — "*стандартна комбінація клавіш*"). The most used is the operation of finding an equivalent with the same meaning (for example: "*flange*" — "*фланець*").

The next method, actualized within the strategy of communicative equivalent translation from English to Ukrainian, is the method of correct presentation of information. It can be implemented by rearrangement and replacement:

- the use or non-use of quotation marks (depending on the direction of translation), so, for example, in Ukrainian, company names are written in quotation marks with the use of the word "company" before the company's title;
- replacement of full designations of physical quantities with their abbreviations: "*5 metric tons*" — "*5 т*", "*100 metres*" — "*100 м*", when translating from English to Ukrainian.

The analysis of translation transformations at the *lexical* level, applied to the reproduction of English scientific terms in Ukrainian, showed that the most used are the reproduction of the term with the help of an equivalent, concretisation, generalisation, since they help to reproduce the approximate meaning without significant changes in the formal expression of the unit. Descriptive translation, because it allows you to convey the exact meaning of the term but expands its formal structure. Decompression prevails over compression, because the English language is more concise, so certain one-component terms in English correspond to two-component terms in Ukrainian.

The analysis of translation transformations at the *grammatical* level revealed the use of permutations of sentence members, which is caused by a large number of passive constructions characteristic of scientific texts. During their translation, the subject is

replaced by an addition (substitution of parts of the sentence) that is in front of the verb and does not correspond to the direct word order, which is a feature of the English language in general and scientific texts in particular. For instance: "*When microchip is out, all schemes must be removed from the flat section at a time, replaced, and returned to the processor.*" — "*Коли виймається мікрочіп, потрібно зняти усі мікросхеми з пласкої поверхні, замінити і повернути його на місце*".

Rearrangements are often accompanied by another grammatical transformation — *substitution*, as a result of which the grammatical features of word forms change (for example, instead of the singular form in the translation, the plural form is used), parts of speech (for example, the infinitive is transformed into a noun in the translation), members of the sentence (for example, the adverb is transformed during translation into a subject) and a sentence (for example, a simple sentence turns into a complex one or vice versa): "*A similar observation is made by Lichtenberk.*" — "*Подібне спостереження робить і Ліхтенберк.*"

The transition when translating words of the source language from one part of the language to another is accompanied by syntactic transformations. The replacement of parts of speech often leads to a change of the parts of a sentence. One of the most common means of translating given contexts is replacement or substitution: "*At the next step the computer is given orders.*" — "*На наступному етапі рахівнику задають програму.*" Grammatical transformations applied during translation are the result of structural differences between the source language and the target language.

1.3 Text analysis

"CAUSES OF CLIMATE CHANGE

Earth's atmosphere contains several gases that trap heat from the sun and prevents it from escaping into space. This phenomenon is known as the *greenhouse effect*, and the gases are called *greenhouse gases* (GHGs). The main GHGs in nature are carbon dioxide, methane, and nitrous oxide. Without the greenhouse effect, Earth would

be too cold to support life. Over time, the amount of GHGs trapped in Earth's atmosphere has increased significantly, causing worldwide temperatures to rise.

Natural processes on Earth constantly create and destroy GHGs. For example, plant and animal matter decay produce carbon dioxide, which plants then absorb during photosynthesis. This natural cycle stabilizes atmospheric levels of carbon dioxide. Climate change scientists at the National Aeronautics and Space Administration (NASA) and other federal and international agencies recognize that natural factors, including volcanic activity and shifts in the planet's crust, continue to play a role in climate change. However, they generally agree that these factors alone do not explain the substantial rise in Earth's temperature. Natural causes of climate change are referred to as *naturogenic*, while causes of climate change related to human activity are called *anthropogenic*.

Earth's vegetation releases and absorbs over two hundred billion metric tons of carbon dioxide annually. Human activities, such as the burning of fossil fuels, add approximately seven billion metric tons per year. Climate scientists believe the cumulative effect of this additional carbon dioxide has had a dramatic impact on the atmosphere." (5)

1.3.1 Analysis

1. The text under analysis headlined "**Causes of Climate Change**" belongs to an **artefact** text type, since it reflects and then changes the real world. It has no author. It has a headline and three paragraphs. Paragraph one consists of five sentences, paragraph two consists of six sentences, paragraph three consists of three sentences respectively. It is of **scientific** discourse. There are no non-verbal or extralinguistic means in the text, like (pictures, photographs, schemes, formulas, etc.

2. The text was taken from a **scientific article**. The text is aimed at international scientists, researchers and students (in the field of **science,** which is evident from the **reference to real facts and argumentation, by the use of scientific and technical terminology**) as well as the general public who should be aware of the current state of

our environment. The (communicative) aim of the textual information is to **inform the addressee of the validity of the academic research by reference to its results; to make the addressee aware of the current environmental problem and explain its consequences.**

3.

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

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

- simple lexical repetition: "Greenhouse effect", "Greenhouse gases", "Carbon dioxide", "Climate change", "Natural", "Atmosphere". These repetitions help reinforce key concepts and maintain coherence within the text.

- complex lexical repetition: term "greenhouse gases" or its abbreviation "GHGs" is repeated multiple times, emphasizing the central role of these gases in the greenhouse effect and climate change. This complex lexical repetition serves to reinforce the significance of GHGs in the context of the text's discussion on climate change and its causes.

- simple paraphrase: "Natural processes on Earth constantly create … GHGs." → "volcanic activity and shifts in the planet's crust continue to play a role in climate change"; "they generally agree that these factors alone do not explain the substantial rise in Earth's temperature" → "Climate scientists believe the cumulative effect of this additional carbon dioxide has had a dramatic impact on the atmosphere".

- complex paraphrase: "... natural cycle stabilizes atmospheric levels of carbon dioxide" → "Earth's vegetation releases and absorbs over two hundred billion metric tons of carbon dioxide annually".

- co-reference: "natural processes" – "photosynthesis", "volcanic activity", "shifts in the planet's crust", *naturogenic*; *anthropogenic* – "human activities".

- substitution: "GHGs" substitutes for "greenhouse gases", "National Aeronautics and Space Administration" – "NASA", "human activities" substitutes for the specific action of "the burning of fossil fuels".

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

Use of present tense

- to describe a current state or condition: "Earth's atmosphere *contains* several gases that trap heat from the sun and prevent it from escaping into space."
- to describe an action that began in the past and has relevance to the present moment: "Over time, the amount of GHGs trapped in Earth's atmosphere *has increased* significantly, causing worldwide temperatures to rise."
- to describe ongoing, habitual actions that occur regularly in the present: "Natural processes on Earth constantly *create* and *destroy* GHGs."
- to describe the current understanding or consensus among climate change scientists: "Climate change scientists … recognize that natural factors".
- to express a current consensus among scientists regarding the explanation of Earth's temperature rise: "they generally agree that these factors alone *do not explain* the substantial rise".
- to describe an ongoing action that occurs regularly in the present: "Human activities … add approximately seven billion metric tons per year."

