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КУРСОВА РОБОТА
З ПЕРЕКЛАДУ

Функціонально-стилістичні особливості перекладу евфемізмів як засобу творення коректної лексики в сучасних англомоних інтернет-виданнях

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INTRODUCTION

A euphemism is a set of linguistic means aimed at eliminating the emotional dominance of the expression in order to hide the concept. Many modern euphemisms are the result of the emergence and consolidation of new socio-political doctrines (primarily doctrines of correctness) in public consciousness. At the same time, euphemisms, on the one hand, reflect a shift in social consciousness, and on the other hand, they contribute to the spread and consolidation of new ideas in society.

Euphemia is a complex linguistic, social and cognitive phenomenon. There are studies devoted to euphemization processes in lexicology, sociolinguistics, and pragmatics. Euphemisms are widely used in every language, in every society, in particular in English. Therefore, it is very important to understand what exactly we call euphemisms, when exactly we can use them, how they are formed and what role they play in society. The aspects of the translation of modern English euphemisms into Ukrainian are also insufficiently researched, which is the main problem of this study, which determines its relevance in the theoretical and applied aspects.

The research aim is to analyze the phenomenon of euphemization of the language using the example of the English language, and the peculiarities of the translation of euphemisms into the Ukrainian language.

To achieve the aim, the following tasks should be solved:

1) to analyze and systematize the main approaches to defining the concept of euphemism of domestic and foreign researchers;

2) to study the methods of classification of euphemisms in the English language;

3) to study the peculiarities of the translation of euphemisms;

4) to characterize the features of the discourse of modern English-language Internet publications;

5) to carry out an empirical study of the functional and stylistic features of the translation of euphemisms in modern English-language online publications.

The object of the study is euphemisms in the English mass media as a means of creating vocabulary of correctness.

The subject of the study is the functional and stylistic features of the translation of euphemisms in modern English-language online publications.

The materials for the analysis were texts from such media resources as the "BBC", "The Guardian", "New York Times", "The Economist", etc.

The work uses such **research methods** as the *generalization method* to study the features of euphemisms in the English language, *the method of synthesis and analysis* to study the key concepts of the research, *discursive analysis* to study fragments of discourse in modern English-language online publications, *translation analysis* to study the peculiarities of the translation of euphemisms in media discourse texts, *quantitative analysis* for frequency calculations of various translational transformations.

The theoretical value of the work is the possibility of using the obtained results of the theoretical research in the future analysis of euphemisms of the English language.

The practical value of the work allows us to use the results of our research in scientific research on the linguistics of the English literary language and in university practice – when reading courses on the English language.

The structure of the study includes an introduction, two chapters, conclusions, lists of used sources and illustrative material, annex.

CHAPTER 1. THEORETICAL ASPECTS OF THE STUDY OF THE EUPHEMISMS TRANSLATION IN THE TEXTS OF MODERN ENGLISH-LANGUAGE ONLINE PUBLICATIONS

1.1. The concept of euphemism and its typology

There are such linguistic phenomena that no linguistic culture can do without. One of these phenomena is linguistic euphemism. Despite the long history of the existence of the phenomenon of euphemism, linguists began to show interest in euphemisms as an integral layer of the vocabulary relatively recently. To date, scientists have accumulated a huge terminological base regarding the phenomenon of euphemism, but the place of euphemisms in the dictionaries of national languages is still not defined, and there are also disputes about their origin.

Currently, there are various interpretations of the term "euphemism" in linguistics. For example, domestic researcher O. O. Selivanova interprets euphemism as a stylistic figure; intentional replacement of a sign of a certain concept with a descriptive name or other sign to eliminate unwanted, too sharp, not polite enough words by softening them or encrypting them due to the ban on the use of certain words [23: 144].

In the dictionary, the concept of "euphemism" is interpreted as the replacement of harsh words or expressions with softer ones. It is indicated that this concept comes from the Greek word "euphemia" – "moderation". This is the name of a word or expression that replaces another, inconvenient for a specific situation or rude, obscene, for example. For example, the expression "sleep the last sleep" is used instead of "to die".

The active study of euphemisms in linguistics began only at the end of the XIX century, after the German researcher H. Paul highlighted them in his scheme of semantic changes along with metaphor and metonymy. The phenomenon of euphemism

in linguistics is traditionally associated with the phenomenon of taboo. It is no coincidence that ethnographers who studied taboos in primitive communities (D. K. Zelenin, A. Maye, J. Fraser) were initially engaged in the study of euphemisms. Taboo vocabulary in the languages of different peoples of the globe is described in one of the sections of the fundamental study of the famous English religious scholar and ethnologist J. Frazer "The Golden Branch" [22: 9].

Later, linguists, in particular, V. Havers, L. Gedelyus, and others joined the taboo research. One of the basic works that highlight the peculiarities of euphemisms and linguistic taboos is the monograph by Z. Luchtenberg entitled "Untersuchung zu Euphemismen in der deutschen Gegenwartssprache" [16: 266].

The euphemization phenomenon is based on:

- deeply archaic remnants of linguistic taboos (prohibitions on pronouncing the direct names of such dangerous objects and phenomena as, for example, gods, diseases or the dead, since the act of naming them can cause the phenomenon itself);

- factors of social dialectology.

The process of euphemization is closely intertwined with the process of nomination – one of the three fundamental processes that shape human language activity (the other two are predication and evaluation). Objects that are not named for cultural, psychological or any other reasons need euphemistic designations. The renewal of nominations is dictated by the need to veil or soften the essence of what is considered inconvenient, indecent, etc. in cultural society [15: 210].

Unlike ordinary vocabulary, euphemisms are extremely sensitive to social evaluations of certain phenomena, both "decent" and "indecent". Related to this is the historical variability of the status of euphemism: what is a successful euphemistic name for one generation may be seen as unquestionable and unacceptable rudeness in subsequent generations, requiring a euphemistic replacement.

Euphemism as a method of indirect, periphrastic and at the same time softening designation of an object, property or action is related to other techniques of speech, for example, to meiosis, which is defined as a technique of expressiveness, based on the intentional reduction of the intensity of the properties of the subject of speech, actions, processes, etc. Metaphors are a way of comparing a taboo concept with another phenomenon or object that does not carry a negative connotation without using "*as*", "*like*". For example, "*cherry*" instead of "*hymen*" – this comparison was popular in English literature, but in the modern world it is considered vulgar [27: 24]. Paraphrasing is a method that allows to avoid using a taboo by describing its essence, for example, "*mentally challenged*" instead of "*stupid*", or using technical words: "*gluteus maximus*" instead of "*backside*", "*butt*", "*buttocks*".

One of the most used groups of euphemization is lexical methods. These techniques are widely used in spoken and written language, and can be used to describe almost any thought or desire. The lexical group includes the following means: words of foreign origin, in the English language borrowings are most often taken from French and Latin languages, for example, "*faux*" instead of "*fake*" or "*faux*" instead of "*foolish error*"; replacing the taboo word with a literary one: "*be sent to the big houses*" instead of "*be sent to prison*"; expressions are indirect in meaning: "*round*", "*plum*" instead of "*fat*"; the use of religious or literary stories: "*go to heaven*", "*go to one's Maker*", "*be with God*", "*go the way of all flesh*", "*return to dust*" instead of "*to die*" [28: 483–487]; sometimes the form of formation of euphemisms can be abstraction: "*before I go*" instead of "*before I die*".

Euphemism has its own specificity. It is manifested both in the linguistic essence of euphemism, and in the topics that are most often subject to euphemism, the areas of use of euphemisms, in the types of language methods and means by which they are created, in the difference in social evaluations of euphemistic ways of expression. Scientists, considering the phenomenon of euphemisms, also distinguish their

individual subtypes. Scientists propose to distinguish the following categories of euphemisms:

1) commonly used euphemisms of the literary language;

2) class and professional euphemisms;

3) family and household euphemisms [15; 16].

