

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

KYIV NATIONAL LINGUISTIC UNIVERSITY

Department of Theory and Practice of Translation from the English  
Language

TERM PAPER

in Translation Studies

under the title: Peculiarities of Translation into Ukrainian of Phraseological Units in  
Media Discourse

Group PA 01-20

Faculty of German Philology and  
Translation

Educational Programme:

English and Second Foreign

Language: Interpreting and Translation

Majoring 035 Philology

**Kateryna MUDRYK**

Research supervisor:

**Kateryna PODSIEVAK**

Candidate of Philology

Associate Professor

Kyiv – 2024

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ  
Київський національний лінгвістичний університет  
Факультет германської філології і перекладу  
Кафедра теорії і практики перекладу  
з англійської мови

Представлено на кафедру \_\_\_\_\_  
(дата, підпис секретаря кафедри)

Рецензування \_\_\_\_\_

(кількість балів, «до захисту» («на доопрацювання»),  
дата, підпис керівника курсової роботи)

Захист \_\_\_\_\_  
(кількість балів, дата, підпис викладача)

Підсумкова оцінка \_\_\_\_\_

(кількість балів, оцінка за 4-х бальною  
системою, дата, підпис викладача)

## КУРСОВА РОБОТА

З ПЕРЕКЛАДУ

### ОСОБЛИВОСТІ ПЕРЕКЛАДУ УКРАЇНСЬКОЮ МОВОЮ ФРАЗЕОЛОГІЧНИХ ОДИНИЦЬ В МЕДІА ДИСКУРСІ

Мудрик Катерина  
студентка групи Па 01-20

Керівник курсової роботи \_\_\_\_\_  
(підпис)

кандидат філологічних наук  
доцент кафедри  
Катерина ПОДСЄВАК

Київ – 2024

## CONTENTS

INTRODUCTION .....	1
CHAPTER 1. THEORETICAL ASPECTS OF THE USE OF PHRASEOLOGISMS IN THE MEDIA DISCOURSE.....	3
1.1 The notion of phraseologisms in linguistics.....	3
1.2 The challenges in translating phraseological units .....	6
1.3 Concept of media discourse. Media discourse as a context for the functioning of phraseological units.....	12
Conclusions to Chapter 1 .....	17
CHAPTER 2. UKRAINIAN TRANSLATION OF ENGLISH PHRASEOLOGICAL UNITS .....	19
2.1 Equivalents.....	19
2.2 Lexical transformations .....	20
2.3 Grammatical transformations .....	27
2.4 Lexical and grammatical transformations.....	29
Conclusions to Chapter 2 .....	33
CONCLUSIONS.....	34
BIBLIOGRAPHY .....	36
LIST OF REFERENCE SOURCES .....	37
LIST OF DATA SOURCES .....	38
ANNEX 1 .....	39
ANNEX 2 .....	44
PE3IOME .....	56

## INTRODUCTION

Language is the component of society that is responsible for the creation of a nation. That is why mastering it means understanding and using its meaningful words and structures in everyday speech. The phraseology of the any language is constantly enriched with new expressions. English media texts are characterized by the feasibility of the use of phraseological units and their correct interpretation.

**The term paper is focused on** the peculiarities of the use of English phraseological units in English media texts and methods of their translation into Ukrainian.

**The theoretical basis of the study** was the works of O. V. Blashkiv, R. P. Zorivchak, I. Sorokvashina, L. P. Terletska, Yu. O. Yuvkovetska, I. V. Tonkonog, and L. Smith.

**The research material** was 50 English-language phraseological units used in articles from periodicals of Great Britain and the USA, namely: «The New York Times», «The Washington Post» and «Newsweek».

**The rationale for the study** lies in the fact that the phraseological fund of the English language in media texts is constantly replenished with new expressions. In connection with this, the paper considers the peculiarities of translation into Ukrainian of phraseological units in media discourse.

**The aim of this research** is to define the ways of translation of the phraseological units in English media texts into Ukrainian.

In accordance with the goal, a number of the following **objectives** is set:

- to define of the notion of phraseologisms in linguistics;
- to highlight the challenges in translating phraseological units;
- to outline the concept of media discourse;
- to analyze the ways of the Ukrainian translation of the English media discourse phraseologisms.

**The object of this research** are phraseological units in English media texts.

**The subject of the study** is the specifics of the Ukrainian translation of phraseological units in English media texts.

In the process of this research, the following **methods** were used: the continuous sampling method (it gave the opportunity to find relevant examples of the use of English phraseological units in the materials of modern mass media), analysis and comparison (to compare the specifics of the use of phraseological units in the English and Ukrainian languages) and structural method.

**The scientific novelty** of the work lies in the multifaceted disclosure of the specifics of the use of English phraseology in English media texts.

**The theoretical and practical value** is that the obtained results of the research can be used in translation studies, as well as in the educational process of linguistic disciplines such as lexicology, comparative stylistics and theory and practice of translation.

**Structure of our paper.** The paper consists of an introduction, two chapters with conclusions to them, general conclusions and a list of literature sources.

## CHAPTER 1. THEORETICAL ASPECTS OF THE USE OF PHRASEOLOGISMS IN THE MEDIA DISCOURSE

### 1.1 The notion of phraseologisms in linguistics

The vocabulary of the language includes not only words, but also stable combinations of words, which also serve as a means of expressing concepts. Such phrases are called phraseological units [15].

The special interest of linguists regarding the concept of phraseological units in modern linguistics varies from the study of their form and semantic stability to metaphoricality and the degree of literalness, that is, from the structure to the meaning of the phraseological unit [1; 2]. In other words, phraseological units are examined from different points of view.

Mantila [2] mentions several approaches of linguists to phraseologisms:

1. The structure of the phraseological unit, its variations and transformations;
2. Functioning and meaning of phraseological units in language;
3. Metaphoricality of phraseological units;
4. Teaching, studying and interpreting phraseological units.

Each of the approaches represents a certain period of time and reflects different views in linguistics at different times.

Uriel Weinreich is considered as one of the forefathers in the study of the structure of phraseological units. Like other researchers, he offers one of the most common definitions of phraseological unit, which states that phraseological unit is "a complex expression whose meaning cannot be derived from the values of its elements"[24]. This definition emphasizes the structure rather than the semantics of phraseological unit. Later, the scientist adds to his definition of phraseological unit and says that phraseological unit is "a phrase, a logical unit that includes at least two meaningful components, and in which there is a mutual contextual choice of meaning" [24]. This seems unclear and requires further explanation. Weinreich himself explains this definition, offering three ways to interpret the expression "red herring":

- the first way is to explain it literally as a fish painted red;

- the second way – choose a substance and understand the expression as a fish cured with saltpetre;

- the third way of interpreting the statement is to recognize it as phraseological unit and rephrase it as a phony issue ("false" problem) [13].

The definition does not take into account expressions like catch the train/bus, in which one component carries a special meaning and can be combined with other words without changing its meaning, so a person who gets on the bus or train, or is late, also belongs to the same activity.

In general, the way Uriel Weinreich studied phraseological units is "very formal"[24] according to another linguist, Chitra Fernando. But her work focused on structure rather than semantic meaning [14].

In addition, Weinreich and Fraser continued the study of phraseological units within the framework of transformational grammar. Thus, Fraser defines a phraseological unit as "a constituent part or a series of constituent parts for which the semantic interpretation is not a compositional function of which it consists." He clarifies the definition, claiming that individual components have not preserved their literal interpretations in phraseological unitatic expressions, and do not constitute a semantic interpretation of the entire phraseological unit [15].

Fraser rather superficially studied two problems: firstly, how to represent the meaning of the structure of phraseological unit and, secondly, how phraseological units can undergo certain syntactic transformations. His hierarchy, which considers the transformative possibilities of phraseological units, varies from complete phraseological unitaticity, for example, by and large, on the fly, to partial joining of word-forming elements, for example, turning over a new leaf; insertions of the introductory element: a penny had just dropped; permutations of phraseological unit components: pass the buck, break the ice; transformation in the grammatical structure, for example, from active to passive and vice versa; transformation of phraseological unit elements from one part of speech to another: buck-passing, ice-breaker.

The linguist came to the conclusion that phraseological units are unpredictable and do not behave as if their study were limited only to the study of grammatical

structure. English phraseological units differ greatly from each other in their stability, as well as syntactic transformations[4]. The works of Weinreich and Fraser play a significant role in the field of phraseological unit studies.

Ch. Fernando claims that invariance and limited variation are the most striking characteristics of phraseological unit. Scientists Ch. Fernando and R. Flavell distinguish 4 types of word combinations according to the degree of motivation of their meaning:

- 1) combinations with a structure, which are free combinations with literal meanings (to break eggs);
- 2) phrases whose meanings are mediated by a metaphor (to add fuel to fire);
- 3) phrases with a structure, the meaning of which is not motivated by internal images (to burn one's boats);
- 4) closed phrases that are actually phraseological units (to pull one's leg)[15].

For Ch. Fernando, invariance and limited variation are the most important features of phraseological unit. However, according to Mantila's research [2], metaphoricity is the most significant feature of phraseological units, as it includes variance and different forms. From this point of view, phraseological unit is an expression consisting of a group of words, and its meaning differs from the meaning of the components of the phraseological unit itself. This definition excludes multi-word expressions that have a meaning different from their individual word meanings, such as proverbs and common phrases.

The main focus in this definition is on the content of the entire statement, not on the structure [2].

Another outstanding English philologist F.R. Palmer distinguishes phraseological units (phraseological units), partial phraseological units (partial phraseological units) and collocations (Collocations). According to Palmer, the use of phraseological units in language is associated with various grammatical and syntactic restrictions. For example, some phraseological units can occur only in the form of the active state [17].



In the semantic structure of phraseological unit, a minimal set of common features, characteristic of a number of similar situations from people's life experience, is verbally explained [9].

Thus, at the current stage of the development of domestic and foreign linguistics, the study of phraseological units remains relevant, especially the study and research of their structure. The study of phraseological units proposed by foreign and domestic authors allows us to conclude that there are no unified approaches and methods in the description of the phraseology of the modern English language and points to discrepancies in the identification of specific properties of phraseological unitatic phraseology. Therefore, in this work we stick to the definition of Uriel Weinreich which states that phraseological unit is "a complex expression whose meaning cannot be derived from the values of its elements" [17].