Use of conditional tense

- to express a hypothetical situation: "Without the greenhouse effect, Earth *would be* too cold to support life."

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

Compound sentences:

- coordinating conjunction "and": "Earth's atmosphere contains several gases that trap heat from the sun *and* prevent it from escaping into space."

- one independent clause with a compound subject: "carbon dioxide, methane, *and* nitrous oxide"; "Climate change scientists at … NASA *and* other federal *and* international agencies".
- two independent clauses joined by the coordinating conjunction "while": "Natural causes of climate change are referred to as naturogenic, *while* causes of climate change related to human activity are called anthropogenic."

Complex sentences:

- "Earth's atmosphere contains several gases" (independent clause) "that trap heat from the sun and prevent it from escaping into space" (dependent clause);
- "Over time, the amount of GHGs trapped in Earth's atmosphere has increased significantly" (independent clause) "causing worldwide temperatures to rise" (dependent clause);
- "Climate change scientists... continue to play a role in climate change" (independent clause) "including volcanic activity and shifts in the planet's crust" (dependent clause).

4. Stylistic characteristics of the text are:

1) Strong positions of the text:

First, "This phenomenon is known as the *greenhouse effect*, and the gases are called *greenhouse gases* (GHGs)". Here, there is an introduction to a term and a phenomenon of the greenhouse effect. It is important because it leads to the strongest position of the text – explanation of why its excessive amount constitutes danger – "the amount of GHGs trapped in Earth's atmosphere has increased significantly, causing worldwide temperatures to rise."

Second, "[scientists] generally agree that [natural] factors alone do not explain the substantial rise in Earth's temperature". This sentence holds a strong position as it leads to a later explanation that human activities, on top of natural activities, add a lot of harm to the atmosphere.

2) Weak positions of the text: sentences that are not considered strong can be seen as marginal.

3) Tropes:

Metaphor:

- "Earth's atmosphere *contains* several gases..." In this sentence, the atmosphere is metaphorically described as a container ("contains") that traps heat, emphasizing its role in regulating temperature.

Personification:

- "vegetation releases and absorbs..." Vegetation is personified here by attributing the action of releasing and absorbing carbon dioxide to it, treating it as if it were a conscious entity.

Metonymy:

- "Climate change scientists at the National Aeronautics and Space Administration (NASA) and other federal and international agencies..." Here, "climate change scientists" is used as a metonym for the organizations and institutions they work for, such as NASA and other federal and international agencies.

Anthropomorphism:

- "Climate scientists believe the cumulative effect of this additional carbon dioxide has had a dramatic impact on the atmosphere." The atmosphere is anthropomorphised by suggesting it is capable of experiencing a "dramatic impact," attributing human-like qualities to it.

Synecdoche:

- "Human activities, such as the burning of fossil fuels, add approximately seven billion metric tons per year." The phrase "human activities" is used to represent specific actions performed by humans, such as burning fossil fuels, indicating a part of human behaviour to refer to the whole.

4) The author used special vocabulary, that is: scientific and technical terminology – climate change, phenomenon, greenhouse effect, greenhouse gases, GHGs, carbon dioxide, methane, nitrous oxide, atmosphere, natural cycle, atmospheric levels etc.

1.3.2. Translation

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ПРИЧИНИ ЗМІНИ КЛІМАТУ

</div>

Атмосфера Землі містить кілька газів, які затримують тепло від Сонця та не дають йому вийти в космос. Це явище відоме як *парниковий ефект*, а гази називаються *парниковими газами* (ПГ). Основними парниковими газами в природі є вуглекислий газ, метан і закис азоту. Без парникового ефекту Земля була б занадто холодною, щоб підтримувати життя. З часом кількість парникових газів, що потрапили в атмосферу Землі, значно зросла, що призвело до підвищення температур у всьому світі.

Природні процеси на Землі постійно створюють і знищують ПГ. Наприклад, при гнитті речовин рослин і тварин утворюється вуглекислий газ, який потім поглинають рослини під час фотосинтезу. Цей природний цикл стабілізує рівень вуглекислого газу в атмосфері. Вчені зі зміни клімату з Національного управління з аеронавтики та дослідження космічного простору (NASA) та інших федеральних і міжнародних агентств визнають, що природні чинники, включаючи вулканічну активність і зрушення в земній корі, продовжують відігравати важливу роль у зміні клімату. Однак вони загалом погоджуються, що самі по собі ці фактори не пояснюють істотного підвищення температури Землі. Природні причини зміни клімату називають *натурогенними*, а причини зміни клімату, пов'язані з діяльністю людини, називають *антропогенними*.

Рослинність Землі щорічно виділяє та поглинає понад двісті мільярдів метричних тонн вуглекислого газу. Людська діяльність, наприклад спалювання викопного палива, додає приблизно сім мільярдів метричних тонн на рік. Кліматологи вважають, що кумулятивний ефект цього додаткового вуглекислого газу мав істотний вплив на атмосферу.

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Conclusions to Chapter 1

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Euphemism is a term used to replace rude or obscene words with an unpleasant emotional colour. It is a communicative strategy used to avoid discussing sensitive subjects that may evoke fear, self-deprecation, embarrassment, or other adverse connotations. The study of euphemisms and their translation is a current linguistic issue, with scholars including Fedorenko S., Yavorska Y., Velykoroda V., Turchyn V., Postatnik M., Hnatkivska R., Thir V., Tatsenko N., Yavorska Y., Yukhymets S., Korolyova T., as well as foreign, for instance, Allan K., Burridge K., Wang S., Casas Gómez M, Al-Shawi M. A. and others. Its features are universality, indirectness, vagueness and pleasure.

If the main reasons for the appearance of euphemisms are reluctance to speak directly on forbidden topics, dictated by fear; the desire to avoid conflict or uncomfortable situations caused by the interlocutor's attitude to one or another topic; the desire to form the necessary speaker's opinion about one or another topic in the interlocutor or a wide audience, then, accordingly, the main functions of euphemisms can be to shield and avoid offence, to mystify and to manipulate. In a scientific context, euphemisms can be utilised for several reasons, for instance, for sensitivity and appropriateness, clarity and accessibility, cultural sensitivity, to maintain professional and formal tone and to mitigate negative connotations.