In every language there are words that are considered obscene, tactless, too direct or impolite. The following groups of euphemisms are characteristic of the English language:

1) age (the word "*old*", which is considered incorrect, is replaced by the words: "*mature*", "*senior*", "*advanced in years*");

2) appearance, as well as mental and physical capabilities (any deviations from the established norm are expressed using euphemisms: "*fat*" – "*overweight*"; "*blind*" – "*unseeing*"; "invalid" – "*disabled*", "*handicapped*"; "*mad*" – "*mentally sick*");

3) race and nationality (in the USA and many European countries it is forbidden to use the word "*nigger*", instead of which you should say "*Afro-American*". The word "*black*", which was considered acceptable a few years ago, is now considered impolite);

4) social status and financial situation (the word "*poor*" in the official media usually is replaced with "*the needy*", "*(socially) deprived*", "*penniless*", "*low-income family*");

5) professions (most necessary, but not very popular professions in the West, especially in the USA, receive more "prestigious" names: "*garbage collector*" – "*sanitation man / engineer*; "*undertaker*" – "*mortician*", "*funeral director*"; "*hairdresser*" – "*hairstylist*", etc.);

6) terms, especially medical terms (medical terms are very often used to refer to simple concepts that do not have a very positive meaning: "*insane asylum*" – "*mental home*", "*mental hospital*", "*mental health clinic*"; "*terminal home*" – "*hospice*").

One of the largest groups is socio-aesthetic euphemisms, which are based on various aesthetic and ethical norms of society. They reflect the norms of human

behaviour, the consciousness of society, relationships between people, and reveal the spiritual world of the community. Socio-aesthetic euphemisms perform an aesthetic, masking role in language. Therefore, socio-aesthetic euphemisms are understood as lexical units and expressions used to replace such a direct name, the use of which seems indecent, rude or tactless in a specific situation, for example, "*go to another world*" instead of "*to die*", "*to borrow*" instead of "*to steal*".

Euphemisms most often replace rude, obscene words associated with unpleasant associations. Updated nominations can be brought to life by the need to veil unpleasant concepts, by the desire for euphemistic replacements. Euphemism psychologically helps to abstract from the negative or direct meaning of the concept. Such euphemisms neutralize the true meaning of direct nouns, soften it, giving them streamlined verbal forms. Such "camouflage" does not hide the meaning, the new names are perceived unambiguously, but the form of embodiment of the meaning becomes correct and psychologically more acceptable [16: 210].

Thus, not the entire vocabulary of the language can be euphemized, but only vocabulary related to certain topics and spheres of activity. Summarizing the above, it is possible to single out such traditional topics and areas that are more often than others subject to euphemism, such as: some physiological processes and states; certain parts of the body associated with the lower body; relations between the sexes; illness and death; social sphere [4: 22]. The main reason for the appearance of updated names – euphemisms is considered to be the desire to disguise reality. The mysterious sound of the word hides the truth. When changing the name, the referent is often disguised, that is, such renamings change the meaning of the signified.

1.2. Peculiarities of translating English euphemisms into Ukrainian

Translating euphemisms from English into Ukrainian is a difficult task for a translator. Such difficulties are due to the fact that in the English language, the problem

of tolerance is given considerable attention, while, as in the Ukrainian language, the aspects of tolerance are not emphasized so actively. Therefore, in a large number of cases, manifestations of tolerance in the form of the use of euphemisms will be omitted during translation, as the translator will not have the lexical means to translate them into the Ukrainian language.

However, due to the popularization of the use of euphemisms in modern communication, more and more equivalents for the translation of English euphemisms appear in the Ukrainian language. It is also possible to use various translation transformations – transformations that the translator performs in the absence of an equivalent translation option.

Scientists distinguish lexical and grammatical transformations, complex transformations and syntactic ones. In turn, among the lexical transformations, transliteration, translation transcription, loan translation, some lexical-semantic substitutions are singled out. Grammatical transformations are divided into literal transformation, grammatical substitution, clause division and union. Complex transformations are represented by descriptive, antonymic and compensatory translation. Among the syntactic ones, the merging and segmentation of sentences, compression and decompression, and ellipsis are distinguished [5: 233].

In order to highlight formal lexical, grammatical and lexical-grammatical transformations, it is also suggested to use transformations, namely [18: 34–42]:

Formal lexical transformations:

● practical transcription – phoneme-by-phoneme transfer of graphemes in the target language;

● transliteration – transfer of the letters of the lexical unit of the original language to the grapheme of the target language;

● traditional reproduction, phonetic and graphic;

● combined playback – a transfer that combines all three of the above-mentioned transformations;

● loan translation.

Lexical and semantic transformations:

● generalization – replacing words or expressions with broader concepts;

● differentiation – the replacement of words or phrases caused by the fact that the lexical unit does not have a direct counterpart in the target language;

● substitution of meaning – replacement of lexical units with others that have a more general meaning;

● concretization – replacing words or expressions with narrower concepts;

● modulation – replacement of a lexical unit with an equivalent that is logically related to the unit of the original language.

Grammatical transformations:

● verbatim reproduction – zero transformation;

● transposition – changing the order of words in phrases or sentences;

● replacement of a part of speech (grammatical replacement);

● addition;

● omission.

Lexical and grammatical transformations

● antonymic translation – translation of the original language by the opposite concept in the target language;

● complete transformation – a transformation that involves a complete reworking of a text fragment, which implies a violation of its internal organization;

● compensation – filling in losses in translation by replacing it with a completely different, unrelated concept [21: 14].

There are differences in the vocabulary of the English and Ukrainian languages, which is reflected in the type of semantic structure of words. Any word, that is, a lexical unit, is part of the language lexical system, which explains the peculiarity of the semantic structure of words in different languages. Therefore, the essence of lexical transformation consists in replacing one lexical unit (a word and a stable phrase) with a lexical structure. The original language of the translation unit, not the "dictionary equivalent" [12: 207].

One factor that requires lexical transformation is the difference in the semantics of words due to the absence of words with exactly the same semantics in the source language and in the target language. Most often, when a word has several meanings, they coincide with the first lexical semantic variant or their main meaning, so the list of meanings of each word in relation to another language may be different [1: 40]. Types of vocabulary transformation include: decoding, transliteration, semantic word replacement, including generalization, reification, and modulation.

Due to the peculiarity of the English and Ukrainian language structure, the transformation of the syntactic level is also inevitable. Syntactic transformations aim at changing syntactic relationships. These include: changing the sentence type; changing the sentence structure (joining); ellipse; decompression; compression; unification ("fusion") of sentences [8: 274].

Clause division, or a change in structure, is a transformation that offers to divide a sentence into several sentences in translation. Changing the type of sentence suggests changing the type of sentence (from simple to complex, etc.) if necessary and semantic justification. An ellipsis implies the omission of an information unit that is clear from the context. Merger of sentences involves literally combining one or more sentences

into one. Decompression or compression refers to expanding or narrowing the sentence, increasing and decreasing the volume [12: 208].

I. V. Korunets singles out the following methods of translation of euphemisms: the method of selecting equivalents, descriptive translation, the method of addition, concretization, generalization, periphrasis, loan translation [14: 35–37]. The addition method is an effective tool when translating euphemisms from the original language, so it is often used by translators. After all, the reproduction of the content of euphemisms in the translated language often requires extensive comments. For example, the phrases "plumbers staff" or "plumbers operation" denote the staff and activities of people engaged in preventing the leakage of secret information. The euphemistic meaning of the words differs from the direct meaning of the word "plumbers". These expressions appeared in the English language after the Watergate trial. That is why, when translating these phrases from the original language, it is necessary to explain their meaning and comment on the peculiarities of use. The translation uses the addition method.

The concretization method consists in replacing a word or phrase of a foreign language with a broad subject-logical meaning by a word or phrase with a narrower meaning. Euphemisms that contain the words "*affair*", "*matter*", "*effort*", "*mission*" in their structure require the use of specification during translation.

A. Yu. Galaichuk considers the following approaches to the translation of euphemisms:

1) euphemism in the original is conveyed using an equivalent euphemism in the translation language;

2) the euphemism in the original is transmitted with the help of a lexeme to directly indicate what is expressed by the euphemism in the original;

3) a word that is not a euphemism in the original text is translated using a euphemism [5: 118].

Background information and context must be taken into account when translating euphemisms. The main obstacle to the adequate translation of euphemisms is the contradiction of conceptual systems in different languages. Therefore, the translator's task is to harmonize language systems and their coordination.