## **1.2 The challenges in translating phraseological units**

Translation as a term has a polysemantic nature, its most widespread and mostly generalized meaning is associated with the process of transferring the meaning/content of a word, group of words, sentence or passage from the original language to the language of translation.

The concept of "translation" can be defined as follows: replacement of text material in one language (the original language) with equivalent text material in another language (the translation language). The main goal of any translation is to achieve adequacy [9].

Adequacy is an exhaustive transfer of the semantic content of the original and full functional and stylistic correspondence to it. The terms "adequacy" and "equivalence" are slightly different from each other when translating any text and have a normative evaluative nature, but they also have a distinctive feature.

Adequacy is the ratio of the source and final texts, which takes into account the purpose of the translation. The translation of the text can be considered adequate if at least one of the two conditions is met: all terms and their combinations are correctly

translated; the translation is understandable for the specialist and he has no questions or remarks to the translator.

An adequate translation is a reproduction of the unity of content and form of the original by means of another language. An adequate translation takes into account both substantive and pragmatic equivalence, without violating any norms, is accurate and without any unacceptable distortions. Since an adequate translation has an evaluative nature, it is worth considering such a concept as the completeness of the translation. The full value of the translation consists in the transmission for the original text of the relationship between content and form by reproducing the features of the latter (if this is possible under linguistic conditions) or creating functional counterparts of these features. A full-fledged translation assumes a balance between the whole and the separate and determines the specificity of the work (content and form). Verbatim transmission of individual elements does not mean full transmission of the whole, since the latter is not the usual sum of these elements, but represents a certain system [11]. This definition of adequacy can be considered fair even at our stage of development of translation theory. Idiomatic expressions, despite a certain level of character and originality, are widely used both in spoken and written language.

However, the theoretical and practical aspect of the translation of such units from English to Ukrainian has certain gaps and shortcomings, and the lack of a full-fledged, final and comprehensive study of this issue only adds to the relevance of this topic. However, it should be remembered that the problem of translating idioms is not new, since there is a certain level of asymmetry in the ratio of the values of the constituents, that is, the components of the idiom and the total meaning of the expression itself, which we get from the set of these components arranged in a certain pattern. The problematic nature of the discrepancy between the semantics of the idiom itself and the semantics of its elements was emphasized in their definition by J. Seidl and U. McMordie [18], who argued that an idiom is a set of words that, when taken together, mean something completely different in contrast to each separate word in this idiom . In domestic science, methods of conveying the meaning of idioms were developed and studied by such scientists as I.V. Korunets, R.P. Zorivchak.

In the process of translating phraseological units, both criteria of any translation — acceptability and adequacy — are more important than ever. Adequacy is considered to be an exhaustive transmission of the semantic content of the original while maintaining functional and stylistic correspondence to it.

Acceptability, as opposed to adequacy, consists in the fact that the text material of the original language should become as accessible and understandable as possible to native speakers of the target language. A collision often occurs between these two criteria, since when translating an idiom, it will be difficult to ensure a clear translation of the entire idiom without sacrificing the functional and stylistic form of the entire expression or conveying the semantic content of individual constituents of the idiom, and vice versa. It is this duality that causes difficulty in translating idioms for any translator. Translation of phraseological units is quite a difficult task. Due to the fact that phraseology is enriched with imagery, conciseness, originality and expressiveness, it is necessary to allocate a sufficient amount of time to the translation. Phraseological units are very important for oratorical, artistic and journalistic languages.

When reproducing English phraseology in the translated language, the translator faces the main task: to convey the meaning and image of the text. If there is no analogue of a phraseological unit in the translation language, in Ukrainian, the translator tries to find an approximate match [20]. To achieve an adequate translation from the original language, it is necessary to master translation skills according to the types of translation of phraseological units.

Let's consider the types of translation in more detail.

According to the methods of translating phraseological units, there is a division into *equivalent* and *non-equivalent* translation. Equivalent translation includes full or partial equivalent, while non-equivalent translation includes descriptive translation and tracing [15, p. 100].

Phraseological equivalent is a type of translation, thanks to which it is possible to convey the full meaning of the translation unit in the target language. Having in the arsenal phraseology that corresponds to the phraseology of the original language with its denotative and connotative meanings, the process of reproduction of linguistic signs

from the original language to the translated language is greatly facilitated. There are no differences in semantic content between relative phraseological units, they are equal stylistically, metaphorically and have the same emotional and expressive color, have almost the same component composition, the same lexicogrammatic indicators: conjugation, belonging to the same grammar categories, connection with context words, etc. There are two types of phraseological equivalents [23, p. 32]:

1. *Full equivalents*. A constant equivalent counterpart, which is the only possible version of the translation, regardless of the context, coincides in meaning, lexical composition, imagery, stylistic direction and grammatical structure [2]. R.P. Zorivchak calls full equivalents identities, which are represented by the literal translation of English idioms [5].

2. *Partial equivalents*. I.V. Korunets claims that usually, under partial (or incomplete) phraseological equivalent means a language unit that is equivalent in the translated language, but not in all its meanings, i.e. the content of both phraseological units is identical, but the form is only partially similar [8], that is, there are discrepancies in lexical, grammatical or lexicogrammatical terms.

3. *Phraseological analogue*. In contrast to the phraseological equivalent, it is necessary to find a phraseology in the translated language that has the same figurative meaning, but is based on a different image [15]. R.P. Zorivchak claims that during translation, due to the lack of an equivalent, it is necessary to preserve the stylistic and emotional component of the phraseological unit [5].

4. *Descriptive translation* - this type of translation is carried out by reproduction of a phraseological unit by a free word combination. According to R.P. Zorivchak [5], due to the possibility of losing the features of phraseological units, that is, metaphoricality, expressiveness, connotations and imagery, translators use this type of translation extremely rarely, only when there are no phraseological equivalents or analogs in the translated language.

According to the academic dictionary, tracing is the process of creating words and phrases by copying them from other languages.

5. *Tracing* is used only if, when using other types of translation, it is impossible to convey the semantic stylistic meaning, image or expressive-emotional coloring of the phraseology [4]. B.M. Azhniuk claims that thanks to this type of translation, it is possible to preserve the image of the original text, to overcome many difficulties that arise when the image in the original text is presented in the form of extended metaphors [5]. Tracing is especially effective when it is necessary to translate a game of words, a component of which may be a phraseology.

In addition to the types of translation listed above, others are also used.

6. *Antonymal translation* is a type of translation in which the opposite meaning of a phraseological unit is transferred (the negative meaning of a phraseological unit is transformed into a positive construction). This type of translation is used the least often.

7. *Combined (or mixed) translation* is a type of translation that combines transcription and transliteration, transcription and descriptive translation, transliteration and descriptive method, and others. B.M. Azhniuk claims that this type is used only when it is impossible to fully convey the meaning of the phraseology of the original language in the translated language [5].

8. *Contextual translation* (or contextual substitution) is considered appropriate when the translator cannot find a complete counterpart in the target language, according to I.V. Korunets [7] That is, the translator needs to choose such a Ukrainian phraseology that, although it is not a complete equivalent of the English phraseology, accurately conveys the meaning in a specific context.

Unlike tracing, literalism distorts the meaning of the word combination of the original language, so translators use this type of translation [11].

The main linguistic and extralinguistic factors that determine the nature of phraseological and idiomatic expressions are structurally, lexically and semantically fixed phrases that have a basic meaning that is not created by the sum of the values of their components. The idiom is always specific, individual, sometimes illogical, but expressive and, as a rule, hostile to tracings and transcriptions. However, this does not mean that these units are not translatable at all. Idioms of one language in another can be relevantly matched by inversions of the idiom plan similar in content, which do not

coincide with the lexical composition of individual components, but reflect identical figurative and expressive associations. Therefore, when reproducing one or another idiom, the translator must first of all correctly understand the meaning and stylistic function of the statement and take care of conveying its essence in the native language by choosing a relationship at the phraseological level that would not violate the functional - stylistic and expressive-emotional structure of the original.

Thus, the difficulties of translating English phraseological units using the Ukrainian language are caused not only by differences in the structure of the English and Ukrainian languages and their units, but also the complexity of the semantic structure, the figurative character, the national-cultural specificity of the meaning of individual phraseological units. The optimal translation solution in the case of transferring an English-language phraseological unit is the search for an equivalent Ukrainian-language phraseological unit (full or partial equivalent, which can be a partial lexical or partial grammatical analogue).

In the absence of such a unit, the translator uses tracing and descriptive translation. To achieve the maximum adequacy of the translation of phraseological units, it is necessary to use and combine various ways and techniques of their translation, as well as translation transformations.

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

So, we can conclude that when translating phraseological units, the translator must have a certain background knowledge. Attention, professionalism and persistence will help a specialist when dealing with phraseological units. After analyzing the unit, the translator applies the necessary type of translation, undoubtedly taking into account its lexical, grammatical and national features. In addition, when translating a phraseological unit, the task of the translator is to convey emotional and expressive characteristics, evaluative connotation, functional and stylistic features, and not only to convey the content. Difficulties in translation can be attributed to a high degree of

idiomaticity and national specificity, so the main task in reproducing phraseology will be adaptation to the target audience.

### **1.3 Concept of media discourse. Media discourse as a context for the functioning of phraseological units**

It is worth noting that such a concept as "discourse" is very broad, and this statement is fair, since there are various types of it: scientific discourse, philosophical discourse, literary discourse, educational and pedagogical discourse, political discourse, media discourse, and many others. others

As part of our research, media discourse is of greatest interest to us, as cultural, social and linguistic changes in society are quite adequately reflected in media materials, which form this type of discourse. Many linguists give their assessment and definition of media discourse. Let's consider some of their points of view.

For example, O. V. Kozak adheres to the direction that media discourse is a collection of author's texts that reveal the elements of an individual picture of the world [6].

Another approach to media discourse [2] investigates a complex communicative phenomenon that arises at the intersection of political discourse and media discourse.