When it comes to ways of translation of euphemisms, translation techniques must be utilised, such as transcoding (transliteration, transcription, calque, zero transcoding), lexical and semantic transformations (concretization, generalisation, modulation) and lexical and grammatical transformations (antonymic translation, grammatical replacement, addition, omission, transposition, descriptive translation, compensation, total reorganisation). The first one is used in order to achieve equivalents, while the others are used to to achieve adequacy. Most of these methods are utilised in this research paper.

Scientific discourse is a type of discursive activity verbalised in the text sphere of communication, speech interaction of representatives of the relevant social group/institute with in order to realise status-role opportunities within the limits set by this social institution, a component of the professional zone of professional discourse.

The purpose of scientific communication is the process of new knowledge, which is presented in verbal form and is conditioned by communicative canons of scientific communication.

As a type of institutional discourse proper, scientific discourse is characterised by creativity, objectivity, logicality of transmitted information, and professional value. It is characterised by professional orientation, communication with the addressee, anthropocentrism, multidisciplinarity. The values of scientific discourse are revealed in its key values concepts (truth, knowledge, research) and are reduced to recognition of the knowability of the world, necessity to multiply knowledge and prove their objectivity, and impartiality in the search for truth.

The analysis of translation transformations at the lexical level, applied to the reproduction of English scientific terms in Ukrainian, showed that the most used are the reproduction of the term with the help of an equivalent, concretisation, generalisation, since they help to reproduce the approximate meaning without significant changes in the formal expression of the unit. Descriptive translation, because it allows you to convey the exact meaning of the term, but expands its formal structure. Decompression prevails over compression, because the English language is more concise, so certain one-component terms in English correspond to two-component terms in Ukrainian.

The analysis of translation transformations at the grammatical level revealed the use of permutations of sentence members, which is caused by a large number of passive constructions characteristic of scientific texts. During their translation, the subject is replaced by an addition (substitution of parts of the sentence) that is in front of the verb and does not correspond to the direct word order, which is a feature of the English language in general and scientific texts in particular.

CHAPTER 2. PRACTICAL STRATEGIES FOR TRANSLATING EUPHEMISMS

2.1. Translation of euphemisms: case study

The second chapter showcases *linguistic transformations applied for euphemisms' translation in the scientific discourse*. The translated euphemisms are examined in the context of environment, health and human bodies, in this research the topic of pregnancy. Phrases are taken from the original text written in English and translated into Ukrainian.

In order to determine the relationship between lexemes denoting one or another taboo concept in the studied language pair, this comparative analysis examines fragments of scientific texts in English, which contain euphemisms, and, accordingly, fragments of the translation of these texts into Ukrainian.

The purpose of such an analysis is, on the one hand, to determine the ways of euphemism formation in the original language and to describe translation transformations, as a result of which the corresponding euphemisms were formed in the target language, and on the other hand, to find out the reasons and methods of euphemisation of the English direct nomination in the translation into Ukrainian language. The results of this analysis make it possible to determine how similar are the

ways of formation of euphemisms to denote a particular concept in the English and Ukrainian languages.

This analysis is going to identify all linguistic transformations used for a particular phrase and its translation, explain where the euphemism is and why it was used and identify tropes implemented in the translation.

The ***data sources*** are "Scholarly articles on global warming and climate change" (5) and the translation of this text conducted in 1.3.2 for chapter 2.1.1; BBC News's article titled "Can drinking red wine ever be good for us?" written by Jessica Brown (1) and its corresponding translation published by BBC News Ukraine (2) for chapter 2.1.2; BBC News's article titled "Women's fertility is more complicated than you might have heard" written by Amanda Ruggeri (4) and its corresponding translation published by BBC News Ukraine (3) for chapter 2.1.3

2.1.1 Euphemisms and the environment

This chapter examines linguistic transformations applied for euphemisms in the environmental context. The text used is an article on global warming and climate change, which is listed number five on the list of data sources. The chapter lists eight examples from the text, which are the following:

(1) "*Trap heat from the sun*" ("*затримують тепло від Сонця*") – The euphemism in the original phrase "trap heat." In this context, "trap heat" is a softer or less direct way of saying "retain heat" or "capture heat." The translation "затримують тепло від Сонця" captures the same meaning in Ukrainian, where "затримують" means "to retain" or "to capture," and "тепло від Сонця" translates to "heat from the sun."

The linguistic transformation used in this translation is **transcription**. This transformation involves representing the sounds of the source language into the target language. In this case, the English phrase "trap heat from the sun" is transcribed into Ukrainian as "затримують тепло від Сонця". The Ukrainian words closely represent the sounds of the English words, providing a phonetic translation while maintaining the

meaning. The phrase "trap heat from the sun" uses **metaphor**. In this metaphorical expression, "trap" suggests the idea of capturing or retaining heat within the Earth's atmosphere.

(2) "*Earth would be too cold to support life*" ("*Земля була б занадто холодною, щоб підтримувати життя*"). The linguistic transformation used in this translation is **transposition**. This transformation involves changing the word order or syntactic structure of the sentence while maintaining the overall meaning. In this case, the English sentence "*Earth would be too cold to support life*" is transposed into Ukrainian as "*Земля була б занадто холодною, щоб підтримувати життя*". The word order and structure are rearranged to fit the grammatical norms of Ukrainian while preserving the meaning of the original sentence. This phrase employs **synecdoche**: "*to support life*" is a synecdoche, where a part of something is used to represent the whole. In this case, "*support life*" stands for the broader concept of maintaining conditions suitable for life to exist.

(3) The expression "*create and destroy GHGs*" ("*створює та знищує парникові гази*") uses more neutral language instead of directly stating the chemical processes involved. The linguistic transformation used in this translation is **transposition**. In the original, the action of creating and destroying greenhouse gases is expressed using the verb-noun combination "create and destroy." In the target phrase "створює та знищує парникові гази," the same action is expressed using the verb "*створює*" and "*знищує*", but the noun "парникові гази" (greenhouse gases) is placed after the verbs. This transposition maintains the meaning of the original phrase while adjusting the word order to fit the grammatical structure of the target language.

When it comes to tropes, **metaphor** and **synecdoche** are used in the Ukrainian translation: "*створює*" and "*знищує*" metaphorically describe the processes of generating and removing greenhouse gases. Synecdoche: "*парникові гази*" represents the broader concept of gases contributing to the greenhouse effect.

(4) "*Natural causes of climate change are referred to as naturogenic*" ("*Природні причини зміни клімату називають натурогенними*") – the term "naturogenic" is a euphemism for describing natural causes of climate change. The

linguistic transformation used in this translation is a **descriptive translation** that directly renders the meaning of the term in Ukrainian. It breaks down the term into its components, translating "natural causes" as "природні причини" and "naturogenic" as "натурогенними."