Thus, the use of euphemisms is an integral part of the language process. They allow replacing taboo vocabulary in the field of religion, medicine, politics, ethics, etc. The process of reproduction of euphemisms in translation is a complex and interesting phenomenon. The most effective ways of translating euphemisms from the original language are translation transformations, in particular, the method of addition and concretization. Further study of euphemisms and methods of their translation is promising and relevant. After all, the number of scientific works devoted to this issue is insignificant.

During the translation of euphemistic vocabulary, difficulties often arise related to the need to convey not only the denotative meaning, but also to maintain the main function of veiling, which is not always possible due to the difference in the lexical composition of the original language and the translation language, as well as cultural differences. However, this does not mean that translation is impossible in principle: the translator makes decisions about each specific use of euphemism depending on the purpose of the translation and the culture of the language being translated. The translator often resorts to the use of translation transformations.

Kh. P. Payonkevich claims that there are many factors that influence the preservation of the euphemistic component during translation, among them the context, the presence or absence of a corresponding linguistic unit in the vocabulary of the translated language, as well as the similarity of the emotional and expressive colouring of the original words and possible equivalents [20: 206]. According to the researcher, the translation of euphemistic vocabulary is aimed at choosing the most accurate equivalent that would describe a similar situation and at the same time does not differ in stylistic colour.

At the first stage, the meaning is deciphered by referring to a bilingual dictionary. First, the search for a neutral (denotative) value, that is, a neutral synonym that reflects only the main properties of the object, takes place. After that, the figurative basis of the concept or its metaphorical meaning is determined.

Finally, it is determined what place the original unit occupies among stylistic synonyms. At this stage, a complete picture of the initial euphemism is formed. In the second stage, the stage of reconstruction, an equivalent notation is selected in the target language. The equivalent is selected when decoding the reverse sequence. First of all, translator should pay attention to the found neutral synonym of the conversion unit and establish its denotative equivalent. After that, it is necessary to choose a stylistic paradigm of synonyms in the target language, excluding a series of synonyms related to another style [20: 207].

The analysis of scientific sources gives reason to claim that the translator may face many difficulties that make it impossible to correctly perceive and interpret euphemisms in the target language. These include the level of the translator's competence (national-cultural awareness, objectivity of thinking and prejudice as a representative of another culture, knowledge of both languages and the ability to apply translation transformations in the absence of equivalent units in the target language), variability and instability of euphemistic vocabulary, level of social development.

1.3. Discourse of modern English-language online publications

The concept of discourse is currently one of the main concepts of modern linguistics and text linguistics. The very notion of discourse is a reflection of the course of linguistic thought in recent decades. Back in the first half of the XX century linguistics has been focused for a long time on the study of the language system, but since the second half of the 1960s, the attention of linguistics has gradually focused on the other side of dialectical unity – speech activity and discourse as its products.

Discourse as a linguistic unit appeared in linguistics as a result of focusing researchers' attention on the human factor of speech. According to the American philosopher D. Levis [26: 50] knowledge about language is not enough for the development of communicative-pragmatic linguistics, because its desire to study communicative processes is based on taking into account such factors as the place and time of the communicative act, the motives of the speech acts, the social status, age and gender of its participants, etc. As a result of this, the end of XX – beginning of XXI century for linguistics were distinguished by the declaration of the fundamental position that the study of a language is adequate only if it describes its functioning in the process of communication.

The origins of the doctrine of discourse are considered to be the works of the American linguist Z. Harris, since it was he who first used this term in his article "Discourse Analysis" in the sense of a method of analysing coherent speech, aimed at bringing descriptive linguistics beyond just sentences and for the development theories of the correlation of language and culture [17: 258].

Despite the fact that discourse is a complex multifaceted phenomenon, which has recently attracted the attention of specialists from various fields of linguistic science, nevertheless, within the framework of different linguistic paradigms, the term "discourse" can contain different meanings, which makes this concept one of the most controversial in modern linguistics. Thus, today there is no single and generally accepted definition of the concept of discourse, which, in our opinion, is connected with the fact that it is extremely difficult to include all cases of its use and functioning in one definition.

The analysis of the publications of A. A. Bigari [3], O. I. Grydasova [7], E. V. Zymych [10] and V. V. Kozlova [13], devoted to the study of discourse, made it possible to single out the following approaches to the interpretation of this phenomenon in modern linguistics:

- discourse is defined through text or text through discourse;

- discourse as a cognitive process associated with the creation of speech behaviour;

- discourse as a sequence of interconnected statements united by a single goal;

- discourse as a complex communicative event;

- discourse as a sociolinguistic structure, which is created by the addressee in specific communicative, social and pragmatic situations;

- discourse – the communicative interaction of the addresser and the addressee, which takes place within a certain communicative situation and aims to implement a cognitive, emotional, physical and pragmatic influence on the addressee;

- discourse is a coherent text combined with extralinguistic, social, pragmatic, mental and other factors;

- discourse is a text taken from the aspect of events and presented as a socially directed action.

Trying to summarize the fundamental features of the discourse, which are discussed by various scientists within the framework of different linguistic approaches, the researcher M. Stubbs singles out three of its most characteristic features:

1) in a formal sense, it is a unit of language, which exceeds the volume of a sentence;

2) in terms of content, discourse is related to the use of language in a social context;

3) by its organization, the discourse is interactive, i.e. dialogic [29].

The approach of F. Batsevych, who calls this phenomenon a speech genre and a speech act, is quite thorough in the study of discourse. According to the scientist, discourse is a type of communicative activity, a speech flow and an interactive

phenomenon that has various forms of manifestation (oral, written, paralingual), takes place within a specific communication channel, and is regulated by the strategies and tactics of the participants. As a result of the synthesis of linguistic, cognitive and non-linguistic (social, mental, psychological, etc.) factors, depending on the topic of communication, various speech genres are formed [2: 138].

Thus, the analysis of the concepts of discourse available in modern linguistics and a brief overview of the typology of discourse showed that the theory of discourse has been actively developed by linguists for a long time, and research into this topical phenomenon continues today. There is still no single universal definition of the concept of discourse, just as a unified system of criteria for classifying types of discourse has not yet been developed. In this study, we are inclined to the definition of discourse given by F. Batsevych. Therefore, we consider discourse as a type of communicative activity, a set of texts united by a common theme within a specific communication channel.

In this study, we turn to the online media discourse. Internet journalism was formed spontaneously, often people who had nothing to do with traditional mass media participated in its development. Some researchers classify web publications according to their similarity to traditional counterparts:

1. Internet newspaper – frequently updated publications specializing mainly in news;

2. Internet magazines – publications that are mainly analytical in nature, both thematic and socially popular;

3. Internet radio – web radio station;

4. Web-television – interactive television;

5. Specialized information agencies – resources that supply information from teletype tapes [24: 195].

Therefore, Internet journalism is a qualitatively new cultural and civilizational phenomenon, which is an activity related to the formation and presentation of

informational images of relevance, and the carriers of these images can be not only words, but also pictures, photographs, movies, videos, sound, web- a page is any object capable of acting as an information carrier or text in the broad sense of the word.

Internet mass media represent (with the maximum use of the Internet's technical capabilities) a very peculiar "glossy tabloid" that demonstrates to the consumer the methods of television journalism. Such a symbiosis cannot but generate specific requirements for Internet journalism and imposes very serious restrictions on the forms of information submission.

Considering the linguistic features of the discourse of modern mass media, it should be noted that they are served by a separate functional style of language – the journalistic style. The concept of journalistic style is broader than the concept of "language of mass media" [25: 12]. The language of the press as a genre type of journalistic style used in the mass media and performing an informative function is the language of periodicals that tell about the events of the internal and external life of the region (industry), the country. The language of the press is based on general literary norms. It produces certain social and linguistic stereotypes [9: 123].