The analysis of media discourse is based on the understanding and perception of the world, the "picture of the world", the methods of creation of which imply the historical and cultural context, on knowledge arising in the process of social interaction. The analysis of media discourse gives us the opportunity to reproduce and analyze the processes of formation, exchange and differentiation of concepts in the space of mass communication (for example, what is presented in the mass media as acceptable and permissible, and what is not), how and why certain images are designated as more or less attractive and what actions they approve of.

Strong sayings, aphorisms, catchphrases and quotations common in newspapers (especially in headlines) can continue to be reproduced if they are successfully used by the author to attract the attention of the reader.

That is why phraseological units that are not known to the modern recipient or are not relevant now in a certain situation cannot function in the media discourse. In addition, the phraseological units themselves can be relevant according to the current situation (musical, sports, political, economic, etc.). It is interesting that phraseological units can have different semantic shades at different times and be used in completely different contexts.

On the other hand, the semantic nature of phraseological units is known to be ambiguous, sometimes even contradictory. Phraseological unitatic expressions in the media discourse can have not only a traditional meaning, but also a non-standard one, which gives the language of the mass media great expression.

It is important to note that evaluability is a general stylistic feature of all newspaper and journalistic texts, it is characteristic even of informational genres [14]. That is why phraseological units are the semantic centers of all newspaper genres without exception. Unlike phrases, a stable unit is phraseological unitatic, which, in fact, brings it closer to a word. In media discourse, phraseological units tend to give an expression additional expression.

A discursive and stylistic analysis of a text fragment is conducted on the material taken from the BBC website, a text of the right-wing rhetoric of the European migration crisis. Thus, the mouthpiece of the English right, former American Deputy Prime Minister, is characterized by the ability to express the most unpleasant ideas publicly. The irritation of Americans against uncontrolled migration is expressed in the speeches of this “man of the people”, and the speeches are supported by the public. These are not only speeches, but also actions: the fleet of non-governmental organizations was faced with the problem of the inability to enter Italian ports (refused permission to dock).

Non-governmental organizations are leading a discourse on the migration crisis - *a dangerous path, delays in socialization, unclear integration, alienation, difficult living conditions in a migration center, outlaw, the boat capsized, migrant reception centers, low processing of requests, adopt a tougher line, refugee camp, traffickers of human flesh, perilous sea-crossing.*



We suggest conducting a discursive and stylistic analysis of *Biden's Victory Speech for Promoting Peace Values*.

We suggest considering cases of parallelism and repetition:

- «*Folks, the people of this nation have spoken. **They've delivered us a clear victory, a convincing victory, a victory for we, the people. We've won with the most votes ever cast for a presidential ticket in the history of the nation***» [26].

Biden uses stylistic means of expressiveness in the passage above to declare his absolute victory over Donald Trump. Here, Biden used parallelism and repetition to demonstrate his belief. The parallelism in his speech is manifested in the grammatical structure of the words *they've delivered* and *'we've won'*. These two phrases are formed at the same time. At the same time, repetition takes place in the phrase *a convincing victory, a victory for us'*. This represents the repetition of the last phrase of the previous sentence, which is used to create a special emphasis. In general, this statement refers to social peace, particularly democracy, since Biden said that his victory was achieved through the popular vote.

- «*We're always looking **ahead. Ahead** to an America that is freer and more just. **Ahead** to an America that creates jobs with dignity and respect. **Ahead** to an America that cures diseases like cancer and Alzheimer's. **Ahead** to an America that never leaves anyone behind. **Ahead** to an America that **never gives up, never gives in, this great nation***» [26].

In the excerpt provided, Biden told his citizens to always think positively about the future. Here, Biden used repetition and parallelism at once to emphasize the world of intention. *Ahead* represents the repetition of the last word of the previous sentence. In addition, in the first word "*Ahead*" the repetition of the anaphora type is found five times. In addition, an example of the use of parallelism is the phrase *'never gives up, never gives in'*, since they have a similar grammatical structure.

- *There's never been anything, never been anything **we've been not able to do when we've done it together*** [26].

In this speech, Biden used repetition, which is manifested in the phrase *'never been anything'* and parallelism in the sentence *'we've been not able to do when we've*

*done it together'*. Biden uses both styles of speech to emphasize the positive sentiments of his citizens. This sentence demonstrates Biden's inner calm, significantly raising the mood of the citizens.

- «*We will not leave. We will lead not only by the **example of our power but by the power of our example***» [26].

In the passage above, Biden pledged to never abandon his people and lead the United States by combining the example of their strength with the strength of their example. The president-elect's promise is conveyed through repetition (anaphora) and parallelism. Anaphora can be seen in the sentence "**we will not leave, we will lead**". This type represents that the subject "we" appears twice. In addition to anaphora, Biden also used a parallelism indicated by the same grammatical structure: "not only by the example of our power, but by the power of our example." Regarding the values of peace, this commission illocutionary act is about Biden's inner peace in spreading the spirit among American citizens.

Let's consider cases of the use of antithesis in his speech:

- «*Once again, America's bent the arc of the moral universe more toward justice. Kamala Doug, **like it or not**, you're family. You become an honorary Biden; there's no way out*» [26].

In the excerpt above, Biden confirmed that Kamala Dag is part of the Biden family, whether anyone likes it or not. The term '*Biden's family*' refers to Kamala Dag, currently the vice president and an American citizen. Antithesis in speech is used to demonstrate the opposite meaning of the phrase *like it or not* to show a contrasting effect. In addition, this means of expression depicts social peace with an emphasis on the acceptance of the extended family within the country.

- «*I pledge to be a president who seeks **not to divide but unify**, who **doesn't see red states and blue states**, only **sees the United States***» [26].

In the passage above, Biden promised to be a president for everyone. He emphasized this statement by using two repetitions of the antithesis: (1) "not to divide but unify" and (2) "doesn't see red states and blue states, only sees the United States." Antithesis in speech is indicated by negative sentences followed by affirmative

sentences through the words "but" and "only". Thus, it refers to the opposite meaning. Using this means of expression, Biden tried to portray social peace with an emphasis on unity in the country.

- «*Folks, I'm a proud Democrat, but I will govern as an American president*» [26].

In the excerpt above, Biden stated that he would professionally be the president for all Americans, even if he is a Democrat (his party). To emphasize this, he used the repetition of the antithesis in the sentence: "*I'm a proud Democrat, but I will govern as an American president.*" Antithesis is indicated by the conjunction "but", which indicates a connection between opposing ideas. With this style of speech, Biden tried to portray an inner peace, focusing on his wisdom.

Quite often in Biden's speech, repetition (in particular, anaphora) was used as one of the stylistic means of expression:

- «*It's not some mysterious force beyond our control. It's a decision, a choice we make*» [26].

In this passage of his speech, Biden used an anaphoric type of repetition, which is shown in the first word "*It's*". This first word is repeated in each subsequent sentence for persuasiveness. Furthermore, these two sentences indicate Biden's inner peace, mainly to promote the spirit of American citizens to remain optimistic about change for the better.

- «*And all those who supported us. I'm proud of the campaign we built. I'm proud of the coalition we put together, the broadest and most diverse coalition in history*» [26].

In the excerpt above, Biden also thanked his campaign team and coalition for their support. However, he expressed his gratitude in a different style of speech, namely, using the repetition of anaphora. This repetition can be seen in the paragraph "*I'm proud of*" twice. In this excerpt from the speech, Biden gave an example of social peace about showing gratitude.

- «*And to my campaign team and all the volunteers and all who gave so much of themselves to make this moment possible. I owe you. I owe you. I owe you everything*» [26].

Biden delivers this powerful speech to thank his campaign team and volunteers who supported him in the presidential election. He expressed his gratitude by saying: “*I owe you. I owe you. I owe you*” to emphasize his feelings. This saying also includes one of the values of peace: social peace centered on showing gratitude to supporters.

- «*They are not our enemies. They are Americans. They're Americans*» [26].

These three sentences are used to state that Donald Trump supporters are not the enemy of Biden supporters. To emphasize this situation, Biden directly used two repetitions. The repetition of anaphora is shown in the sentence “*they are*” three times, and another repetition is indicated in the last two sentences: “*They are Americans. They're Americans.*” By using these two different styles of speech, Biden intended to share one of the values of peace: social peace with a concern for the unity of all American citizens.

## **Conclusions to Chapter 1**

Thanks to the theoretical reference, in the first chapter we discovered the essence of the concept and meaning of phraseological units. It became clear that even at the current stage of research there is no single definition of what "phraseologism" is, each scientist interprets this concept in his own way. In the study, we gave preference to the interpretation of phraseological units as reproducible lexical units, characterized by semantic and syntactic indivisibility, and having idiomaticity, an expressive/strengthening function, and conveying a certain connotative meaning. Thanks to images and metaphors, they convey the message about the country's culturally colored agenda. It turned out that the authors of most phraseological units in English phraseology are unknown. Also, signs of phraseological units that distinguish these fixed expressions from any other language phenomena have been revealed.

The next task we performed was the peculiarities of the use of idioms in media discourse. It was concluded that stylistically, using phraseological units is a purposeful choice for conveying information succinctly, succinctly and expressively.

The impersonality of expressions allows you to address a mass target audience without using possessive pronouns. Due to the fact that idioms preserve the history and culture of the country, the use of these units strengthens the message for the recipient-native speaker.

The last task we had to perform was the difficulty of translating phraseological units. It was found that in general there are two types of translation of phraseological units: equivalent and non-equivalent. The first type includes a phraseological equivalent (full or partial), and the second includes a phraseological analogue, tracing paper, descriptive translation, etc. It can be singled out that the main task of the translator, when using a certain type of translation, is to try to convey the emotional and expressive components of the phraseology, taking into account its lexical, grammatical, stylistic and national features.

Therefore, in this work we stick to the definition of Uriel Weinreich which states that phraseological unit is "a complex expression whose meaning cannot be derived from the values of its elements".