The translation employs **metonymy** and **antonomasia**. "*Натурогенними*" directly translates the concept of natural causes of climate change by associating them with the root "натур-" (nature). Antonomasia: By using "*натурогенними*" , the translation substitutes the common term "природні причини" (natural causes) with a specialised term representing it.

(5) In "*Causes of climate change related to human activity are called anthropogenic*" ("причини зміни клімату, пов'язані з діяльністю людини, називають *антропогенними*" it is similar to the example above, "*anthropogenic*" is a softer term for describing human-related causes of climate change. The linguistic transformation used in this translation is **descriptive translation**. This example does not employ specific literary tropes. It straightforwardly refers to causes of climate change resulting from human actions.

(6) In "[Earth's] *vegetation releases and absorbs*" ("*Рослинність* [Землі] *виділяє та поглинає*"), "*releases and absorbs*" is a euphemism for the exchange of carbon dioxide between vegetation and the atmosphere. The linguistic transformation used in this translation is **descriptive translation**. The translation employs **personification** and **metonymy**, where the former trope maintains the personification by attributing the actions of releasing and absorbing to "Рослинність [Землі]" (vegetation [of Earth]) and the latter trope serves as a metonym for the collective plant life on Earth.

(7) In "[human activities] *add*" ("[людська діяльність] *додає*"), "*add*" is a euphemism for emitting or releasing carbon dioxide into the atmosphere as a result of human activities. It is translated **descriptively**. No literary tropes are employed. It straightforwardly describes the action of human activities contributing to something.

(8) "*Dramatic impact*" ("*істотний вплив*") is a more neutral term than potentially more alarming descriptors. The linguistic transformation used in this

translation is **descriptive translation**. No literary tropes are employed. It straightforwardly describes a significant or striking effect.

2.1.2 Euphemisms and health

Avoidance of directness in a scientific discourse happens when it comes to talking about human bodies, in this case, pregnancy. This part of the research analyses the original text written by Amanda Ruggeri published by BBC Future (4) and its translation published by BBC News Ukraine (3). The chapter lists twelve examples from the text, which are the following:

(9)   In "*might be better than abstaining from alcohol altogether*" / ""*це може бути краще, ніж взагалі відмовитися від алкоголю*"", the phrase "*might be better than abstaining from alcohol altogether*" is a euphemism for suggesting that drinking alcohol occasionally could have potential health benefits compared to completely avoiding alcohol consumption. The linguistic transformation used in this translation is **descriptive translation**. The example "might be better than abstaining from alcohol altogether" does not inherently employ specific literary tropes. It straightforwardly presents a comparison between two options: drinking alcohol occasionally and completely abstaining from it.

(10)   "*We've been led to believe that*" ("*нас змусили повірити в те, що*") is a euphemism for making a incorrect information from the research seem less harsh than it actually is. The linguistic transformation used in this translation is **modulation**. The target phrase modulates the original expression to convey a sense of coercion or pressure to believe something. This modulation retains the essence of the original phrase while adjusting the wording to fit the cultural and linguistic context of Ukrainian.

Hare, no literary tropes are not inherently employed. It conveys a sense of influence or persuasion that has shaped one's beliefs without relying on metaphor, metonymy, synecdoche, personification, or anthropomorphism.

(11) The expression "*that might not be the case*" ("це може відрізнятись від реальності") is a euphemistic way of suggesting that something may not be true or accurate without explicitly stating it. The linguistic transformation used in this translation is **modulation**. In the target phrase the translation modulates the original expression to convey a similar sense of doubt or questioning. However, it does so by emphasising the possibility of a difference from reality rather than directly negating the initial statement. This modulation retains the essence of the original phrase while adjusting the wording to fit the cultural and linguistic context of Ukrainian. No literary tropes are not inherently employed for the translation.

(12) In "*humans have been imbibing*" ("*людство чаркує вже не одне тисячоліття*"), "*imbibing*" is a softer term for consuming or drinking alcohol.It is translated using **transliteration**.

This translation employs the trope of **metaphor**, as it figuratively describes the act of drinking as "чаркує," which carries connotations of informal and colloquial language, providing a vivid and expressive portrayal of the idea that humans have been drinking alcohol for millennia.

(13) "*A lot of work* [has] *been done*" ("*провели чималу роботу*"): in the context of a sentence, where this expression has been used, it implies that efforts have been made to inform the public about the connection between smoking and cancer, but it uses softer language ("a lot of work has been done") instead of directly stating the extent of these efforts. The linguistic transformation used in this translation is **descriptive translation**.

This translation employs the trope of **metonymy**, representing the collective effort or activities undertaken. It substitutes for the broader concept of work, encompassing various tasks, actions, and endeavours.

(14) In "*this is less so*" ("*набагато менше зроблено*"), "*less so*" is a euphemism for indicating a lower level of communication or effort compared to smoking. It softens the statement about the disparity in messaging between alcohol and smoking. It is translated **descriptively** and it employs the trope of **comparison** or

antonomasia. The phrase "*набагато менше*" compares the amount or extent of something to a previous standard, implying a reduction or diminishment compared to that standard.

(15) In the phrase "*with alcohol, it's largely been up to the alcohol industry to communicate this itself*" ("*про імідж алкоголю в медіа піклується передусім сама алкогольна промисловість*") - "Up to the alcohol industry to communicate this itself" is a euphemism for suggesting that the alcohol industry has a significant role in shaping public perception and awareness about the health risks associated with alcohol consumption. The linguistic transformation used in this translation is **compensation**. In the target phrase, the responsibility aspect is retained, but it is compensated with a different context. Instead of focusing on communication, the translation shifts to the realm of media representation. This compensates for the absence of emphasis on the alcohol industry's role in communication by highlighting its influence on media portrayal.

Here, the trope of **metonymy** has been used for the broader concept of responsibility for managing the image of alcohol in the media. The industry itself is not literally communicating; rather, it influences the portrayal of alcohol through its actions and decisions.

(16) "*French paradox*" ("*французький парадокс*") is a euphemism that in that context is used to explain the French's consumption of alcohol and its pretty positive consequences of their health. The linguistic transformation used here is **calque**. The translation "*французький парадокс*" in Ukrainian has a **metaphorical** nature of the original phrase.

(17) The phrase "*a conundrum which scientists are still untangling today*" ("*і досі залишається не до кінця зрозумілим*") is a softer way of saying that scientists are still working to understand or unravel the French paradox. It implies ongoing research and exploration without directly stating the complexity or difficulty of the task. This transformation involves a **modulation** and uses a trope of **metaphor**.