Characteristic features of journalistic discourse are:

1) openness and focus on socially resonant facts and their conceptual and emotional development;

2) open social evaluation [19: 62], which allows you to create a modelling effect;

3) an open worldview position, which provides representation of socio-evaluative judgments (opinions) and ideological support of "events of social thought", that is, ideas and social projects discussed by society;

4) evaluation-ideological modality and the related focusing strategy, i.e. regulation of the focus of thought on certain fragments of social practice and evaluation strategy;

5) "political and ideological mode" [11: 36] formation and formulation of opinion, information content and its coding;

6) "interstylistic toning of the presentation" [24: 194], that is, the use of various stylistic means and methods for the representation of social reality.

In modern society, the mass media play a particularly important role. The general constructive principle of a newspaper or other news report is the alternation of factually specific and generalized material, figurative and abstract, logical and emotional. In contrast to fiction, such a technique as fiction is rarely used in mass media, although in general the degree of authorship depends on the text genre.

In general, mass media language is traditionally considered as a separate sub-style of the journalistic style, although there is also a tendency to separate it into a separate functional style. A defining feature of mass media is a successful combination of logical presentation with emotional and expressive colouring, therefore the language of mass media is characterized by accessibility, polemical presentation, imagery, expressiveness and aphorism. The stylistic features of artistic, official-business and scientific styles are inherent in mass media languages. The lexical fund of mass media includes both neutral and stylistically and functionally coloured vocabulary.

At the same time, the linguistic features of the journalistic style of Internet publications may differ depending on the structural component of the publication. One of the methods of attracting the attention of consumers of information in the virtual world (Internet space) is the use of an apt, relevant title. This mandatory component of the text of Internet publications gives the first idea of what is written, forms the mood before reading, and becomes the first step towards analysis.

CHAPTER 2. TRANSLATIONAL ANALYSIS OF EUPHEMISMS AS A MEANS OF CREATING VOCABULARY OF CORRECTNESS IN MODERN ENGLISH-LANGUAGE ONLINE PUBLICATIONS

2.1. Lexical transformations in euphemisms translation

The translation of euphemisms is primarily based on the use of lexical transformations, since they are used to translate linguistic units of the lexical level, to which euphemisms belong. We will analyse the quantitative and qualitative indicators of the use of lexical transformations for the translation of euphemisms in modern English-language online discourse.

In order to analyse the lexical transformations in the translation of euphemisms, three of them are taken: transliteration (*Odesa – Одеса*), transcription (*Beatles – Бітлз*) and tracing (*Asians – азіати*). As for transliteration transformation, it was used in most cases, because in the case of translating proper names from a foreign language, it is often necessary to reproduce the letter composition of the word, its graphic form. Especially in the case of translation from English to Ukrainian, because each of these languages has its own alphabet: Latin and Cyrillic.

There are certain postulates for the use of the transliteration method, for example, the absence of reproduction of an apostrophe and a soft sign, or the system allows to ignore several elements for the sake of brevity. An example of the most common lexical transformation – transliteration, found in the analysis:

"***Homophobia*** *was drawn into the mainstream spotlight in the build-up to the Sochi 2014*" (104BBC).

"***Гомофобія*** *опинилася в центрі уваги напередодні Олімпійських ігор 2014*".

The most striking and probably the most famous example is the translation of the proper name "*LGBT*", an acronym used to denote a group of sexual minorities, which,

with the help of transliteration, turns into "*ЛГБТ*". Each letter of the Latin alphabet corresponds to the letter equivalent in the Cyrillic alphabet: *L – Л, G – Г, B – Б, T – Т*:

"*Noah Lomax:* **LGBT** *+ charity helps teens through pandemic*" (135BBC).

"*Ноа Ломакс: благодійність* **ЛГБТ** *+ допомагає підліткам пережити пандемію*".

Transcoding is a method of translation, which consists in reproducing the sound and / or graphic form of a lexical unit of the source language using the means of the target language. This lexical transformation is used mainly to reproduce proper names, in particular the names of people, toponyms, as well as realities, which is illustrated in the following examples:

"*A No 10 spokesperson has denied reports that cabinet secretary* **Simon Case** *– the head of the civil service – was "livid" about the appointment*" (BBC).

"*Прес-секретар прем'єр-міністра Великої Британії спростував інформацію про незадоволення секретаря кабінету міністрів* **Саймона Кейса** *щодо цього призначення*".

In order to preserve the identity of the definition of euphemisms, preserve the author's original intention, and reduce losses, the loan translation is used. This cannot be achieved using other types of lexical transformations, because when using transcriptions and transliterations, it is often possible to violate the compatibility of words in the target language and their usage norms. This is confirmed by the loan translation samples themselves, which are given in the example:

"*Some teaching even emphasized the idea that* **Africans** *brought here in chains were actually better off*" (2TWP).

"*Деякі навіть підкреслювали думку, що* **африканці***, привезені сюди в кайданах, насправді змінили життя на краще*".

Accordingly, transliteration, transcription and their combination in the form of tracing are the most common basic transformations in the layer of any language,

undoubtedly, they often occur in cases of analysis of the use of euphemisms in translation.

There are differences in the vocabulary of the English and Ukrainian languages, which is reflected in the type of semantic structure of words. Any word, that is, a lexical unit, is part of the linguistic lexical system, which explains the peculiarity of the semantic structure of words in different languages. Therefore, the essence of lexical transformation consists in replacing one lexical unit (a word and a stable phrase) with a lexical structure. The original language of the translation unit, not the "dictionary equivalent".

One factor that requires lexical transformation is the difference in the semantics of words due to the absence of words with exactly the same semantics in the source language and in the target language. Most often, when a word has several meanings, they coincide with the first lexical semantic variant or their main meaning, so the list of meanings of each word in relation to another language may be different. Types of vocabulary transformation include: decoding, transliteration, loan translation, and semantic word replacement, including generalization, reification, and modulation.

Decoding is one of the methods of translating a lexical form by reproducing the morphological form using the letters of the translated language, and the latter can reproduce the sound form of another language, and transliteration is a rather formal process: the letters of the original language are replaced by the letters of the translated language.

The next variant of lexical transformation is tracing – a technique in which the translation of a lexical unit is performed by replacing its component parts (morphemes or words) with corresponding lexical ones in the target language. The task of tracing is to create a new word or stable phrase in the original language that will repeat the structure of the original lexical unit at the lexical, phrasal or semantic level.

Lexical substitutions such as "generalization" and "reification" are opposites to each other, since generalization replaces an original unit with a narrower meaning by a

unit with a broader meaning, while the concept of reification involves the replacement of words or phrases. Each word or phrase with a narrower meaning has a broader subjective and logical meaning in the original language.

Modulation involves the replacement of words or phrases, the meaning of which can be logically deduced from the meaning of the original language unit, while the meaning of the original word and the translation are connected through logical causality, which directly depends on the context.

Contextual substitution is such a lexical transformation, as a result of which a word or word combination that is not a dictionary counterpart, but chosen taking into account the context and traditions of the target language, becomes the translated counterpart. As V. I. Karaban points out, there are no exact rules for using contextual substitutions. In general, the reasons for their use are the need to achieve a more natural sound in the target language and the desired stylistic effect, for example:

"*The attack on Kerch Strait Bridge in Crimea over the weekend was another **significant blow***" (Vice.com).

"*Вибух на Кримському мосту на вихідних прийшовся ще одним **відчутним ударом***".

Differentiation of meaning is used to translate a lexical unit of the source language by selecting a lexical unit synonymous with it in the target language. Individual verbs such as *to say*, *to tell*, *to be*, depending on the context, can mean "*to state, to warn, to advise*", "*to be present, to exist*", etc. Such ambiguous words require selection of one of the variant counterparts for more accurate information transfer, for example:

"*Rishi Sunak **said** on Tuesday he was not daunted by the scale of the challenge as he became Britain's third prime minister in two months, pledging to restore trust, rebuild confidence and lead the country through an economic crisis*" (Reuters.com).

"*У вівторок, Ріші Сунак **заявив**, що його, як третього прем'єр-міністра за два місяці, не лякає масштаб проблем; обіцяє повернути довіру [до уряду], відновити впевненість та вивести країну з економічної кризи*".

Concretization is a lexical transformation, as a result of which a word of broader semantics is replaced by a word of narrower semantics, for example:

"*The problem is that by not being more present in **theatre**, France risks writing itself out of the plot*" (BBC.com).

