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Translational challenges as translation difficulties when translating journalism from English to Ukrainian: lacunae and their elimination.

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CONTENT

1.1. Publisistic text as an object of translation studies.....	6
1.2.1 Publisistic text and lacunae	7
1.2. Theoretical aspects of gaps in the language and their meaning for translation	10
1.3. Specificity of publisistic text and its analysis	16
1.3.1 The non-verbal lacunae	16
2.1. Lexical transformations in the translation of publisistic texts	20
2.1.1. Not translated units	20
2.2. Grammatical transformations in the translation of publisistic texts	28
2.2.1 Translating publisistic texts from English to Ukrainian	29
2.3. Lexico-grammatical transformations and compensation of gaps	31
2.3.1 The elimination of semantically redundant elements	32
CONCLUSIONS	35
ANNEX	39

INTRODUCTION

The relevance of the research on the translation of publisistic texts from English to Ukrainian is determined by the growing globalization, the increase in the volume of international information and the need for its availability to a wide range of readers. Covering a wide range of genres from articles and essays to reporting and commentary, publisistic text plays a key role in public opinion formation, cultural exchange and intercultural dialogue. The translation of publisistic texts from English to Ukrainian faces a number of specific difficulties, among which lacunae — the lack of counterparts at the level of vocabulary, cultural realities or concepts — occupy a special place.

The purpose of this work is an in-depth study of the difficulties of translating publisistic texts from English to Ukrainian, in particular, the analysis of gaps and the development of strategies for their elimination.

To achieve the set goal, the following tasks are defined in the work:

1. To characterize publisistic text as an object of translation studies, to single out the features of publisistic texts that create additional challenges during translation.
2. To investigate the theoretical aspects of lacunae in the language, their types and significance for the translation process, as well as methods of their identification in publisistic texts.
3. To analyze the specifics of the translation of publisistic texts, in particular to identify the most problematic aspects related to lexical, grammatical and lexical-grammatical transformations.

Object of study: translation of publisistic texts from English into Ukrainian.

Subject of study: lacunae and strategies for their elimination in the process of translation of publisistic texts.

Research methods:

1. Comparative analysis- to identify gaps and assess their impact on the content and form of publisistic texts.
2. Contextual analysis– to find out the functions of lacunae in the original texts and develop strategies for their translation.
3. Descriptive method– to describe the specifics of publisistic texts and identify the main translation challenges.

The theoretical significance of the work consists in the systematization of knowledge about the specifics of the translation of publisistic texts, the analysis and classification of lacunae as translation challenges. The work expands the understanding of the mechanisms of elimination of lacunae and contributes to the further development of translation theory.

The practical significance of the study is determined by the development of specific recommendations for translators, which allows improving the quality of publisistic translation and the effectiveness of intercultural communication. Conclusions and methods can be used in the educational process for the training of translation specialists.

The structure of the work: the work consists of an introduction, two main sections, conclusions and a list of used literature. The first chapter examines the theoretical foundations of translation challenges in publisistic texts, including the analysis of the publisistic text as an object of translation, the theory of lacunae and their significance for translation. The second chapter is devoted to the analysis of translation challenges and strategies for eliminating lacunae, including lexical, grammatical and lexical-grammatical transformations. The conclusions summarize the main results of the study and their significance for the theory and practice of translation.

CHAPTER 1

THEORETICAL BASICS OF TRANSLATION CHALLENGES IN PUBLISISTIC TEXTS

1.1. Publisistic text as an object of translation studies

In modern linguistics, the text is the subject of in-depth study, as it represents an interconnected system of meanings that is formed as a result of human information activity in a certain environment. One type of text that emphasizes the power of influence through mass media is publisistic text. Although he is not the only one, he has an important role in shaping the ideological, political and socio-cultural orientations of the audience.

Some definitions of the concept of «text» are given in scientific literature and dictionaries. For example, in the «Dictionary of the Ukrainian Language» text can mean an author's work, the content of a verbal work, the main part of a typographical set without appendices, a literary work for analysis, or a font of a certain size (Barantsev, p. 1056).

A feature of a publisistic text is its ability to quickly and directly influence readers. Such influence is based on the relevance of the topics raised in the text, which require immediate attention and response. Publisistic texts uniquely combine scientific and artistic approaches, the fusion of logical and figurative thinking, which allows you to convey information effectively, using scientific research methods, conclusions, terminology, as well as artistic images (Nikishina, p. 360).

Publisistic text gives preference to specific facts that serve as the basis for any message. Facts in journalism are determined by their reliability and specificity, which is related to the key characteristics of a journalistic text: documentary and factual. However, a nonfiction text is not limited to these characteristics, as it includes the author's creative process, which may include the use of imagination to create a more complete picture of reality or aspects of it.

Such a feature of the journalistic style consists in balancing the need for emotional impact and the need to maintain language standardization, which ensures the clarity and accessibility of the text for a wide range of readers.

1.2.1 Publisistic text and lacunae

The key characteristics of publisistic style include (Nikishina, p. 360):

1. The brevity and conciseness of the language, which, nevertheless, ensures a high level of informativeness of the text;
2. Selection of language elements with an emphasis on their comprehensibility for a wide audience;
3. The use of expressive means of language for a strong emotional impact on the reader;
4. Orientation to generally accepted language norms for clear and effective transmission of information.