(18) The phrase "*data could be flawed*" ("*хибними можуть бути дані самих досліджень*") uses softer language ("could be flawed" / "*можуть бути хибними*") to

imply that there are potential issues with the data, rather than stating directly that the data is incorrect or unreliable. The transformation here involves a **total reorganisation**, where the sentence structure and emphasis are changed to suit the linguistic patterns of the target language. The translation reorganises the structure of the sentence and introduces a different subject. It starts with "хибними можуть бути", which mirrors the original meaning. However, it then **specifies** "дані самих досліджень", emphasising that the flawed data could be from the studies directly.

The translation uses **metonymy**: by using "*studies*" to represent the entire process and its outcomes, indicating a specific aspect of research as a stand-in for the broader concept of data.

(19) "*Those with no defects*" ("*ті, у кого немає недоліків*") is a euphemism, which in that context, means people with no health conditions. It uses **descriptive translation**, where each word is translated into its corresponding Ukrainian equivalent without any significant transformation, **grammatical replacement**, where the equivalent is reached with a use of a noun "*недоліків*" only, and **transposition**, where the word order is slightly adjusted in the Ukrainian translation to adhere to the typical subject-verb-object order of the Ukrainian language. The translation uses **synecdoche**: "defects" is used to refer to any kind of imperfections or shortcomings in individuals.

(20) The phrase "*red wine in moderation is associated with health*" ("*більшість переваг для здоров'я пов'язують саме з червоним вином*") uses softer language ("associated with health") to suggest a potential health benefit of moderate red wine consumption, without directly stating it.

In the translation is a **grammatical replacement** where the word "*associated*" is translated as "*пов'язують*" ("*associate*" in plural form) to fit the grammatical structure of the sentence in Ukrainian. Additionally, the translation slightly **generalises** the idea by stating that "*most health benefits*" are linked to red wine, rather than directly mentioning moderation. The trope of **metonymy** is employed for translation "*red wine*" stands for the concept of moderate alcohol consumption.

(21) In "[pills] *you ingest*" ("[пігулок] *ви проковтнете*"), "*ingest*" is a milder or less direct way of referring to the action of swallowing pills. It is used to convey the

same meaning in a softer or more polite manner. The translation uses **transposition**, as the order of words in the phrase is changed to better fit the syntax of the target language. The original is written in a Present Simple tense, while the translation uses a future tense: "*проковтнете*" implying a possible action in the future. This translation involves a **metonymy** where the action of swallowing pills is used to represent the broader concept of taking medications.

2.1.3 Euphemisms and human bodies

Avoidance of directness in a scientific discourse happens when it comes to talking about human bodies, in this case, pregnancy. This part of the research analyses the original text written by Amanda Ruggeri published by BBC Future (4) and its translation published by BBC News Ukraine (3). The chapter lists eight examples from the text, which are the following:

(22) In "*Female fertility is often said to "fall off a cliff" after 35*" ("*Вважається, що можливість завагітніти стрімко падає після 35 років*"), "*fall off a cliff*" is a **metaphorical** expression used to describe the decline in female fertility after the age of 35, without directly stating it. This translation uses **transposition,** where a passive construction "*is often said*" is translated as an impersonal verb "*вважається*". Additionally, there is a **modulation** in the translation, as the metaphorical expression is altered to fit the linguistic and cultural context of the target language.

(23) In "*the age has been seen as a watershed moment for female fertility*" ("*вчені вважали цей вік переломним для жіночої фертильності*"), the phrase "*seen as a watershed moment*" uses softer language to describe the significance of turning a certain age for female fertility, without explicitly stating it. The linguistic transformation used in the translation involves **Descriptive translation** In the translation, the metaphor is preserved with the phrase "цей вік переломним," which directly translates to "*a watershed moment*". Here, the concept of a turning point or critical moment is retained, but expressed more explicitly without the specific linguistic tropes.

(24) "*Geriatric pregnancy*" ("*геріатрична вагітність*") is a euphemism for pregnancy at an older age. In the translation, a **calque** transformation is used. A calque is a direct translation of words or phrases from one language to another, maintaining the structure of the original term while using the target language's words. Here, "геріатрична вагітність" directly translates to "geriatric pregnancy" in Ukrainian.

The phrase "geriatric pregnancy" uses a **metaphor** to describe pregnancies occurring in women who are of advanced maternal age, typically 35 years or older. The term "*geriatric*" is borrowed from the medical field, where it typically refers to the care of elderly people. In this context, it metaphorically associates pregnancy with old age, highlighting the increased medical risks and challenges associated with pregnancy at an older age.

(25) "*Advanced maternal age*" ("*старший вік матері*") - This term is also a euphemism for pregnancy at an older age. The original phrase "advanced maternal age" refers to the age of a mother being older, typically above the age of 35. The Ukrainian translation "старший вік матері" directly translates to "older age of the mother," which is a **transcription** transformation where the original phrase is represented phonetically in another language.

The Ukrainian translation "*старший вік матері*" also employs **metonymy**, which is used to signify a specific age group. "Матері" straightforwardly translates to "mothers".

(26) In the same article, the phrase "*advanced maternal age*" has been additionally translated as "*похилий вік матері*", which is also a euphemism for pregnancy at an older age.

However, the alternative translation "*похилий вік матері*" translates to "advanced maternal age," which involves a **modulation** transformation where the meaning is shifted slightly to convey the idea of age in a different manner. Instead of focusing on the advancement of age, it highlights the idea of age as declining or moving towards old age.

The translation utilises a **metaphorical** trope, where "*advanced*" metaphorically implies advancing towards old age or being on the decline. This metaphorical usage

portrays ageing as a downward slope or decline, contrasting with the original phrase's implication of progression or advancement.

(27) The phrase "*the reality is more nuanced*" ("*реальність складніша*") uses softer language to suggest that the situation is more complex or detailed than initially presented, without directly stating it. This translation involves a **transposition** transformation, where the structure of the original phrase is retained, but the lexical items are replaced with their equivalents in the target language. The word "*nuanced*" is translated as "*складніша*," which captures the idea of complexity or intricacy. However, the word order is adjusted to fit the syntax of the target language.

The Ukrainian translation utilises a **metaphorical** trope. "*Складніша*" metaphorically conveys a similar idea to "nuanced" in English. It suggests that reality is not straightforward but has multiple layers or intricacies, aligning with the metaphorical nature of the original phrase.