"*Проблема полягає у тому, що не беручи достатньої участі у **виставі**, Франція втратить свою роль у сюжеті*".

Modulation is the replacement of a word or phrase of the source language with a word or phrase in the target language, the meaning of which can be derived logically from the original meaning, for example:

"*Some reports suggest that three of the French systems are already **on the ground**" (Economist.com).

"*За деякими даними, три одиниці Французької системи вже знаходяться у **зоні бойових дій**".

Holistic transformation is a lexical transformation, which consists in a complete change of the phrase of the source language in the translation language in order to achieve dynamic equivalence of the content. It is most often observed during the translation of idiomatic and fixed expressions, for example:

"*For France this is bad news because it casts doubt on a central assumption of the last half century: that by **walking lockstep** with Germany, France can not just restrain its richer and stronger neighbour, but also project its own vision of European unity*" (BBC.com).

"*Це не добре для Франції, бо ставить під сумнів принцип, якому країна слідувала останні п'ятдесят років – **не відставати** від Німеччини; Франція не в змозі не тільки стримувати більш заможного та потужного сусіда, але й просувати своє бачення єдності в Європі*".

Loss compensation is a lexical transformation that is used when some semantic elements and stylistic features of the text cannot be conveyed verbatim or their meaning is unclear to the target addressee, for example:

"*I cannot deliver the mandate on which I was elected by the Conservative Party*" *Truss said in a very brief speech outside* **10 Downing Street**" (Vice.com).

"*Я не можу виконати мадат на який мене обрали», сказала Трасс у короткій промові перед* **резиденцією прем'єр-міністра**".

Lexical transformations in the work occur 52 times, immediately after grammatical (173) and lexical-semantic (74). But it is worth noting that in this work no individual examples of transcription were given, because transcription is partially present as a derivative of tracing. Transliteration was used in 98.1% – 51 times, tracing – 1.9%, i.e. only 1 time.

Thus, the conducted research confirms the important place of lexical transformations in the translation process and notes the need for high linguistic competence of the translator, which consists in their conscious application in order to achieve equivalence and create the necessary impact on the addressee.

2.2. Use of grammatical transformations when translating euphemisms

Grammatical transformations for the study were used from the classical classification of translational transformations. They consist of verbatim transmission and grammatical substitution. The work presents two types of grammatical transformations: verbal (*operation – операція*) and grammatical replacement (*Ms – Пані*). Verbal type of grammatical transformations occurs most often – 137 times, and grammatical substitution was used a total of 36 times. According to the plan, an equal number of transformations was used, but grammatical substitution is often used in cases of sentence reconstruction, according to translation norms.

In the case of verbatim or zero grammatical transformation, the translation almost does not change, and more often it is translated word for word without changes. Several clear trends in word-of-mouth transmission can be observed. Two vivid cases are offered for demonstration. Let us divide them into two groups. The first group consists of internationalisms:

"*A secret **operation** to overthrow Venezuelan dictator Nicolás Maduro Moros was simple, but perilous*" (267DMUK).

"*Таємна **операція** з повалення венесуельського диктатора Ніколаса Мадуро Мороса була простою, але небезпечною*".

In the case of internationalisms, verbatim transmission is almost always used, since internationalisms exist in an unchanged form in several languages. In this way, a minimal translation modification is applied, that is, the terms and expressions remain in their original state, for example:

"*The London-based airline told CNN Travel that it would encourage flight crews to use more gender – inclusive greetings instead of "**ladies and gentlemen**"* (263CNN).

"*Лондонська авіакомпанія заявила CNN Travel, що закликає льотні екіпажі використовувати привітання з урахуванням гендерних аспектів замість "**пані та панове**"*.

The second group is represented by feminitives, namely appeals to women. Grammatically, in this case, minimal transformation is justified, since in both languages the appeal is represented by one word. In the English language, in the outdated version, the address should emphasize the social status of the lady. While in the Ukrainian version this semantic load is not preserved. *Ms.* – is a standard neutral address to a woman, like *пані* in the translation, for example:

"*An attorney for Henry said, "The evidence in this case will demonstrate that **Ms.** Eckhart initiated and completely encouraged a consensual relations*hip" (262NYTMS).

"*Адвокат Генрі сказав: "Докази у цій справі демонструють, що* **пані** *Екхарт ініціювала і повністю заохочувала домовлення про взаємні стосунки*".

"**Ms Doria Ragland was also present**" (260OPRHM).

"**Пані** *Дорія Регланд також була присутня*".

Another type of grammatical transformation is grammatical substitution. Thanks to grammatical substitution, one unit of the original is changed to another during translation. Grammatical reproduction is conditioned by the need to adapt the meaning to the grammatical structure of the target language of translation. In the following example, part of the two-component word "*free*" is transformed into "*вільними*" when translated. In the first case, the full word in the original is a noun, in the translation it takes on an adjective form:

"*The EU also withdrew funding from six towns which had declared themselves* **"LGBT-freezones**" (62BBC).

"*ЄС також відкликав фінансування з шести міст, які оголосили себе* **"зонами, вільними від ЛГБТ**".

In the case below, the verb from the original becomes an adjective when translated:

"*Some* **overweight people** *may actually be quite strong and have high endurance levels*" (73BBC).

"*Деякі* **люди із зайвою вагою** *можуть бути досить сильними та мати високий рівень витривалості*".

In the same way, the noun in "*charity*" turns into a two-word phrase "*благодійна організація*", where the main characteristic is also conveyed by an adjective:

"**LGBT charity** *Stonewall said it was "upsetting" to see "misinformation" still being taught*" (61BBC).

"**Благодійна ЛГБТ організація** *Stonewall заявила, що її "засмучує" те, що "дезінформація" все ще викладається*".

In the following case, minority ethnic becomes an ethnic minority, which also represents a partial change, namely, a part of speech changes from a noun to an adjective:

"...**minority ethnic** *young people say their mental health has got worse…*" (66BBC).

"...***етнічних меншин*** *молодих людей кажуть, що їх психічне здоров'я погіршилося…*".

Each concept cannot be exactly reproduced with the coincidence of parts of speech. This is due to the fact that English is a classical analytical language, where in most cases the relationship between independent parts of speech is most often realized through changing the order of words and with the help of functional parts of speech. The Ukrainian language, in turn, is almost entirely a synthetic language, where the relationship between words is carried out by morphological changes. As a result, this form of transformation occurs quite often when translating a given pair of languages.

2.3. Combined lexical-semantic transformations as the means of euphemisms translation in modern English-language online publications

For a deeper analysis, the lexical-semantic type of transformations was additionally used. During the analysis of the material, it was found that compensation is represented by all subtypes of lexical-semantic transformations. In view of this fact, it was decided to abandon compensation and give preference to a more detailed analysis of compensatory types, using the semantic sub classification of the second linguist. Thus, combined transformations in the work are represented by only two transformations – antonymic (*complicated – не прості*) and descriptive (*under the weather – хворі*).

Antonymous and descriptive transformations were equally used in the work. In the following example of a complex antonymic transformation, the author's attempt to

soften the translation can be traced. Ukrainian society treats intolerant expressions more calmly, but the topic of war, conflicts and attacks is very painful and sensitive. Thus, with the help of an antonymic translation, the translator made "complex relationships" "not simple", which does not have such an emotional impact on the reader:

"...*if relations between them **are complicated***" (143GRDN).

"...*і – **не прості***".

Antonymic translation is the replacement of the concept of the source language with the opposite concept in the target language. This technique is accompanied by the restructuring of the entire statement in order to preserve the content and is often determined stylistically, for example:

"*Still, the food crisis **is not over***" (Economist.com).

"*Не дивлячись на це, продовольча криза **ще триває***".

"*By 2025 all schooling must be in Latvian. Latvians **are frank about** the reason: Russia's brutal war on Ukraine*" (Economist.com).

"*Латвійці **не приховують причину**: жорстока війна Росії проти України*".

In addition to the stylistic function, antonymic translation is used when reproducing a number of grammatical structures typical of the English language (conjunctive inflections, negative adverbs, negative participle + conjunction until), as well as with verbs whose meaning implies the absence of action, for example *to ignore*, *to fail* or verbs, the meaning of which comes from to continue (*to keep*, etc.):

"*The Ukrainians **could scarcely** have hoped for a swifter response*" (Economist.com).