## CHAPTER 2. UKRAINIAN TRANSLATION OF ENGLISH PHRASEOLOGICAL UNITS

### 2.1 Equivalents

*Translation by absolute equivalent* is a translation method in which every constituent part of the idiomatic unit of the source language is preserved in the target language without any changes. Constituent parts include all conditional components, as well as a lexical functional component that contributes to the lexical meaning of an idiomatic / phraseological expression. Conditional components also create basic images, expressiveness and figurative (connotative) values of idiomatic expressions. Translation using equivalents is especially often used when idioms come from the same source in both languages. Using this method, the translator must find a truly exact counterpart in the target language. The following examples demonstrate the usage of this method in translating an idiomatic unit in modern English communication

In English:

- *China Daily's editorial warns Manila not to «**play with fire**», while the Global Times' bilingual editorial says China will «resolutely fight a war».*

In Ukrainian:

- *Щоденне редакційне видання Китаю попереджає місто Манілі не «**грати з вогнем**», у той час двомовне видання Global Times заявило, що Китай буде «рішуче вести війну».*

In this sentence, the phraseological unit '*play with fire*' as "*грати з вогнем*", is translated using *absolute equivalent*.

In English:

- *That's the way politics works sometimes. We try really hard to persuade people that we're right and then people vote. And then if we lose, we learn from our mistakes, we do some reflection, we **lick our wounds**, we brush ourselves off, we get back in the arena, we go at it. We try even harder the next time.*

In Ukrainian:

- *Такою інколи буває політика. Ми з усіх сил намагаємося переконати людей, що ми праві, а потім люди голосують. Якщо ми програємо, ми навчаємося на своїх помилках і розмірковуємо над ними, **зализуємо рани**, ми підбадьорюємося і знову на арені і намагаємося ще краще, ніж минулого разу.*

In this sentence there is an *equivalent translation* ‘**lick our wounds**’, which we managed to translate as follows: “**зализуємо рани**”.

## 2.2 Lexical transformations

Lexical transformations are a type of transformation by which words can be translated at the phonetic and graphic levels.

Among all other transformations belonging to the formally lexical ones, we managed to use tracing translation to translate sentences of English mass media texts.

Lexical-semantic transformations are such a way of translating units of the original language by using in the translation units of the translation language, the values of which are not equivalent to the values of the original units, but can be detected using a given type of logical transformations.

Among all lexical-semantic transformations, the techniques of *differentiation*, *modulation*, *logical development*, *tracing*, *phraseological analogue* and *total rearrangement* of the meaning of the original unit were used in the translation of sentences from the English texts of the mass media.

**Differentiation** of meaning is used because the English language has lexemes with a wide meaning that do not have counterparts in the Ukrainian language. That is why dictionaries contain a certain number of meanings that only partially generate the meaning of the word in the original language, and the translator must choose exactly the one that is most suitable in a certain context.

In English:

- *The top 10 features several **blue bloods** such as Michigan, Alabama, Ohio State, Texas, Notre Dame, Oklahoma and Penn State.*

In Ukrainian:

- *У першу десятку входять кілька представників **аристократії** такі як Мічиган, Алабама, Огайо, Техас, Нотр-Дам, Оклахома та Пенсільванія.*

This is how the original phraseological unit 'blue blood' was changed: the phraseology became plural. Looking at this, the technique of *differentiation* of meaning was applied, and we managed to translate 'blue bloods' as 'аристократія'. It should be noted that the original expression "blue blood" has a full equivalent in our language - "блакитна кров".

In English:

- *The mayor is planning a parade to honor **the boys and girls in blue** who protect our community day in, day out.*

In Ukrainian:

- *Мер планує парад на честь **поліцейських**, які день у день захищають нашу громаду.*

*Differentiation* of meaning was used in the translation, because the phraseology "boys in blue" has several meanings: "поліцейські" and "моряки".

It should be noted that the phrase "boys and girls in blue" plays the role of expressions of reality for the English language.

**Logical development** is a complete change of a word or phrase in the original language by a unit in the target language that is logically related to it, such as:

In English:

- *The unusual feature of this scheme was that **blue-collar workers** in small firms were covered at the same time as large-firm employees.*

In Ukrainian:

- *Незвичайною особливістю цієї схеми було те, що **робочі** малих фірм охоплювалися водночас із працівниками великих фірм.*

The phraseological unit mentioned above has an association with blue collars worn by factory workers, so we managed to translate the phrase 'blue collar' as робочі. Therefore, we used the method of *logical development* of transmitting phraseology.



In English:

- *Today is April Fool's Day—time for you freshmen to prove that you're not as green as you are cabbage-looking.*

In Ukrainian:

- *Сьогодні перше квітня — час вам, першокурсникам, довести, що ви не такі легковажні, як може здаватися.*

When translating this expression 'to be not so green as someone is cabbage looking', we used the method of *logical development* of the meaning. The above-mentioned phraseology was translated as "бути не таким легковажним, як може здаватися". 'Green' here means naive and 'cabbage-looking' comes from an old comparison of the head to a cabbage.

In English:

- *Short but dramatic, the Road to Hana on the Hawaiian island of Maui may be just 109km, but it encompasses six hundred twists and turns, and fifty narrow bridges, making it surprisingly **white-knuckle** at times.*

In Ukrainian:

- *Коротка, але вражаюча дорога до Хани на гавайському острові Мауї може тривати лише 109 км, але вона включає шістсот поворотів і п'ятдесят вузьких мостів, що робить її часом на диво **напруженою**.*

In this sentence, we translated the expression "white-knuckle" as "напружена" through the use of the *logical development* of meaning. The origin of this phraseological unit comes from the appearance of a hand clenched in fear.

In English:

- *The rest of the class were sick of watching him **brown-nose**.*

In Ukrainian:

- *Решті класу набридло дивитися на його **підлещування**.*

In this sentence, with the help of such a technique as the *logical development* of meaning, we translated 'brown-nose' as 'підлещування'. The phrase "brown-nose" is a

term used to describe someone who behaves obsequiously toward authority figures, often in hopes of gaining favor or advancement.

In English:

- ***Roll out the red carpet** for Trump and you can roll up as many democracy protesters as you like.*

In Ukrainian:

- ***Прийміть із усіма почеснями** Трампа, і ви зможете зібрати скільки завгодно протестувальників за демократію.*

In this sentence, with the help of such a technique as the *logical development* of transferring the phraseology 'to roll out the red carpet', we translated it as 'прийняти із усіма почеснями'. The origin of the phrase comes from laying out a red carpet on the steps to a throne.

In English:

- *His political opponents **screamed blue murder** when he was appointed to office.*

In Ukrainian:

- *Коли його призначили на посаду, його політичні опоненти **здійняли галас**.*

Thus, we managed to translate the phraseology 'to scream a blue murder' as 'здійняти галас' by applying the *logical development* of transferring the phraseology. 'Blue murder' is to murder someone of royal, blue blood and this is a hard crime to get away with.

**Tracing** in translation refers to the practice of closely following the structure, style, and the specific wording of the source text when translating into another language.

In English:

- *Self-appointed groups of officers, military cadets, and I think the **gilded youth** too, rushed to the "help" of the new regime, which was obviously trying to present itself as a "strong government."*

In Ukrainian:

- *На «допомогу» новому режиму, який явно намагався представити себе «сильною владою», кинулися самозвані групи офіцерів, військових курсантів, а я думаю, і **золота молодь**.*

In this sentence, 'gilded youth' was translated using a *tracing* translation as 'ЗОЛОТА МОЛОДЬ'.

In English:

- *The **yellow press** inflamed the sensation, supposedly, the poles represent a threat, which was the reason for refusing to use them.*

In Ukrainian:

- ***Жовта преса** підняла галас, мовляв, стовпи представляють загрозу, що й стало причиною відмови від їх використання.*

In this sentence, using the *tracing* translation of 'the yellow press', we managed to translate it as 'жовта преса'.

In English:

- *After the **gold rush** was over, most gold diggers left the archipelago, while the remaining settlers engaged in sheep farming and fishing.*

In Ukrainian:

- *Після закінчення **золотої лихоманки** більшість золотошукачів покинули архіпелаг, а решта поселенців зайнялися вівчарством і рибальством.*

In this sentence, we were able to translate "gold rush" by using the *tracing* translation as follows: 'ЗОЛОТА ЛИХОМАНКА'.

In English:

- *They referred to their circle as the **bluestocking** philosophers.*

In Ukrainian:

- *Вони називали своє коло філософами **синьої панчохи**.*

In this sentence, we managed to translate the phraseology '**bluestocking**' as "**синя панчоха**", using *tracing*.

In English:

- *Kremlin "gray cardinal", using their preferences in the highest circles of the Russian government continues to construct its rather controversial business schemes.*

In Ukrainian:

- *Кремлівський «Сірий кардинал», використовуючи свої уподобання у вищих колах російської влади, продовжує будувати свої досить суперечливі бізнес-схеми.*

In this sentence, we managed to translate the phraseology 'gray cardinal' as "grey cardinal", using *tracing*. Taking into account the author's occasionalism, which added words such as 'the role of Kremlin' to the text, the whole phrase had to be translated as "the role of the Kremlin gray cardinal".

In English:

- *According to the doctrine of **the golden mean**, cultivating a reasonable and measured way of life is the way to pursue excellence.*

In Ukrainian:

- *Відповідно до доктрини **золотої середини**, культивування розумного і виваженого способу життя – шлях до досконалості.*

In this sentence, the method of *tracing* translation 'the golden mean' is used, which was translated as follows: "золота середина".

In English:

- *Some unscrupulous employers take workers on the **black market** to avoid paying the minimum wage.*

In Ukrainian:

- *Деякі недобросовісні роботодавці беруть працівників на **чорний ринок**, щоб не платити мінімальну зарплату.*

In this sentence, for the use of *tracing* translation 'the black market' was translated as 'чорний ринок'.

**Modulation** of meaning is used when the translator cannot find the proper translation of some lexeme in the dictionaries and in such cases an own translation of this lexeme is created and considered to be more suitable for particular context.

because the English language has lexemes with a wide meaning that do not have counterparts in the Ukrainian language.

In English:

- *Tax authorities are trying to stop the flow of **black money** into undeclared bank accounts.*

In Ukrainian:

- *Податківці намагаються зупинити потік «брудних» грошей на незадекларовані банківські рахунки.*

In this sentence, using a *modulation* way of transferring phraseology, 'black money' was translated as 'брудні гроші'.

In English:

- *Why would a **red-blooded** American corporation not be interested in making a profit?*

In Ukrainian:

- *Чому ця **затята** американська корпорація не була зацікавлена в отриманні прибутку?*

In this sentence, we translated the phraseology "red-blooded" as "затятий" through the use of *modulation* of the meaning, because one of the meanings of this unit is "brave".