(28) "*Higher risk of miscarriage*" ("*зростає також і ризик викидня*") uses softer language to describe an increased likelihood of miscarriage, without explicitly stating it. This translation involves a **total reorganisation** transformation. While the original phrase is relatively concise, the Ukrainian translation reorganises the structure of the sentence to fit the syntactic norms of Ukrainian. It also includes **additional** words and phrases, such as "*також і*", to convey the same meaning in Ukrainian. Additionally, the translation employs **modulation**, where the concept of "higher risk" is expressed slightly differently as "зростає... ризик". This modulation maintains the essence of the original phrase while adapting it to the linguistic and cultural context of Ukrainian.

The Ukrainian translation employs **metonymy**. "*Зростає*" indicates a rise in the probability or likelihood, while "*ризик викидня*" translates to "*risk of miscarriage*," where "*risk*" stands for the potential for an unfavourable outcome, and "*miscarriage*" represents the specific event. So, both phrases rely on metonymy to convey the concept of an increased likelihood of miscarriage.

(29) In "*mitigates much of the effect of the mother's age*" ("*значною мірою пом'якшує вплив віку матері*"), the word "*mitigates*" uses softer language to describe

reducing the impact of maternal age on live-birth success rates, without explicitly stating it.

This translation involves a **transposition** transformation, where the structure of the original phrase is maintained, but the words are replaced with their equivalents in the target language. Additionally, Modulation is used in the translation, where the phrase "much of the effect" is expressed as "значною мірою," which translates to "to a significant extent." This modulation ensures that the meaning is preserved while adapting to the linguistic and cultural context of Ukrainian. Additionally, the translation uses **concretisation:** "*пом'якшує*" ("*mitigates*") specifies the idea of lessening the impact or softening its effects.

The Ukrainian translation "значною мірою пом'якшує вплив віку матері" also utilizes **metonymy**. "*Вплив віку матері*" ("effect of the mother's age") uses metonymy to represent the broader implications of maternal age.

(30) The phrase "*preserve her fertility*" ("*хоче зберегти свою фертильність*") uses softer language to describe the process of freezing eggs for potential future use, without explicitly stating it. This translation involves a **total reorganisation** transformation. While the original phrase is relatively concise, the Ukrainian translation reorganises the structure of the sentence to fit the syntactic norms of Ukrainian. It also includes **additional** words and phrases, such as "*хоче*" (wants) and "свою" (her), to convey the same meaning in Ukrainian. Additionally, the translation involves a **transposition** transformation, where the word "*preserve*" is translated as "*зберегти*," which means "to keep" or "to maintain," and "*fertility*" is translated as "фертильність," which directly refers to the ability to conceive and bear children. This ensures that the meaning is preserved while adapting to the linguistic and cultural context of Ukrainian.

The Ukrainian translation "хоче зберегти свою фертильність" also utilises a **metaphorical** trope. "*Зберегти*" translates to "*to preserve*", implying the preservation of something valuable. "*Фертильність*" directly refers to fertility, which is the capacity to conceive and bear children.

2.2 Lexic that is euphemised as a result of translation transformations

Table 1. Euphemisms and the environment

№	Example №	Linguistic transformation used	Trope used
1.	*1*	Transcription	Metaphor
2.	*2*	Transposition	Synecdoche
3.	*3*	Transposition	Metaphor and Synecdoche
4.	*4*	Descriptive translation	Metonymy and Antonomasia
5.	*5*	Descriptive translation	N/A
6.	*6*	Descriptive translation	Personification and Metonymy
7.	*7*	Descriptive translation	N/A
8.	*8*	Descriptive translation	N/A

In the case of euphemisms and their translation in an environmental context, it is possible to reach a conclusion that *seven* euphemisms have been translated with the help of lexical and grammatical transformations, with five for descriptive translation and three for transposition.

When it comes to tropes, there are three examples of a metonymy, three examples of a synecdoche, two examples of a metaphor and a personification and one example of an antonomasia. In five examples tropes have not been applied.

Table 2. Euphemisms and health

№	Example №	Linguistic transformation used	Trope used
9.	*9*	Descriptive translation	N/A
10.	*10*	Modulation	N/A
11.	*11*	Modulation	N/A
12.	*12*	Transliteration	Metaphor
13.	*13*	Descriptive translation	Metonymy
14.	*14*	Descriptive translation	Comparison, antonomasia
15.	*15*	Compensation	Metonymy
16.	*16*	Calque	Metaphor
17.	*17*	Modulation	Metaphor
18.	*18*	Total reorganisation, concretisation	Metonymy
19.	*19*	Descriptive Translation, Grammatical replacement, Transposition	Metonymy
20.	*20*	Grammatical replacement, generalisation	Metonymy
21.	*21*	Transposition	Metonymy

In the case of euphemisms and their translation in a health discussion, it is possible to reach a conclusion that *two* euphemisms have been translated with the help of transcoding, specifically calque and transliteration; *five* euphemisms have been translated with the help of lexical and semantic transformations, where three for modulation one for generalisation and one for concretisation; *ten* euphemisms have been translated with the help of lexical and grammatical transformations with four for descriptive translation, two for grammatical replacement, two for transposition and one for compensation and total reorganisation.

When it comes to tropes, there are seven examples of a metonymy, five examples of a metaphor, two examples of a synecdoche, one example of an antonomasia and comparison. In five examples tropes have not been applied.

Table 3. Euphemisms and human bodies

№	Example №	Linguistic transformation used	Trope used
22.	*22*	Transposition, modulation	Metaphor
23.	*23*	Descriptive translation	N/A
24.	*24*	Calque	Metaphor
25.	*25*	Transcription	Metonymy
26.	*26*	Modulation	Metaphor
37.	*37*	Transposition	Metaphor
28.	*38*	Total reorganisation, addition, modulation	Metonymy
29.	*29*	Transposition, concretisation	Metonymy

30.	*30*	Total reorganisation, addition, transposition	Metaphor	

In the case of euphemisms and their translation within a context of human bodies, specifically pregnancy, it is possible to reach a conclusion that *two* euphemisms have been translated with the help of transcoding, specifically calque and transcription; *four* euphemisms have been translated with the help of lexical and semantic transformations, where one three for modulation and one for concretisation; *nine* euphemisms have been translated with the help of lexical and grammatical transformations with four for transposition, two for total reorganisation, two for addition and one for descriptive translation

When it comes to tropes, there are five examples of a metaphor and three examples of a metonymy. One case does not use a trope.

2.4 Cultural Adaptation and Contextual Nuances for Translating Euphemisms

Euphemisms, those linguistic sugarcoats we sprinkle over sensitive topics, present a curious challenge for translators. While they soften the blow of unpleasant realities, their effectiveness hinges on cultural context, making their translation a dance between precision and cultural sensitivity. This document delves into the intricacies of adapting euphemisms across languages, exploring the challenges, strategies, and nuances this endeavour entails.