"*На більш швидку відповідь українці **не могли й** сподіватися*".

In the following example, we see the application of descriptive translation in a classic situation – there is no exact counterpart in the translation language. The expression "*gold-digger*" has a very bright negative connotation in the emancipated society of English-speaking countries, there is an element of condemnation. In the

Ukrainian patriarchal society, such a life situation is perceived more mildly, and therefore it is not so strongly condemned.

Accordingly, there is no equivalent mocking nickname, so a descriptive method using a stylistic figure of speech is used to preserve the overall mood of the statement:

"*If you're a bachelor with cash to spare, you should stay away from her. She is **a gold-digger***" (145CNN).

"*Якщо ти холостяк із зайвими грошима, тримайся від неї подалі. Вона **шукає одинаків з важким гаманцем***".

Lexical-semantic transformations are represented by four transformations, namely generalization (*hundred-and-one-year-old man – сторічний чоловік*), differentiation (*a surgical strike – військове втручання*), specification (*financially disadvantaged – малозабезпечені*) and modulation (*are overweight – мають зайву вагу*).

In the following table, it is possible to clearly see the distribution of semantic transformations. There is no clear sympathy of the translator for one type, so one of the transformations cannot be singled out as the most important for the study:

Table 2.1.

Distribution of semantic transformations

Lexical-semantic transformations	Total number	%
Generalization	9	13.8%
Differentiation	18	27.7%
Specification	18	27.7%
Modulation	20	30.7%

To begin with, let us consider modulation, which, according to calculations, was most often used to reproduce euphemisms in the mass media, albeit slightly. Modulation is used in 20 examples, which is 30.7% of the total selection. The

peculiarity of modulation lies in the logical elaboration of the presented term. Let us consider examples:

"*Now one third of children and teens are **overweight or obese***" (52TN).

"*Тепер третина дітей та підлітків мають **зайву вагу або ожиріння***".

In this case, the direct dictionary equivalent "obese, difficult" does not correspond to the style of the Ukrainian-language mass media. The translator decided to stylistically elaborate the expression and partially explain it to the reader, to elaborate for him / her, in order to simplify the consumption of the more valuable information provided later:

"*Hodge told the executives that UK taxpayers are increasingly frustrated by **creative accounting** by large firms trading in Britain*" (53BBC).

"*Ходж сказав керівникам, що Британські платники податків все більше розчаровуються у **творчому підході до створення податкових звітностей** великими фірмами, які здійснюють діяльність у Великобританії*".

In the above case, there is no direct counterpart, so a descriptive and modulation transformation is used. In this case, they go side by side to reproduce the term qualitatively. As a result, the reader will understand the topic of the article, and since this expression was expanded later in the text, he will gradually understand all the intricacies of the mentioned phenomenon.

Differentiation and concretization took the second place in terms of frequency of use. Both transformations in the analysis are represented by 18 examples, which is 27.7%, respectively.

The peculiarity of the use of differentiation is the use of one of the translation options given in the dictionary, which does not cover the variety of the meaning of the term, but reproduces the general meaning of the expression for the recipient.

In the example below, "*a surgical strike*" has many meanings, but is represented by the closest dictionary variant "*військове втручання*". To date, the word "*war*" is

almost never found in the press, so the replacement of such terms with neutral vocabulary "*attack, operation, intervention, defence*" is quite common.

"*For years, the US has also weighed **a surgical strike** on Iran's nuclear assets*" (269DMUK).

"*Роками США також роздумували над **військовим втручанням** по ядерних активах Ірану*".

Let us consider the specification. A feature is the use of a narrower term in the translation, or verbatim – concretization of the term or concept itself:

"*A lost generation of **financially disadvantaged** young people...*" (37WP).

"*Загублене покоління **малозабезпечених** молодих людей...*".

When translating, "financially disadvantaged" was changed to "*малозабезпечених*", which is a specification of the phenomenon of poverty. The English-language source presents information more tolerantly, while the Ukrainian-language sources do not embellish the facts, counting on the reader's emotional stability and desire for sincerity. In general, the Ukrainian-speaking respondent quickly deepens the reader into the idea.

In the fourth place in terms of frequency of use is generalization. They make up 13.8%, exactly 9 examples. It was believed that this would be the most used transformation, but the analysis showed radically different results. In short, generalization consists in using a broader term or generalizing information:

"***Hundred-and-one-year-old man** gets his first COVID-19 vaccine dose at private hospital in Delhi*" (278 FP).

"***Сторічний чоловік** отримує першу дозу вакцини проти COVID-19 у приватній лікарні в Делі*".

A difference of one year in a centenarian patient is rather insignificant information in the translation. By summarizing such a detail, an even number will be imprinted in the memory more effectively, and will allow the reader to reproduce the information after a long time. In addition, the translator may have taken into account

that this is a "quick" type of news, on which the reader will not dwell for a long time, but will draw a conclusion about the safety of the vaccine from the headline. Generalization is most often used precisely in news headlines.

CONCLUSIONS

As part of the study of theoretical sources, it was found that the following factors can be attributed to the prerequisites of the euphemization process: psychological – caused by the work of consciousness, social – factors caused by social norms, landmarks: value factors – caused by evaluations of concepts from the point of view of acceptability or unacceptability of the form of expression. The analysis made it possible to conclude that euphemisms are stylistically and emotionally neutral words or expressions that replace other, harsher or obscene expressions.

According to the field of use, the following euphemisms are distinguished: personal (some physiological processes and states; certain parts of the body; relations between the sexes; diseases and death); social (politics; repressive actions of the authorities; state and military secrets; activities of the army, intelligence, police, criminal investigation and other authorities; the sphere of distribution and service, education; relations between different national and social groups and religions; some types of professions).

It was also found that the translation of euphemisms from English into Ukrainian can be characterized by a number of problems, given that in English, the problem of correctness and resistance to discrimination is given considerable attention, while in Ukrainian, aspects of tolerance are not are emphasized so actively. Therefore, in a large number of cases, manifestations of tolerance in the form of the use of euphemisms will be omitted during translation, since the translator will not have the lexical means to translate them into the Ukrainian language.

The peculiarity of the English-Ukrainian translation is the cultural difference of perception. In Ukrainian society, tolerance does not have such a strong influence in the formation of opinion and selection of speech. Thus, many concepts will not have a direct counterpart in the target language. To preserve the content, the use of translation

transformations is suggested. The views of scientists differ: some scientists strive for simplicity, others try to analyze even imperceptible transformations of translation.

In the analyzed selection, the most used transformation is the grammatical type, but the most interesting for analysis from the author's point of view is the lexical-semantic one. Lexical transformations are represented by transliteration and tracing in the work. Transcription is present only as an element of tracing in the analyzed sample. Transliteration makes up most of the cases. The necessity of letter-by-letter transmission of the composition of the word and its graphic form is caused by the difference between the alphabet, i.e. Latin and Cyrillic. When transliterating, the reproduction is almost complete, except for the apostrophe and soft sign. In turn, tracing examples of tracing helps to trace the main functions of this transformation. Tracing helps preserve the original idea of the euphemism and minimize translation losses. Thus, transcription and transliteration would violate the rules of compatibility and melodiousness in the target language. There is a need to preserve the meaning of the euphemism that the tracing method allows.

There are only two grammatical transformations in the researched material – verbatim or zero transformation and grammatical substitution. Word-for-word transformation is followed in the translation of internationalisms and the translation of feminisms, since there are clear and bright counterparts that perfectly reproduce the original in the language of translation. The second grammatical transformation, grammatical substitution, is due to the need to adapt the meaning to the grammatical structure of the target language of translation. This is caused by the difference in the structural structure of the languages – synthetic Ukrainian and analytical English. Given this, such a grammatical transformation is common.

It was expected that the most used transformation would be generalization, but it turned out that generalization is used almost exclusively in the translation of article titles. The purpose of generalization was to focus attention on the main idea of the story, and neglected details did not affect the information content of the article for analysis.