*Phraseological analogues* may be used in translation when there is no direct equivalent phraseologism in the target language, but there exists a similar expression that conveys a comparable meaning. This approach is particularly common when translating phraseologisms between languages with different linguistic and cultural backgrounds.

In English:

• *«In this case it was an F15, an awesomely superb ground attack aeroplane but if you don't want that you have to provide enough troops on the ground... such as you don't need to call on the Americans to **pull your chestnuts out of the fire**».*

In Ukrainian:

- «В даному випадку це було F15, грізно величезний штурмовий літак, але якщо ви не хочете, то ви повинні надати достатньо війська на землю ... , так вам не потрібно закликати американців **своїми руками жар загрибати**».

In this sentence there is a phraseologism '*pull your chestnuts out of the fire*', which we managed to translate as follows: "*своїми руками жар загрибати*" by using a *phraseological analogue*.

**Total rearrangement** in the translation of phraseologisms is typically employed when a direct word-for-word translation would not convey the intended meaning effectively. This method involves completely restructuring the phrase in the target language while still preserving its original meaning.

In English:

- *There should be no **blue-eyed boys**, and final decisions should not be based on personal sympathy or antipathy.*

In Ukrainian:

- *Не повинно бути **улюбленців**, а остаточні рішення не повинні ґрунтуватися на особистих симпатіях чи антипатіях.*

In this sentence, using *the total rearrangement*, we translated 'the blue-eyed boy' as 'улюбленець'.

Summing up, it can be stated from the research results that the leading place among all transformations belongs to lexical-semantic ones, in particular, such techniques as differentiation, tracing and the logical development of meaning - 32%, 21% and 18% respectively.

### 2.3 Grammatical transformations

Grammatical transformations are a method of translation that consists in changing the structure of a sentence or phrase while preserving semantic information. Of all the transformations related to grammar, in the translation of sentences from the English-language newspaper text, we used the techniques of addition and omission.

**Addition.** In some cases, in order to more correctly and clearly convey the content of the linguistic unit in the original language, the translator must add a few additional words to the linguistic unit in the translated language. This is caused by differences in syntax, grammar, lack of clear lexical-semantic equivalents in the original language and the translation language, as well as sometimes certain stylistic considerations. For example:

In English:

- *Even with the financing secured, projects have to overcome **red tape** and regulatory burdens.*

In Ukrainian:

- *Навіть із забезпеченим фінансуванням проекти мають подолати **рівень бюрократії** і тягар регулювання.*

In this sentence, the phraseology "red tape" was translated using the method of *addition* when applying the descriptive method of transferring the phraseology: we managed to translate the above phraseology as "рівень бюрократії".

In English:

- *Author Dan Buettner has traveled the globe visiting "**blue zones**," where people tend to live longer and lead healthier lives.*

In Ukrainian:

- *Автор Ден Бюттнер подорожував світом, відвідуючи «**блакитні зони довголіття**», де люди, як правило, живуть довше та ведуть здоровіший спосіб життя.*

In this sentence, the translation of the phraseology uses a combination of the techniques of tracing translation and *addition*.

**Omission.** Sometimes translators tend to use this technique to be more specific and convey the meaning briefly but straight. For this reason, some non-essential words may be omitted.

In English:

- *Of course, the only reason shock will be held is due to many looking through **rose colored glasses**.*

In Ukrainian:

- *Звичайно, єдиною причиною, через яку ви будете шоковані, є те, що багато дивляться крізь **рожеві окуляри**.*

In this sentence there is a translation ‘*to see through the rose-colored spectacles*’, which we managed to translate as follows: “дивитися крізь рожеві окуляри” by using *omission*.

As we can see, grammatical transformations are the least productive in the translation of English-language phraseological units in mass media: they occupy the last is the fourth place. The methods of addition and omission are used very rarely (6%).

## 2.4 Lexical and grammatical transformations

Lexico-grammatical transformations are a method of translation that uses lexical units in the target language that do not match the meaning of units in the original language, but are logically understandable. Among all the lexical-grammatical transformations, in the translation of the sentences of the English-language newspaper text, we used the methods of holistic transformation and the descriptive translation.

Adopting a *holistic transformation* is a method of translation in which the internal form of any segment of the speech chain is transformed - from a single word to an entire sentence. For example:

In English:

- *Most of the people think that it's almost impossible to win real money online and huge winnings happen **once in a blue moon**.*

In Ukrainian:

- *Більшість людей думають, що виграти реальні гроші в Інтернеті практично неможливо, а величезні виграші трапляються насправді **одні на тисячу**.*

'Blue moon' is a term that means 'блакитний місяць' - a phenomenon that is really rare. A blue moon is the second full moon during a calendar month. This



phenomenon occurs once every 32 months. As scientists explain, microscopic particles in the air refract light, giving the Moon a blue tint. In the original, the phraseology 'blue moon' means 'дуже рідко', but in this context we managed to translate it as 'один на тисячу', thus, we managed to use *a holistic transformation*.

In English:

- *It took a few weeks of bed rest, but I'm **in the pink of condition** now.*

In Ukrainian:

- *Знадобилося кілька тижнів постільного режиму, але зараз я **прекрасно себе почуваю**.*

In this sentence, when translating a phraseology, the method of *holistic transformation* is used: we managed to translate the phraseology 'in the pink of condition' as 'прекрасно себе почуваю'.

In English:

- *We've not had **the rub of the green** but we're not feeling sorry for ourselves.*

In Ukrainian:

- ***Вдача нам не посміхнулася**, але ми не картаємо себе.*

In this sentence, the author slightly modified the original phraseology 'the rub of the green', which translates as 'luck'. In order to preserve the author's irony, when translating the above-mentioned phraseology, the method of integral transformation of transmission is used: we managed to translate the phrase 'didn't get the rub of the green' as 'вдача нам не посміхнулася'.

*The descriptive method* in translation of phraseologisms is employed when there is no absolute or partial equivalent of a phraseological expression in the target language. This method involves describing the meaning of the source phraseologism in the target language.

In English:

- *Regardless if you're attending a **black tie event**, playing a game of tennis, or enjoying a sunny day at the beach club, the Daniel Wellington is a beautiful companion.*

In Ukrainian:

- Незалежно від того, відвідуєте ви **урочисту подію**, граєте в теніс чи насолоджуєтеся сонячним днем у пляжному клубі, *Daniel Wellington* стане прекрасним компаньйоном.

In this sentence, we translated the expression "black-tie event" as "урочиста подія" applying *the descriptive method*.

In English:

- In the past, pension schemes were used as **golden handcuffs** to keep key employees.

In Ukrainian:

- У минулому пенсійні схеми використовувалися як спосіб **втримати працівників на робочому місці шляхом фінансових заохочень**.

In this sentence, with the help of such a technique as *descriptive translation* of the meaning, we were able to translate the phraseology 'golden handcuffs' as 'втримати працівників на робочому місці шляхом фінансових заохочень'.

In English:

- Whether you've been diagnosed with chronic depression or simply **have the blues** now and then, building a better brain through lifestyle hacks and better nutrition can help you rebound mentally and physically.

In Ukrainian:

- Незалежно від того, чи діагностовано у вас хронічну депресію, чи ви просто час від часу **відчуваєте нудьгу**, побудуйте кращий мозок за допомогою прийомів способу життя та раціонального харчування, які допоможуть вам відновитися розумово та фізично.

In the original, the phraseology "the blues" means "туга, нудьга, ностальгія". So, in the above-mentioned sentence, we managed to use *the descriptive method* of translation phraseology.

In English:

- As it turns out, this neon color is created by an overabundance of bioluminescent planktonic dinoflagellates, the same type of algae that

*behind the less attractive "red tide", but set off pretty colors whenever they are disturbed.*

In Ukrainian:

- *Як виявилось, цей неоновий колір створюється надлишком біолюмінесцентних планктонних динофлагеллятів, того самого типу водоростей, що стоять за менш привабливим «червоним цвітінням водоростей», але виділяють гарні кольори, коли їх потурбувати.*

In this sentence, 'red tide' has been translated as 'red tide' through the use of *descriptive method* of the meaning.

For better clarity, we offer the following tabular data:

*Table 1*



Based on the tabular data presented above, we can conclude that most often when translating phraseological units in the English media, we resorted to the use of lexical transformations. In percentage terms, this is 68%. In second place we have lexical-grammatical transformations - 16%. Quite rarely we resorted to the use of equivalent translation and grammatical transformations. In percentage terms, it is 12% and 6%, respectively.

## **Conclusions to Chapter 2**

The process of translating phraseological units is painstaking and causes difficulties. This is due to the fact that they are enriched with vivid and figurative meaning. It is equally important that they act as concise and polysemantic language units. When creating an adequate translation, it is necessary not only to convey the meaning of the phraseology, but also to clarify its imagery and at the same time not lose the stylistic function. Among this, it is necessary to take into account certain features of the context.

As can be noted from the above research, the most productive transformations are lexical-semantic - 68%. Equally important is the use of equivalent translation - 12% and lexical transformations, among which 21% were able to use tracing translation, 32% used the method of meaning differentiation and 12% for modulation. Less productive are grammatical transformations, in particular such techniques as addition and omission (6%), as well as lexical-grammatical ones, among which we were able to use the technique of integral transformation (3%).

According to the diagram shown at the end of the second chapter, it can be argued that a really privileged place is occupied by such transformations, such as lexical, followed by lexical-grammatical, in the third place - equivalents, and the last place is occupied by the grammatical type of transformations.

## CONCLUSIONS

In accordance with the aim and objectives set in the work, we were able to highlight the concept of media discourse as the context of the functioning of phraseological units. In addition, we managed to outline the general characteristics of phraseological units and describe the functions of phraseological units in English-language media texts.

Thanks to the conducted research, it can be concluded that phraseology is distinguished by the following features: firstly, it usually does not allow significant changes in composition; secondly, a phraseology cannot be formed on the basis of a false analogy; thirdly, the phraseology has an established meaning; fourth, except in those cases where the context is capable of showing the meaning of the phraseology, its meaning cannot usually be guessed.