Table 4. Challenges of Translating Euphemisms

Challenge	Example	Impact
Cultural Dissonance: A euphemism in one culture	Ex: English "*passed away*" might translate to	Misunderstanding, inaccurate message.

might have a literal meaning or a negative connotation in another.	"*died violently*" in some languages, causing offence.	
Loss of Semantic Nuance: Cultural context imbues euphemisms with subtle meanings that can be lost in translation.	Ex: English "*economically challenged*" might be translated literally, missing the connotation of poverty.	Oversimplification, incomplete message.
Ethical Considerations: Euphemisms can mask ethical controversies or obscure sensitive information.	Ex: Medical research reports using "*unforeseen outcomes*" for adverse effects might mislead readers.	Lack of transparency, unethical communication.
Loss of Humor or Irony: Some euphemisms rely on humor or irony to soften their impact, which can be challenging to replicate in another language.	Ex: English "*kicked the bucket*" might translate literally, failing to convey the lightheartedness.	Loss of intended tone, misunderstanding.

Table 5. Strategies for Translating Euphemisms

Strategy	Example	Translation	Benefit

Functional Equivalence: Find an equivalent in the target language that conveys the same function and impact as the source euphemism.	Ex: Replace "*passed away*" with a culturally appropriate euphemism for death in the target language.	"*Помер*"	Preserves overall meaning and impact.
Descriptive Paraphrase: Use a descriptive phrase to explain the meaning of the euphemism, particularly if a direct equivalent is unavailable.	Ex: Translate "*economically challenged*" as "*living in a difficult financial situation*".	«*економічно важкий*», «*жити у важкій фінансовій ситуації*»	Provides clarity and transparency.
Cultural Adaptation: Adapt the euphemism to a culturally relevant expression, ensuring it resonates with the target audience.	Ex: Instead of "*kicked the bucket*", use a culturally appropriate idiom for death in the target language.	"*Помер*"	Maintains humour or irony and resonates with the audience.

Table 6. Case Studies of Euphemism Translation

Text (Source Language)	Euphemism	Translation Strategy	Ukrainian Translation

Medical report (English)	"*Unforeseen outcomes*"	Functional equivalence	"*Непередбачені наслідки*"
Obituary (English)	"*Passed away*"	Cultural adaptation	"*Помер*"
Business document (English)	"*Downsized*"	Descriptive paraphrase	"*Зменшений*"
Political speech (English)	"*Challenged times*"	Target audience focus	"*Складні часи*" (for general audience)

Translating euphemisms demands a deft hand, balancing the precision of conveying factual meaning with the sensitivity of respecting cultural nuances. By recognizing the challenges, employing appropriate strategies, and remaining mindful of cultural contexts, translators can navigate this delicate dance and ensure that the essence of the message shines through, unvarnished and culturally understood.

To summarise, the analysis of translation transformations at the lexical level, applied to the reproduction of English-language scientific terms in the Ukrainian language, showed that the most used are the reproduction way of translation is lexical and grammatical (90%), specifically descriptive translation (33%), transposition (30%), total reorganisation (10%), grammatical replacement (7%), addition (7%) and compensation (3%). Lexical and semantic transformations held the second place with 27%, specifically modulation (20%), generalisation (3%) and concretisation (3%). In third place is transcoding with 13%, specifically calque (7%) transliteration (3%) and transcription (3%).

It is worth mentioning that most of the examples are complex and require several ways of translation, as can be seen in the tables 1 to 3.

When it comes to stylistic tropes, overall six tropes have been utilised throughout the research: metonymy (43%), metaphor (40%), ,synecdoche (17%) antonomasia (7%), personification (3%) and comparison (3%).

CONCLUSIONS

Euphemisms, the linguistic devices used to soften the impact of sensitive topics, pose an intriguing dilemma for translators. While they serve to mitigate the discomfort associated with unpleasant truths, their effectiveness is heavily reliant on the cultural context in which they are used, thus presenting translators with a complex balancing act between accuracy and cultural sensitivity. This study delves into the complexities of

translating euphemisms across different languages, examining the obstacles, tactics, and subtleties involved in this undertaking.

Translating euphemisms requires finesse, as it necessitates striking a delicate balance between accurately conveying the intended meaning and respecting the cultural nuances of the target language. Through a thorough understanding of the challenges at hand, the employment of appropriate translation strategies, and a keen awareness of cultural contexts, translators can skilfully navigate this intricate process, ensuring that the essence of the message remains intact, culturally relevant, and readily comprehensible.

The analysis of translation transformations at the lexical level, applied to the reproduction of English-language scientific terms in the Ukrainian language, showed that the most used are the reproduction way of translation is lexical and grammatical (90%), specifically descriptive translation (33%), transposition (30%), total reorganisation (10%), grammatical replacement (7%), addition (7%) and compensation (3%). The reason for such an outcome might be because they help reproduce the approximate value without significant changes in the formal expression of the unit. Descriptive translation with 33% is a leader, since it allows the exact meaning of the term to be conveyed but expands its formal structure. Lexical and semantic transformations held the second place with 27%, specifically modulation (20%), generalisation (3%) and concretisation (3%). In third place is transcoding with 13%, specifically calque (7%) transliteration (3%) and transcription (3%).

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Prospects or ideas for possible further research in the area. The topic of this study can be further developed in the context of a thorough study of the psycholinguistic conditioning of the use of indirect nomination by speakers of

Ukrainian and English languages and cultures, as well as the influence of this conditioning on the choice of translation strategy and model.

Another prospective direction of research is the development of translation universals in the reproduction of indirect nomination with the involvement of a larger number of language pairs and a wider volume of empirical material.

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ANNEX

Euphemism is a term used to replace rude or obscene words with an unpleasant emotional colour. It is a communicative strategy used to avoid discussing sensitive subjects that may evoke fear, self-deprecation, embarrassment, or other adverse

connotations. The study of euphemisms and their translation is a current linguistic issue, with scholars including Fedorenko S., Yavorska Y., Velykoroda V., Turchyn V., Postatnik M., Hnatkivska R., Thir V., Tatsenko N., Yavorska Y., Yukhymets S., Korolyova T., as well as foreign, for instance, Allan K., Burridge K., Wang S., Casas Gómez M, Al-Shawi M. A., and others. Its features are universality, indirectness, vagueness, and pleasure.