Among the transformations, modulation was the most common, representing almost 31% of semantic transformations.

Modulation, or logical elaboration, was used in cases of lack of a direct counterpart, and together with grammatical descriptive transformation, revealed the meaning of the translated concept. In second place in terms of frequency of use are concretization and differentiation. The task of concretization is to narrow the term. In the case under consideration, the translation directly indicates the social status that was discussed, while the original version only superficially indicated the hardship. By concretizing, the translation simplified the reader's perception of the main idea. The differentiation is applied to the translation of military terms, the reproduction preserves the softening of the term in both versions.

Thus, the main task of transformational changes is to simplify the perception of information by overcoming cultural, social and normative inconsistencies, that is, "naturalization, localization" of translation, which meets the requirements for translation at the level of general discourse. Such reproductions are the most understandable and acceptable for the recipient. The goal is the reader's "comfortable gliding" on the topic while preserving the entire palette of associative connections, which does not allow him / her to understand that in front of him is a translation.

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LIST OF ABBREVIATIONS OF NAMES OF SOURCES OF ILLUSTRATIVE MATERIAL

1. BBC – BBC NEWS

2. TWP – THE WASHINGTON POST

3. GRDN – THE GUARDIAN

4. NYTMS – NEW YORK TIMES

5. JRNLSTR – THE JOURNALIST RESOURCE

6. FP – FIRST POST

7. OPRHM – THE OPRAH MAGAZINE

8. USAT – THE USA TODAY

9. CBSN – CBSNEWS

10. CJ – CITY JOURNAL

11. DMUK – DAILY MAIL UK

12. FXNWS – FOXNEWS

13. CNN – CABLE NEWS NETWORK

14. AP – APNEWS

15. IE – IRISH EXAMINER

16. TT – THE TRIBUNE

17. TCC – THE CRITERION COLLECTION

18. FB – FACEBOOK

19. TN – INTERNATIONAL THE NEWS

20. PRSG – PRESS GAZETTE

21. CBSN – THE CBS NEWS

ANNEX

<div align="right">Annex A</div>

Examples of the use and translation of euphemisms in English online discourse

№	English text	Translation
1.	"***Homophobia*** *was drawn into the mainstream spotlight in the build-up to the Sochi 2014*" (104BBC).	"***Гомофобія*** *опинилася в центрі уваги напередодні Олімпійських ігор 2014*".
2.	"*Ellie Lowther has supported hundreds of people through transition as a **trans** awareness activist*" (107BBC).	"*Еллі Лоутер підтримала сотні людей в перехідний період в якості активіста **транс**-обізнаності*".
3.	"*It follows Falklands veteran Joe Ousalice's successful battle to return awards he lost after being forced out of the Royal Navy for being **bisexual***" (140BBC).	"*Це слідує за успішною битвою ветерана Фолклендських островів Джо Оусаліса за повернення нагород, які він втратив після того, як був вигнаний з Королівського флоту за те, що був **бісексуалом***".
4.	"*Noah Lomax: **LGBT** + charity helps teens through pandemic*" (135BBC).	"*Ноа Ломакс: благодійність **ЛГБТ** + допомагає підліткам пережити пандемію*".
5.	"*Some teaching even emphasized the idea that **Africans** brought here in chains were actually better off*" (2TWP).	"*Деякі навіть підкреслювали думку, що **африканці**, привезені сюди в кайданах, насправді змінили життя на краще*".
6.	"*A secret **operation** to overthrow Venezuelan dictator Nicolás Maduro*	"*Таємна **операція** з повалення венесуельського диктатора*

	Moros was simple, but perilous" (267DMUK).	*Ніколаса Мадуро Мороса була простою, але небезпечною".*
7.	*"The London-based airline told CNN Travel that it would encourage flight crews to use more gender – inclusive greetings instead of "**ladies and gentlemen**"* (263CNN).	*"Лондонська авіакомпанія заявила CNN Travel, що закликає льотні екіпажі використовувати привітання з урахуванням гендерних аспектів замість "**пані та панове**".*
8.	*"An attorney for Henry said, "The evidence in this case will demonstrate that **Ms.** Eckhart initiated and completely encouraged a consensual relationship"* (262NYTMS).	*"Адвокат Генрі сказав: "Докази у цій справі демонструють, що **пані** Екхарт ініціювала і повністю заохочувала домовлення про взаємні стосунки".*
9.	*"**Ms** Doria Ragland was also present"* (260OPRHM).	*"**Пані** Дорія Регланд також була присутня".*
10.	*"The EU also withdrew funding from six towns which had declared themselves "**LGBT-freezones**"* (62BBC).	*"ЄС також відкликав фінансування з шести міст, які оголосили себе "**зонами, вільними від ЛГБТ**".*
11.	*"Some **overweight people** may actually be quite strong and have high endurance levels"* (73BBC).	*"Деякі **люди із зайвою вагою** можуть бути досить сильними та мати високий рівень витривалості".*
12.	*"**LGBT charity** Stonewall said it was "upsetting" to see "misinformation" still being taught"* (61BBC).	*"**Благодійна ЛГБТ організація** Stonewall заявила, що її "засмучує" те, що "дезінформація" все ще викладається".*

13.	"...***minority ethnic*** *young people say their mental health has got worse…*" (66BBC).	"*...**етнічних меншин** молодих людей кажуть, що їх психічне здоров'я погіршилося…*".
14.	"*...if relations between them **are complicated***" (143GRDN).	"*...і – **не прості**".*
15.	"*If you're a bachelor with cash to spare, you should stay away from her. She is **a gold-digger**"* (145CNN).	"*Якщо ти холостяк із зайвими грошима, тримайся від неї подалі. Вона **шукає одинаків з важким гаманцем**".*
16.	"*Now one third of children and teens are **overweight or obese**"* (52TN).	"*Тепер третина дітей та підлітків мають **зайву вагу або ожиріння**".*
17.	"*Hodge told the executives that UK taxpayers are increasingly frustrated by **creative accounting** by large firms trading in Britain*" (53BBC).	"*Ходж сказав керівникам, що Британські платники податків все більше розчаровуються у **творчому підході до створення податкових звітностей** великими фірмами, які здійснюють діяльність у Великобританії*".
18.	"*For years, the US has also weighed **a surgical strike** on Iran's nuclear assets*" (269DMUK).	"*Роками США також роздумували над **військовим втручанням** по ядерних активах Ірану*".
19.	"*A lost generation of **financially disadvantaged** young people...*" (37WP).	"*Загублене покоління **малозабезпечених** молодих людей...*".
20.	"***Hundred-and-one-year-old man** gets his first COVID-19 vaccine dose at private hospital in Delhi*" (278 FP).	"***Сторічний чоловік** отримує першу дозу вакцини проти COVID-19 у приватній лікарні в Делі*".

21.	*"A No 10 spokesperson has denied reports that cabinet secretary **Simon Case** – the head of the civil service – was "livid" about the appointment"* (BBC.com).	*"Прес-секретар прем'єр-міністра Великої Британії спростував інформацію про незадоволення секретаря кабінету міністрів **Саймона Кейса** щодо цього призначення"*.
22.	*"The attack on Kerch Strait Bridge in Crimea over the weekend was another **significant blow**"* (Vice.com).	*"Вибух на Кримському мосту на вихідних прийшовся ще одним **відчутним ударом**"*.
23.	*"Rishi Sunak **said** on Tuesday he was not daunted by the scale of the challenge as he became Britain's third prime minister in two months, pledging to restore trust, rebuild confidence and lead the country through an economic crisis"* (Reuters.com).	*"У вівторок, Ріші Сунак **заявив**, що його, як третього прем'єр-міністра за два місяці, не лякає масштаб проблем; обіцяє повернути довіру [до уряду], відновити впевненість та вивести країну з економічної кризи"*.
24.	*"The problem is that by not being more present in **theatre**, France risks writing itself out of the plot"* (BBC.com).	*"Проблема полягає у тому, що не беручи достатньої участі у **виставі**, Франція втратить свою роль у сюжеті"*.
25.	*"Some reports suggest that three of the French systems are already **on the ground**"* (Economist.com).	*"За деякими даними, три одиниці Французької системи вже знаходяться **у зоні бойових дій**"*.
26.	*"Still, the food crisis **is not over**"* (Economist.com).	*"Не дивлячись на це, продовольча криза **ще триває**"*.