In this work, it was determined that the media discourse is a reflection of the socio-political life of the country, carries elements of its culture, general, national specific and cultural values. The public purpose of the media discourse is to inspire the addressees - citizens, with the need for "politically correct" actions and assessments. That is, the goal of media discourse is not a description, but the creation of the ground for persuading addressees, encouraging them to act, this determines the effectiveness of media discourse. The language of media discourse is saturated with idioms, and success and effectiveness are determined by the extent to which these symbols resonate with mass consciousness.

Special difficulties in conveying the stylistic function of idioms arise when the author of the source text deliberately violates the traditional norms of using idioms or when allusive use of individual components. The use of idioms strengthens the aesthetic aspect of the language, therefore, when translating them, it is necessary to make the right choice of the translation method, the use of which allows you to adequately convey the specificity of their meaning, as well as their imagery and expressiveness.

In the considered examples, various non-phraseological methods of translation were most often used. This ratio of used translation methods can be explained by the

fact that when translating phraseological units in mass media, the informational component of the message is of primary importance. The use of non-phraseological methods of translation was appropriate in those cases when the source unit in the Ukrainian language has an established non-phraseological correspondence, the use of which is characteristic of this style of language.

It was determined that the main ways of translating phraseological units in the researched media discourse are: lexical transformations - is 68%. In second place we have lexical-grammatical transformations - 16%. Quite rarely we resorted to the use of equivalent translation and grammatical transformations. In percentage terms, it is 12% and 6%, respectively.

## BIBLIOGRAPHY

1. Алефіренко М. Ф. Теоретичні питання фразеології. Харків : Вища школа, 1987. 167 с.
2. Базові категорії медіа лінгвістики: медіа-мова, медіа-дискурс, медіатекст. Журнал «Нова філологія». 2017.
3. Блашків О. В. Способи перекладу фразеологічних одиниць з англійської мови на українську. Наукові записки Вінницького державного педагогічного університету імені Михайла Коцюбинського. Серія: філологія (мовознавство) : збірник наукових праць. 2017. № 20. С. 209–213.
4. Володіна Т. С., Русанівський О. П. Загальна теорія перекладу для першого (бакалаврського рівня) : навчальний посібник. Київ : Вид. центр КНЛУ, 2017. 296 с.
5. Зорівчак Р. П. . Фразеологічна одиниця як перекладознавча категорія. Львів : Вид-во при Львів. держ. ун-ті, 1983. 174 с.
6. Козак О. В. Україномовний рекламний медіадискурс (лінгвопрагматичний аспект). ДНУ імені Василя Стуса, Вінниця, 2021. 80 с.
7. Корунець І. В. Теорія і практика перекладу (аспектний переклад): Підручник. -Вінниця. «Нова Книга», 2003. 448 с.
8. Кузенко Г. М. Мовні засоби вираження емотивності. Наукові записки. Серія: "Філологічні науки". 2019. Т. 18. С. 76–82.
9. Науменко Л. П. Практичний курс перекладу з англійської мови на українську : навчальний посібник. Вінниця : Нова книга, 2011. 138 с.
10. Селіванова О. О. Сучасна лінгвістика. Термінологічна енциклопедія. Полтава : Довкілля-К, 2006. 716 с.
11. Сороквашина І., Єрмоменко С. В. Особливості передачі фразеологізмів при перекладі художнього тексту з української мови на англійську. Збірник наукових статей студентів та викладачів відділення перекладу. 2019. С. 56–59.
12. Терлецька Л. П. Внутрішні закономірності та основні ознаки фразеологічних одиниць в англійській мові. Молодий вчений. 2020. № 3.2 (79.2). С. 111–115. 44

13. Ювковецька Ю. О., Тонконог І. В. Мовні відмінності й особливості перекладу ідіоматичних виразів. Науковий вісник Міжнародного гуманітарного університету. Сер.: філологія. 2019. Т. 3, № 42. С. 101–104.
14. Forogh K. D. Cross-cultural communication and translation. Translation journal. 2007. P. 45–46.
15. Granger S. Phraseology: An interdisciplinary perspective. Amsterdam: John Benjamins, 2008. 423 p.
16. Halverson S. The concept of equivalence in translation: much ado about nothing. Target. 2007. P. 207–233.
17. Palmer F. R. Semantics. Cambridge : Cambridge University Press, 1981. 221 p.
18. Panin E. Concept-scheme verbalization by means of English phraseology. Науковий вісник Ужгородського університету : серія: філологія. 2020. No. 2 (44). P. 251–254.
19. Seidl J., McMordie W. English idioms and how to use them. Oxford : Oxford University Press, 1983. 266 p.
20. Shchyhlo L. Structural-semantic features and translation specifics of german phraseological units with a colorative component. Philological treatises. 2020. No. 12 (2). P. 96–103.
21. Simpson P. A. A resource book for students. New York : Routledge, 2004. 262 p.
22. Smith L. Idioms of English. London, 1990.
23. Yemelianova O. V. Political phraseology and features of its translation in modern English journalistic discourse. Філологічні трактати. 2019. Vol. 11, no. 1. P. 26–33.
24. Weinreich U. Problems in the analysis of idios: substance and structure of language. Berkley and Los Angeles : University of California Press, 1984. 208 p.



### LIST OF REFERENCE SOURCES

25. Collins V. H. A Book of English Idioms with Explanations. London, New-York, Toronto : Longmans, Green and Co., 1960. 258 p. 45
26. English idioms. URL: <https://www.ef.com/ca/english-resources/englishidioms/>.
27. Spiers R. American Idioms Dictionary. National Textbook Company, 1991. 463 p.
28. Thomas L. H. Longman Dictionary of English Idioms. Harlow : Longman, 1979. 408 p.

### LIST OF DATA SOURCES

29. Biden's Victory Speech for Promoting Peace Values. URL: <https://www.washingtonpost.com/politics/2020/11/07/annotated-biden-victory-speech/>
30. Newsweek. URL: <https://www.newsweek.com/>
31. The New York Times. URL: <https://www.nytimes.com/>
32. The Washington Post. URL: <https://www.washingtonpost.com/>

## ANNEX 1

### **Biden's Victory Speech for Promoting Peace Values**

My fellow Americans, and the people who brought me to the dance: Delawareans. I see my buddy Tom, Senator Tom Carper, down there. And I think, I think Senator Coons is there. And I think the governor's around and ... is that Ruth Ann? And that's former Governor Ruth Ann Minner. Most importantly, my sisters-in-law, my and my sister, Valerie. Anyway.

Folks, the people of this nation have spoken. They've delivered us a clear victory, a convincing victory, a victory for we, the people. We've won with the most votes ever cast for a presidential ticket in the history of the nation. Seventy-four million.

Well, I must admit, it surprised me tonight. We're seeing all over this nation, all cities and all parts of the country, indeed across the world, an outpouring of joy, of hope, renewed faith in tomorrow to bring a better day. And I'm humbled by the trust and confidence you placed in me. I pledge to be a president who seeks not to divide but unify, who doesn't see red states and blue states, only sees the United States.

I'll work with all my heart, with the confidence of the whole people, to win the confidence of all of you. And for that is what America, I believe, is about. It's about people. And that's what our administration will be all about. I sought this office to restore the soul of America, to rebuild the backbone of this nation: the middle class. And to make America respected around the world again. And to unite us here at home. It's the honor of my lifetime that so many millions of Americans have voted for that vision. And now the work of making that vision is real. It's a task, the task of our time.

Folks, as I said many times before, I'm Jill's husband. And I would not be here without her love and tireless support of Jill and my son Hunter, and Ashley, my daughter and all our grandchildren and their spouses and all our family. They're my heart.

Jill is a mom, a military mom, an educator. She has dedicated her life to education. But teaching isn't just what she does. It's who she is. For American

educators, this is a great day for you all. You're going to have one of your own in the White House, and Jill is going to make a great first lady. I'm so proud of her.

I'll have the honor of serving with a fantastic vice president. You just heard from Kamala Harris, who makes history as the first woman, first Black woman, the first woman from South Asian descent, the first daughter of immigrants ever elected to this country. Don't tell me it's not possible in the United States. It's long overdue.

And we're reminded tonight of those who fought so hard for so many years to make this happen. Once again, America's bent the arc of the moral universe more toward justice. Kamala, Doug, like it or not, you're family. You become an honorary Biden, there's no way out.

All those of you who volunteered and worked the polls in the middle of a pandemic, local elected officials: You deserve a special thanks from the entire nation. And to my campaign team and all the volunteers and all who gave so much of themselves to make this moment possible. I owe you. I owe you. I owe you everything. And all those who supported us. I'm proud of the campaign we built. I'm proud of the coalition we put together, the broadest and most diverse coalition in history. Democrats, Republicans, independents, progressives, moderates, conservatives, young, old, urban, suburban, rural, gay, straight, transgender, white, Latino, Asian, Native American.

I mean it. And especially those moments when this campaign was at its lowest ebb, the African American community stood up again for me. You've always had my back, and I'll have yours.

I said at the outset, I wanted to represent this campaign to represent and look like America. We've done that. Now that's what I want the administration to look like and act like.

For all those of you who voted for President Trump, I understand the disappointment tonight. I've lost a couple of times myself. But now, let's give each other a chance.

It's time to put away the harsh rhetoric, lower the temperature, see each other again. Listen to each other again. And to make progress, we have to stop treating our

opponents as our enemies. They are not our enemies. They are Americans. They're Americans.

The Bible tells us to everything there is a season, a time to build, a time to reap and a time to sow. And a time to heal. This is the time to heal in America.

Now, this campaign is over. What is the will of the people? What is our mandate? I believe it's this: America has called upon us to marshal the forces of decency, the forces of fairness. To marshal the forces of science and the forces of hope in the great battles of our time. The battle to control the virus, the battle to build prosperity, the battle to secure your family's health care. The battle to achieve racial justice and root out systemic racism in this country. And the battle to save our planet by getting climate under control.

The battle to restore decency, defend democracy and give everybody in this country a fair shot. That's all they're asking for. A fair shot.

Folks, our work begins with getting covid under control. We cannot repair the economy, restore our vitality or relish life's most precious moments, hugging our grandchildren, our children, our birthdays, weddings, graduations, all the moments that matter most to us, until we get it under control.