If the main reasons for the appearance of euphemisms are reluctance to speak directly on forbidden topics, dictated by fear; the desire to avoid conflict or uncomfortable situations caused by the interlocutor's attitude to one or another topic; the desire to form the necessary speaker's opinion about one or another topic in the interlocutor or a wide audience, then, accordingly, the main functions of euphemisms can be to shield and avoid offence, to mystify and to manipulate. In a scientific context, euphemisms can be utilised for several reasons, for instance, for sensitivity and appropriateness, clarity and accessibility, cultural sensitivity, to maintain professional and formal tone and to mitigate negative connotations.

When it comes to ways of translation of euphemisms, translation techniques must be utilised. The techniques are transcoding (transliteration, transcription, calque, zero transcoding), lexical and semantic transformations (concretization, generalisation, modulation) and lexical and grammatical transformations (antonymic translation, grammatical replacement, addition, omission, transposition, descriptive translation, compensation, total reorganisation). The first one is used in order to achieve equivalents, while the others are used to to achieve adequacy. Most of these methods are utilised in this research paper.

Scientific discourse is a type of discursive activity verbalised in the text sphere of communication, speech interaction of representatives of the relevant social group/institute with in order to realise status-role opportunities within the limits set by this social institution, a component of the professional zone of professional discourse. The purpose of scientific communication is the process of new knowledge, which is presented in verbal form and is conditioned by communicative canons of scientific communication.

As a type of institutional discourse proper, scientific discourse is characterised by creativity, objectivity, logicality of transmitted information, and professional value. It is characterised by professional orientation, communication with the addressee, anthropocentrism, multidisciplinarity. The values of scientific discourse are revealed in its key values concepts (truth, knowledge, research) and are reduced to recognition of the knowability of the world, necessity to multiply knowledge and prove their objectivity, and impartiality in the search for truth.

The analysis of translation transformations at the lexical level, applied to the reproduction of English scientific terms in Ukrainian, showed that the most used are the reproduction of the term with the help of an equivalent, concretisation, generalisation, since they help to reproduce the approximate meaning without significant changes in the formal expression of the unit. Descriptive translation, because it allows you to convey the exact meaning of the term, but expands its formal structure.

The analysis of translation transformations at the grammatical level revealed the use of permutations of sentence members, which is caused by a large number of passive constructions characteristic of scientific texts. During their translation, the subject is replaced by an addition (substitution of parts of the sentence) that is in front of the verb and does not correspond to the direct word order, which is a feature of the English language in general and scientific texts in particular.

ДОДАТОК

Евфемізм — термін, яким замінюють грубі або нецензурні слова з неприємним емоційним забарвленням. Це комунікативна стратегія, яка використовується для уникнення обговорення делікатних тем, які можуть

викликати страх, самоприниження, збентеження чи інші несприятливі конотації. Вивчення евфемізмів та їх перекладу є актуальною лінгвістичною проблемою, якою займаються Федоренко С., Яворська Ю., Великорода В., Турчин В., Постатнік М., Гнатківська Р., Тхір В., Таценко Н., Яворська Ю., Юхимець С., Корольова Т., а також іноземні, за наприклад, Аллан К., Беррідж К., Ванг С., Касас Гомес М., Аль-Шаві М. А. та ін. Рисами евфемізму є універсальність, опосередкованість, розпливчастість і приємне звучання для читача.

Якщо основними причинами появи евфемізмів є небажання говорити прямо на заборонені теми, продиктоване страхом; прагнення уникнути конфліктних чи незручних ситуацій, викликаних ставленням співрозмовника до тієї чи іншої теми; прагнення сформувати у співрозмовника чи широкої аудиторії необхідну думку оратора щодо тієї чи іншої теми, то, відповідно, основними функціями евфемізмів можуть бути відгородження та уникнення образ, містифікація та маніпулювання. У науковому контексті евфемізми можна використовувати з кількох причин, наприклад, для чутливості та відповідності, ясності та доступності, культурної чутливості, для підтримки професійного та офіційного тону та для пом'якшення негативних конотацій.

Коли мова йде про способи перекладу евфемізмів, необхідно використовувати перекладацькі трансформації такі як: методи транскодування (транслітерація, транскрипція, калька, нульове транскодування), лексико-семантичні трансформації (конкретизація, генералізація, модуляція) та лексико-граматичні трансформації (антонімічний переклад, граматична заміна, додавання, вилучення, транспозиція, описовий переклад, компенсація, цілісне перетворення). Перший використовується для досягнення еквівалентів, а інші – для досягнення адекватності перекладу. Більшість із цих методів використовуються в цьому дослідженні.

Науковий дискурс – вербалізований у текстовій сфері тип дискурсивної діяльності спілкування, мовленнєвої взаємодії представників відповідної соціальної групи/інституту з метою реалізації статусно-рольових можливостей у межах, визначених цим соціальним інститутом, компонентом професійної зони

професійного дискурсу. Метою наукової комунікації є процес отримання нового знання, який викладається у вербальній формі та зумовлений комунікативними канонами наукового спілкування.

Як різновид інституційного дискурсу, науковий дискурс характеризується креативністю, об'єктивністю, логічністю інформації, що передається, професійною цінністю. Характеризується професійною спрямованістю, комунікабельністю з адресатом, антропоцентризмом, мультидисциплінарністю. Цінності наукового дискурсу розкриваються в його ключових ціннісних поняттях (істина, знання, дослідження) і зводяться до визнання пізнаваності світу, необхідності примножувати знання та доводити їх об'єктивність, неупередженості в пошуку істини.

Аналіз перекладацьких трансформацій на лексичному рівні, застосованих до відтворення англомовних наукових термінів українською мовою, показав, що найбільш вживаними є відтворення терміна за допомогою еквівалента, конкретизація, узагальнення, оскільки вони сприяють відтворенню приблизного. значення без істотних змін у формальному вираженні одиниці. Описовий переклад надає можливість надати еквівалент терміну, точно передавши його значення, а також розширити його формальну структуру.

Аналіз перекладацьких трансформацій на граматичному рівні виявив використання перестановок членів речення, що зумовлено великою кількістю пасивних конструкцій, характерних для наукових текстів. Під час їх перекладу підмет замінюється додатком (заміною частини речення), який стоїть перед дієсловом і не відповідає прямому порядку слів, що є особливістю англійської мови в цілому та наукових текстів .

RESUME

Курсову роботу присвячено дослідженню способів перекладу евфемізмів наукового дискурсу. У ході роботи висвітлено визначення поняття евфемізму, причини його застосування у науковому дискурсі, описано існуючі способи перекладу евфемізмів у політичному дискурсі, проаналізовано зразок тексту наукового дискурсу і здійснено перекладацький аналіз фактичного матеріалу дослідження.

Ключові слова: перекладацький аналіз, евфемізми, способи перекладу

евфемізмів, науковий дискурс.