27.	*"By 2025 all schooling must be in Latvian. Latvians **are frank about** the reason: Russia's brutal war on Ukraine"* (Economist.com).	*"Латвійці **не приховують причину**: жорстока війна Росії проти України".*
28.	*"The Ukrainians **could scarcely** have hoped for a swifter response"* (Economist.com).	*"На більш швидку відповідь українці **не могли й** сподіватися".*
29.	*"For France this is bad news because it casts doubt on a central assumption of the last half century: that by **walking lockstep** with Germany, France can not just restrain its richer and stronger neighbour, but also project its own vision of European unity"* (BBC.com).	*"Це не добре для Франції, бо ставить під сумнів принцип, якому країна слідувала останні п'ятдесят років – **не відставати** від Німеччини; Франція не в змозі не тільки стримувати більш заможного та потужного сусіда, але й просувати своє бачення єдності в Європі".*
30.	*"I cannot deliver the mandate on which I was elected by the Conservative Party" Truss said in a very brief speech outside **10 Downing Street**"* (Vice.com).	*"Я не можу виконати мадат на який мене обрали», сказала Трасс у короткій промові перед **резиденцією прем'єр-міністра**".*
31.	*"Most governments are starting with doses for **the over-60s**, health workers and people who are clinically vulnerable".*	*"Більшість урядів починають з доз для **людей похилого віку**, медичних працівників та людей, які є клінічно вразливими".*

32.	"*A senior minister in the government of Palestinian president Mahmoud Abbas died on Wednesday following **a tension** with Israeli troops in a West Bank village near Ramallah*".	"*Старший міністр в уряді палестинського президента Махмуда Аббаса загинув у середу після **загострення** з ізраїльськими військами в селі на Західному березі недалеко від Рамалли*".
33.	"*But it was too late for Katrina Parrott, **a Black woman** who helped Apple invent **diverse skin tone emojis**, before the iPhone maker came out with its own designs*".	"*Але для Катріни Парот, **чорношкірої жінки**, яка допомогла Apple урізноманітнити емодзі **різними кольорами шкіри**, було занадто пізно. Виробник iPhone представив власний дизайн*".
34.	"*As well as its stance on **gay marriage**, the programme also teaches that contraception is wrong, and men are "created to initiate sexual relationships" while women are "receiver-responders"*".	"*Крім своєї позиції щодо **одностатевих шлюбів**, програма також вчить, що контрацепція є неправильною, і чоловіки "створені для того, щоб ініціювати сексуальні відносини", в той час як жінки є "одержувачами-відповідачами"*".
35.	"*Russia – introduced new "**anti-gay**" legislation, provoking widespread criticism across the globe*".	"*Росія – ввела нове "**анти-ЛГБТ**" законодавство, викликавши широку критику по всьому світу*".

36.	*"Ellie Lowther **socially transitioned** at the age of 45"*.	*"Еллі Лоутер **пройшла операцію по зміні статі** у віці 45 років"*.
37.	*"Hearing that other **Black Americans** want the vaccine"*.	*"Зважаємо, чи інші **чорношкірі американці** хочуть вакцини"*.
38.	*"Jackson will also be sitting out of schedules due to **health reasons**"*.	*"Джексон також буде працювати поза графіком **за станом здоров'я**"*.
39.	*"Vasudeva Panicker, 61, is a mild mannered watchman of a shelter for **the mentally challenged** at Punnapra"*.	*"61-річний Васудева Панікер поблажливий наглядач в притулку **для душевнохворих** в Пуннапра"*.
40.	*"I don't like that we're talking about **full figured** women"*.	*"Мені не подобається, що ми говоримо про **повних жінок**"*.
41.	*"In the **inner cities** of Chicago, Baltimore, Detroit"*.	*"У **бідних районах** Чикаго, Балтімора, Детройта"*.
42.	*"And our **neglected inner cities**"*.	*"І наші **покинуті райони**"*.
43.	*"Now the American was one of two openly **gay men** in the USA team"*.	*"Тепер американець був одним з двох **відкритих геїв** у збірній США"*.
44.	*"Matthew Mitcham on being the first **openly gaymale** to win individual Olympic gold"*.	*"Метью Мітчем про те, як він став першим **публічним геєм**, який виграв індивідуальне олімпійське золото"*.
45.	*"The deployment has **come to an end**"*.	*"Бій було програно"*.
46.	*"Katherine, **a domestic engineer**, had her work quietly received"*.	*"Кетрін, **домогосподарка**, спокійно прийняла свою роботу"*.

47.	*"Closure of two D.C. maternity wards hurts **low-income** women most".*	*"Закриття двох пологових відділень Вашингтона завдає найбільшої шкоди **малозабезпеченим** жінкам".*
48.	*"How many Americans are **LGBT**?".*	*"Скільки американців є **ЛГБТ-представники**?".*
49.	*"10,000 people have been killed and nearly 1.5 million **displaced**".*	*"10 000 чоловік були вбиті і майже 1,5 мільйона **стали переселенцями**".*
50.	*"…enabling those who love each other to get married whatever their **sexuality**".*	*"дозволяємо тим, хто любить один одного, вступати в шлюб, незважаючи на їх **сексуальну орієнтаці**ю".*

TEXT ANALYSIS

Sacked LGBT veterans can reclaim removed medals

(140BBC)

Establishing Extralingual Factors:

● The text is presented as a written article with photographs.

Determining the Type of Discourse:

● The text belongs to the discourse of the mass media, specifically news reporting, as it discusses events, quotes individuals, and reports on official announcements and reactions from relevant figures.

Stylistic Characteristics of the Text:

Analysis of Tropes and Figures of Speech:

● Metaphors: "living a double life" - This metaphor is used to describe the feeling of secrecy and constraint experienced by the individual.

● Idioms: "cut [the medal] off my chest" - This idiom emphasizes the forceful removal of the medal, indicating a sense of loss and injustice.

● Irony: The article discusses the reversal of policies regarding the dismissal of LGBT service personnel, highlighting the irony of past discriminatory practices.

Analysis of Special Literary and Colloquial Vocabularies:

● Subject field terms: "armed forces minister," "shadow armed forces minister," "veterans minister" - These terms are specific to the domain of military and government.

● Quotations: Direct quotes from individuals involved in the story provide firsthand accounts and add credibility to the reporting.

- Acronyms: "MoD" (Ministry of Defence) - An acronym commonly used in discussions related to military matters.
- Jargon: "medal office," "defence council" - Jargon specific to military and bureaucratic contexts.

Translation transformations:

Generalization:

English: "Ex-military personnel"
Ukrainian: "Колишні військовослужбовці" (Former military servicemen)
This generalization ensures that the translation encompasses both men and women who served in the military, as the term "personnel" is gender-neutral.

Modulation:

English: "Under a new scheme to remedy historical injustices"
Ukrainian: "За новою програмою для виправлення історичних неправд"
In this modulation, the emphasis is placed on correcting historical injustices rather than simply introducing a new scheme. This highlights the significance of addressing past wrongs in the Ukrainian context.

Grammatical Replacement:

English: "It follows Falklands veteran Joe Ousalice's successful battle"
Ukrainian: "Це стало внаслідок успішної боротьби ветерана Фолклендської війни Джо Оузалайса"

Резюме

Курсова робота присвячена дослідженню функціонально-стилістичних аспектів перекладу евфемізмів як засобу формування коректної лексики в сучасних англомовних Інтернет-виданнях. Предметом дослідження є евфемізми та способи їх перекладу. У ході роботи проаналізовано поняття та роль евфемізмів, висвітлено їх функціональну та стилістичну значимість в онлайн-середовищі. Здійснено аналіз зразків текстів з сучасних англомовних Інтернет-видань та проведено перекладацький аналіз евфемізмів, виявлено їхні особливості та вплив на мовленнєву етику в цифровому середовищі.

Ключові слова: переклад, евфемізми, функціонально-стилістичні аспекти, коректна лексика, Інтернет-видання.