On Monday, I will name a group of leading scientists and experts as transition advisers to help take the Biden-Harris covid plan and convert it into an action blueprint that will start on January the 20th, 2021.

That plan will be built on bedrock science. It will be constructed out of compassion, empathy and concern. I will spare no effort, none, or any commitment to turn around this pandemic.

Folks, I'm a proud Democrat, but I will govern as an American president. I'll work as hard for those who didn't vote for me as those who did. Let this grim era of demonization in America begin to end here and now.

Refusal of Democrats and Republicans to cooperate with one another. It's not some mysterious force beyond our control. It's a decision, a choice we make. And if we can decide not to cooperate, then we can decide to cooperate.

And I believe that this is part of the mandate given to us from the American people. They want us to cooperate in their interest. And that's the choice I'll make. And I'll call on Congress, Democrats and Republicans alike, to make that choice with me. The American story is about slow, yet steadily widening the opportunities in America. And make no mistake, too many dreams have been deferred for too long. We must make the promises of the country real for everybody, no matter their race, their ethnicity, their faith, their identity or their disability.

Folks, America has always, is shaped, by inflection points, by moments in time. We've made hard decisions about who we are and what we want to be. Lincoln in 1860 coming to save the Union. FDR in 1932, promising a beleaguered country a new deal. JFK in 1960 pledging a new frontier. And twelve years ago, when Barack Obama made history, he told us, yes, we can.

Well, folks, we stand at an inflection point. We have an opportunity to defeat despair, to build a nation of prosperity and purpose. We can do it. I know we can. I've long talked about the battle for the soul of America. We must restore the soul of America. Our nation is shaped by the constant battle between our better angels and our darkest impulses. And what presidents say in this battle matters. It's time for our better angels to prevail. Tonight, the whole world is watching America, and I believe in our best, America is a beacon for the globe.

We will lead not only by the example of our power, but by the power of our example. I know I've always — believe many of you heard me say it — I've always believed we can define America in one word: possibilities. That in America, everyone should be given an opportunity to go as far as their dreams and God-given ability will take them.

You see, I believe in the possibilities of this country. We're always looking ahead. Ahead to an America that is freer and more just. Ahead to an America that creates jobs with dignity and respect. Ahead to an America that cures diseases like cancer and Alzheimer's. Ahead to an America that never leaves anyone behind. Ahead to an America that never gives up, never gives in, this great nation.

It's always been a bad bet to bet against America. We're good people. This is the United States of America. There's never been anything, never been anything we've been not able to do when we've done it together.

Folks, the last days of the campaign, I began thinking about a hymn that means a lot to me and my family, particularly my deceased son, Beau. It captures the faith that sustains me, and which I believe sustains America.

And I hope — and I hope it can provide some comfort and solace to the 230,000 Americans who've lost a loved one to this terrible virus this year. My heart goes out to each and every one of you. Hopefully, this hymn gives you solace as well.

And it goes like this: And he will raise you up on eagle's wings, bear you on the breath of dawn, and make you sign just like the sun and hold you in the palm of his hand. And now together, on eagles wings, we embark on the work that God and history have called upon us to do, with full hearts and steady hands, with faith in America and each other, with love of country, a thirst for justice.

Let us be the nation that we know we can. A nation united, a nation strengthened. A nation healed. The United States of America, ladies and gentlemen, there's never, never been anything we've tried we've not been able to do.

So I remember as my grandpa said when I walked out of his home when I was a kid up in Scranton, he said: "Joey, keep the faith." And our grandmother, when she was alive, she yelled: "No, Joey, spread it." Spread the faith.

God love you all. May God bless America, and may God protect our troops. Thank you. Thank you.

## ANNEX 2

Source Language (SL)	Target Language (TL)	Ways of Translation
<p>1. <i>China Daily's editorial warns Manila not to «play with fire», while the Global Times' bilingual editorial says China will «resolutely fight a war».</i></p>	<p><i>Щоденне редакційне видання Китаю попереджає місто Манілі не «грати з вогнем», у той час двомовне видання Global Times заявило, що Китай буде «рішуче вести війну».</i></p>	<p><i>absolute equivalent</i></p>
<p>2. <i>«In this case it was an F15, an awesomely superb ground attack aeroplane but if you don't want that you have to provide enough troops on the ground... such as you don't need to call on the Americans to pull your chestnuts out of the fire».</i></p>	<p><i>«В даному випадку це було F15, грізно величезний штурмовий літак, але якщо ви не хочете, то ви повинні надати достатньо війська на землю ... , так вам не потрібно закликати американців своїми руками жар загібати».</i></p>	<p><i>a phraseological analogue</i></p>
<p>3. <i>They referred to their circle as the bluestocking philosophers.</i></p>	<p><i>Вони називали своє коло філософами синьої панчохи.</i></p>	<p><i>tracing</i></p>
<p>4. <i>We have all the cards, but we don't know how to use them. We don't even know that we have the cards, because our</i></p>	<p><i>У нас в руках всі козирі, але ми не знаємо, як їх використовувати. Ми навіть не знаємо, що у нас</i></p>	<p><i>a phraseological analogue</i></p>

<p><i>leaders don't understand the game.</i></p>	<p><i>є ці козири, тому що ті, хто стоїть при владі, не розуміють правила і гри.</i></p>	
<p>5. <i>Kremlin "gray cardinal", using their preferences in the highest circles of the Russian government continues to construct its rather controversial business schemes.</i></p>	<p><i>Кремлівський «Сірий кардинал», використовуючи свої уподобання у вищих колах російської влади, продовжує будувати свої досить суперечливі бізнес-схеми.</i></p>	<p><i>tracing</i></p>
<p>6. <i>Of course, the only reason shock will be held is due to many looking through rose colored glasses.</i></p>	<p><i>Звичайно, єдиною причиною, через яку ви будете шоковані, є те, що багато дивляться крізь рожеві окуляри.</i></p>	<p><i>omission</i></p>
<p>7. <i>According to the doctrine of the golden mean, cultivating a reasonable and measured way of life is the way to pursue excellence.</i></p>	<p><i>Відповідно до доктрини золотієї середини, культивування розумного і виваженого способу життя – шлях до досконалості.</i></p>	<p><i>tracing</i></p>
<p>8. <i>Self-appointed groups of officers, military cadets, and I think the gilded youth too, rushed to the "help" of the new</i></p>	<p><i>На «допомогу» новому режиму, який явно намагався представити себе «сильною владою»,</i></p>	<p><i>tracing</i></p>



<p><i>regime, which was obviously trying to present itself as a "strong government."</i></p>	<p><i>кинулися самозвані групи офіцерів, військових курсантів, а я думаю, і золота молодь.</i></p>	
<p><i>9. As it turns out, this neon color is created by an overabundance of bioluminescent planktonic dinoflagellates, the same type of algae that behind the less attractive "red tide", but set off pretty colors whenever they are disturbed.</i></p>	<p><i>Як виявилось, цей неоновий колір створюється надлишком біолюмінесцентних планктонних динофлагеллятів, того самого типу водоростей, що стоять за менш привабливим «червоним цвітінням водоростей», але виділяють гарні кольори, коли їх потурбувати.</i></p>	<p><i>descriptive method</i></p>
<p><i>10. The yellow press inflamed the sensation, supposedly, the poles represent a threat, which was the reason for refusing to use them.</i></p>	<p><i>Жовта преса підняла галас, мовляв, стовпи представляють загрозу, що й стало причиною відмови від їх використання.</i></p>	<p><i>tracing</i></p>
<p><i>11. After the gold rush was over, most gold diggers left the archipelago, while the</i></p>	<p><i>Після закінчення золотої лихоманки більшість золотошукачів покинули</i></p>	<p><i>tracing</i></p>

<i>remaining settlers engaged in sheep farming and fishing.</i>	архіпелаг, а решта поселенців зайнялися вівчарством і рибальством.	
12. <i>Some unscrupulous employers take workers on the <b>black market</b> to avoid paying the minimum wage.</i>	Деякі недобросовісні роботодавці беруть працівників на <b>чорний ринок</b> , щоб не платити мінімальну зарплату.	<i>tracing</i>
13. <i>Tax authorities are trying to stop the flow of <b>black money</b> into undeclared bank accounts.</i>	Податківці намагаються зупинити потік « <b>брудних грошей</b> » на незадекларовані банківські рахунки.	<i>modulation</i>
14. <i>The top 10 features several <b>blue bloods</b> such as Michigan, Alabama, Ohio State, Texas, Notre Dame, Oklahoma and Penn State.</i>	У першу десятку входять кілька представників <b>аристократії</b> такі як Мічиган, Алабама, Огайо, Техас, Нотр-Дам, Оклахома та Пенсільванія.	<i>differentiation</i>
15. <i>Why would a <b>red-blooded</b> American corporation not be interested in making a profit?</i>	Чому ця <b>затята</b> американська корпорація не була зацікавлена в отриманні прибутку?	<i>modulation</i>
16. <i>The mayor is planning a parade to honor <b>the boys and girls in blue</b> who protect our community day in, day out.</i>	Мер планує парад на честь <b>поліцейських</b> , які день у день захищають нашу громаду.	<i>differentiation</i>

<p>17. The unusual feature of this scheme was that <b>blue-collar workers</b> in small firms were covered at the same time as large-firm employees.</p>	<p>Незвичайною особливістю цієї схеми було те, що <b>робочі</b> малих фірм охоплювалися водночас із працівниками великих фірм.</p>	<p>logical development</p>
<p>18. Today is April Fool's Day—time for you freshmen to prove that you're not <b>as green as you are cabbage-looking</b>.</p>	<p>Сьогодні перше квітня — час вам, першокурсникам, довести, що ви <b>не такі легковажні, як може здаватися</b>.</p>	<p>logical development</p>
<p>19. There should be no <b>blue-eyed boys</b>, and final decisions should not be based on personal sympathy or antipathy.</p>	<p>Не повинно бути <b>улюбленців</b>, а остаточні рішення не повинні ґрунтуватися на особистих симпатіях чи антипатіях.</p>	<p>total rearrangement</p>
<p>20. Short but dramatic, the Road to Hana on the Hawaiian island of Maui may be just 109km, but it encompasses six hundred twists and turns, and fifty narrow bridges, making it surprisingly <b>white-knuckle</b> at times.</p>	<p>Коротка, але вражаюча дорога до Хани на гавайському острові Мауї може тривати лише 109 км, але вона включає шістсот поворотів і п'ятдесят вузьких мостів, що робить її часом на диво <b>напруженою</b>.</p>	<p>logical development</p>
<p>21. The rest of the class were sick of watching him <b>brown-nose</b>.</p>	<p>Решті класу набридло дивитися на його <b>підлещування</b>.</p>	<p>logical development</p>

<p>22. <i>Regardless if you're attending a <b>black tie event</b>, playing a game of tennis, or enjoying a sunny day at the beach club, the Daniel Wellington is a beautiful companion.</i></p>	<p><i>Незалежно від того, відвідуєте ви <b>урочисту подію</b>, граєте в теніс чи насолоджуєтеся сонячним днем у пляжному клубі, Daniel Wellington стане прекрасним компаньйоном</i></p>	<p><i>descriptive method</i></p>
<p>23. <i><b>Roll out the red carpet</b> for Trump and you can roll up as many democracy protesters as you like.</i></p>	<p><i><b>Прийміть із усіма почеснями</b> Трампа, і ви зможете зібрати скільки завгодно протестувальників за демократію.</i></p>	<p><i>logical development</i></p>
<p>24. <i>His political opponents <b>screamed blue murder</b> when he was appointed to office.</i></p>	<p><i>Коли його призначили на посаду, його політичні опоненти здійняли галас.</i></p>	<p><i>logical development</i></p>
<p>25. <i>In the past, pension schemes were used as <b>golden handcuffs</b> to keep key employees.</i></p>	<p><i>У минулому пенсійні схеми використовувалися як спосіб <b>втримати працівників на робочому місці шляхом фінансових заохочень.</b></i></p>	<p><i>descriptive method</i></p>
<p>26. <i>Even with the financing secured, projects have to overcome <b>red tape</b> and regulatory burdens.</i></p>	<p><i>Навіть із забезпеченим фінансуванням проекти мають подолати <b>рівень бюрократії</b> і тягар регулювання.</i></p>	<p><i>addition</i></p>

<p>27. Author Dan Buettner has traveled the globe visiting "<b>blue zones</b>," where people tend to live longer and lead healthier lives.</p>	<p>Автор Ден Бюттнер подорожував світом, відвідуючи «<b>блакитні зони довголіття</b>», де люди, як правило, живуть довше та ведуть здоровіший спосіб життя.</p>	<p><i>addition</i></p>
<p>28. Most of the people think that it's almost impossible to win real money online and huge winnings happen <b>once in a blue moon</b>.</p>	<p>Більшість людей думають, що виграти реальні гроші в Інтернеті практично неможливо, а величезні виграші трапляються насправді <b>одні на тисячу</b>.</p>	<p><i>holistic transformation</i></p>
<p>29. Whether you've been diagnosed with chronic depression or simply <b>have the blues</b> now and then, building a better brain through lifestyle hacks and better nutrition can help you rebound mentally and physically.</p>	<p>Незалежно від того, чи діагностовано у вас хронічну депресію, чи ви просто час від часу <b>відчуваєте нудьгу</b>, побудуйте кращий мозок за допомогою прийомів способу життя та раціонального харчування, які допоможуть вам відновитися розумово та фізично</p>	<p><i>descriptive method</i></p>
<p>30. It took a few weeks of bed rest, but I'm <b>in the pink of condition</b> now.</p>	<p>Знадобилося кілька тижнів постільного режиму, але</p>	<p><i>holistic transformation</i></p>

	зараз я <b>прекрасно себе</b> <b>почуваю.</b>	
31. We've not had <b>the rub of the green</b> but we're not feeling sorry for ourselves.	<b>Вдача</b> нам <b>не посміхнулася</b> , але ми не картаємо себе.	<i>holistic transformation</i>
32. Why would anyone want to sell if they get less money than the promised compensation? – Like the old adage says, <b>a bird in the hand is worth two in the bush.</b>	Чому кожний хотів би продати, якщо вони отримують менше грошей, ніж обіцяні компенсації? – Як говориться в старому прислів'ї, <b>краще синиця в руках, ніж журавель в небі.</b>	<i>a phraseological analogue</i>
33. That's the way politics works sometimes. We try really hard to persuade people that we're right and then people vote. And then if we lose, we learn from our mistakes, we <b>lick our wounds</b> , we brush ourselves off, we get back in the arena, we go at it. We try even harder the next time.	Такою інколи буває політика. Ми з усіх сил намагаємося переконати людей, що ми праві, а потім люди голосують. Якщо ми програємо, ми навчаємося на своїх помилках і розмірковуємо над ними, <b>зализуємо рани</b> , ми підбадьорюємося і знову на арені і намагаємося ще краще, ніж минулого разу.	<i>absolute equivalent</i>

<p>34. <i>And I guess part of my overall message here (...) is that if we look for one explanation or one <b>silver bullet</b> or one easy fix for our politics, then we're probably going to be disappointed.</i></p>	<p><i>Я хочу сказати (...), що якщо ми шукаємо єдине вірне пояснення, одне <b>просте і швидке вирішення</b> проблем нашої політичної системи, то нас, швидше за все, чекає розчарування.</i></p>	<p><i>descriptive method</i></p>
<p>35. <i>Look at the chaps in politics and business, whose whole lives were passed in <b>skating on thin ice</b>, and getting knighted for it. They <b>never turned a hair</b>. And look at himself, for the first time in forty years <b>on thin ice</b>, and suffering confoundedly.</i></p>	<p><i>Взяти всіх цих політиків і діячів, які все життя <b>ходять по тонкому льоду</b> і за це отримують титули. Вони <b>і в вус не дують</b>. Взяти його самого - він вперше опинився <b>на тонкому льоду</b> і страждає від цього неймовірно.</i></p>	<p><i>a phraseological analogue</i> <i>a phraseological analogue</i> <i>absolute equivalent</i></p>
<p>36. <i>Speaking during an interview with CBS News, Mr Biden said such action would "<b>change the face of war unlike anything since World War Two</b>".</i></p>	<p><i>Про це він заявив в інтерв'ю CBS Evening News. За його словами, такі дії "<b>змінять обличчя</b> війни на щось, чого не було з часів Другої світової".</i></p>	<p><i>absolute equivalent</i></p>
<p>37. <i>It's likely they were fleeing <b>under fire</b>.</i></p>	<p><i>Ймовірно, вони тікали <b>під вогнем</b>.</i></p>	<p><i>absolute equivalent</i></p>

<p>38. <i>Unlike other regions occupied by Russian forces, the military in Melitopol have been trying to win people's hearts and minds.</i></p>	<p>На відміну від інших окупованих регіонів, у Мелітополі російські військові намагаються завоювати серця й уми людей.</p>	<p><i>differentiation</i></p>
<p>39. <i>Ukraine's First Lady Olena Zelenska has told the BBC that the whole of the country is "under constant stress".</i></p>	<p>Перша леді України Олена Зеленська заявила BBC, що вся країна живе "в постійному стресі".</p>	<p><i>modulation</i></p>
<p>40. <i>It's just a matter of time.</i></p>	<p>Це лише питання часу.</p>	<p><i>absolute equivalent</i></p>
<p>41. <i>"They could wipe us off the map," she says.</i></p>	<p>«Вони можуть стерти нас з лиця землі», — заявила прем'єр Естонії, пославшись на збитки, яких було завдано Україні за 120 днів.</p>	<p><i>differentiation</i></p>
<p>42. <i>Dmitro, and many others here, believe they are helping to turn the tide against Russia.</i></p>	<p>Дмитро та багато інших тут вважають, що ця зброя допомагає переломити ситуацію на користь України.</p>	<p><i>differentiation</i></p>
<p>43. <i>The owner thought the budget was a little high. We had to</i></p>	<p>Власник вважав, що бюджет був децю завеликий. Нам довелося</p>	<p><i>differentiation</i></p>



<i>twist his arm to get him to agree to it.</i>	<i>його вмовляти, щоб він погодився.</i>	
<i>44. I'm thinking big — I think we can open 10 stores in the next five years.</i>	<i>Я мислю глобально — Я думаю, ми можемо відкрити десять магазинів за найближчі п'ять років.</i>	<i>modulation</i>
<i>45. We tried to change the dress code, but Human Resources stood their ground.</i>	<i>Ми намагалися змінити дресс-код, але відділ кадрів настояв на своєму.</i>	<i>differentiation</i>
<i>46. It's not good to only invest in the stock market. You don't want to put all your eggs in one basket.</i>	<i>Не варто вкладатися тільки у фондову біржу. Це все одно, що ставити все на одну карту.</i>	<i>a phraseological analogue</i>
<i>47. Taking the new job was a no brainer.</i>	<i>Змінити роботу було дуже легко.</i>	<i>differentiation</i>
<i>48. Let's go over the details of what we agreed on to make sure we're on the same page.</i>	<i>Давайте ще раз обговоримо деталі, щоб упевнитися, що ми зрозуміли один одного.</i>	<i>differentiation</i>
<i>49. Stay on your toes. Anything can happen.</i>	<i>Будь уважним — може статися щозавгодно.</i>	<i>differentiation</i>

<p>50. <i>The charity fund raiser was supposed to raise three million dollars, but we <b>came up short</b>.</i></p>	<p>Засновник благодійного фонду повинен був отримати 3 мільйони доларів, але він <b>зазнав невдачі</b>.</p>	<p><i>differentiation</i></p>
---	---	-------------------------------

## РЕЗЮМЕ

Курсову роботу присвячено дослідженню особливостей перекладу українською мовою фразеологічних одиниць в медіа дискурсі. У ході роботи висвітлено основні етапи наукової думки у галузі фразеології, описано наявні способи перекладу фразеологічних одиниць у медійному дискурсі, проаналізовано зразок тексту медійного дискурсу та здійснено аналіз фактичного матеріалу дослідження (фразеологізмів медійного дискурсу, всього 50 одиниць).

Ключові слова: переклад, перекладацький аналіз, фразеологізми, фразеологічні одиниці, медійний дискурс.