The translation of publisistic texts faces a number of specific challenges. Such texts contain not only technical terms, but also elements of discussion, expressing mainly the personal point of view of the author. The translator has the task of adequately conveying this information. Nonfiction covers materials from a variety of fields, including science, technology, and literature, which leads to the emergence of such hybrid forms as nonfiction and fiction genres. In the translation of publisistic material, it is important to focus on two aspects (Nikishina, p. 360):

1. Denotative - relating to the transmission of factual information.
2. Expressive - related to the expression of attitude to facts, persons or events.

A feature of the publisistic style is its logic and simultaneous saturation with images.

Additionally, publisistic texts are characterized (Nikishina, p.360):

- Concentration and information density while saving verbal means;
- Using socio-political vocabulary and phraseology, adapting vocabulary from other styles, in particular terminology, for publisistic purposes;

- Stylistic use of metaphors, allegories, historicisms, archaisms, neologisms and other means that enrich the vocabulary resource;

- Using figurative and expressive language means, including various stylistic techniques of syntax, such as rhetorical questions, ellipses, repetitions, inversions, etc.;

- High allusion, consisting in the use of implicit or explicit quotes from famous works, films, songs;

- The spread of so-called buzzwords, which may be of foreign origin or expand their usual range of meanings, acquiring new connotations.

When working with a publisistic text, the translator must adhere to several key principles (Nikishina, p. 360):

1. It is important to avoid unnecessary words, but at the same time keep key terms that carry the main meaning and words that reflect the emotional and expressive components of the text.

2. Special attention should be paid to the translation of culture-specific realities, technical terms, names of political movements, parties, and organizations. It is necessary to be guided by the norms of the language to be translated into, and not of the source language of the text.

3. In the journalistic style, proper names and names are often used, which add specifics to the description of events or subjects. This requires readers to have some knowledge in order to correctly associate these names with the relevant persons, places or institutions. For example, for an American reader, the mention of Amtrak is immediately associated with the railway company, and the Frick Collection will bring to mind the famous art museum in New York.

Publisistic works are often distinguished by their imagery, saturation and dynamics, which is the result of the author's unique stylistic approach, which allows him to express his emotions and thoughts. When translating, it is critical to select equivalent figurative expressions so that the reader can fully experience the atmosphere of the original.

When faced with complex lexical constructions, they can sometimes be adapted. Complex structures with multiple subjunctives often make the translated text too confusing. In such cases, the translator has the right to creative transformation of the original without losing the key ideas and features of the original text (ABBYY Lingvo Online).

Expressive and stylistic adaptation is often necessary, especially when certain metaphors or turns of phrase characteristic of the source language may turn out to be incomprehensible or uncharacteristic of the translation language. In such cases, it is necessary to find suitable options that better match the context and culture of the target language.

Of special note is the use of irony in publicistic materials, achieved through the use of high style in neutral or everyday contexts. Finding counterparts that maintain a similar contrast will be an important task for the translator.

One of the distinguishing features of American newspapers is their headlines. Authors of articles strive to create titles with a minimum number of words, but so that they not only convey the essence of the material, but also interest the reader. This is done in order to intrigue a person to such an extent that he will want to buy the newspaper and read the article whose headline aroused interest. For a translator, it is important not only to understand the deep meaning of the title, but also to skillfully translate it into another language. This is especially difficult when the title has a double meaning or the possibility of different interpretations, which requires a deep understanding of the context and the ability to pick up nuances.

American newspaper headlines are often created with the aim of attracting attention, rather than directly conveying the content of the article, sometimes even having only a distant connection with the main text. Thus, key information can often be found in subtitles, which simplifies the task for the translator. However, it is important to remember that the translation of titles may require a creative approach, especially when there is a deep context in the original or when the title can be interpreted in several ways that do not overlap in content (ABBYY Lingvo Online).

When translating headlines from English to Ukrainian, it is important to remember that American newspapers often use headlines with active verbs, for example: “*BOB DORREL IS DEAD. FLOODS HIT FLORIDA*”. In Ukrainian publicistic texts, this structure of headlines is less typical, so the translator has to adapt them, keeping the content, but changing the form: for example, on «Death of Bob Dorrel. Flooding in Florida. However, when the title is a question, the verb can be retained: Engl. “*WILL PRICE CURBS BOOST EXPORTS?*” translates as Ukr. “*Чи демпінг допоможе стабілізувати ринок експорту?*” (ABBYY Lingvo Online).

In general, the successful translation of publicistic texts involves more than just knowing two languages. It is necessary to deeply understand the specifics of the language pair with which you work. This means studying languages in a comparative way, focusing on finding matches for vocabulary, grammatical structures and stylistic elements. This approach allows the translator to effectively solve the complexities associated with differences in linguistic and cultural contexts.

1.2. Theoretical aspects of gaps in the language and their meaning for translation

Lacunae play a significant role in revealing the national flavor of any language, emphasizing its uniqueness and differences from other language systems. They arise due to the peculiarities of socio-political life, economy, culture and traditions of the people, which leads to the formation of concepts and images that may be absent in the linguistic space of other cultures. Because of this, it may seem as if the translator lacks vocabulary resources or skill to translate certain lexemes, but in fact this is not the case (Mokhotonko, p. 85).

The term «lacuna» is used in many fields, having different meanings depending on the context of application - from botany to shipbuilding. However, we are interested in its use in the context of linguistics, where it is used to describe

a phenomenon that has not always been the focus of researchers' attention, particularly due to its complexity and ambiguity.

There is still no consensus among researchers on the exact definition of a lacuna, as well as a clear distinction between the concepts of a lacuna and a lacunar unit. Often there is a concept without an equivalent unit, which causes additional discussions. Let us consider the different approaches of linguists to the definition of these terms and try to understand their differences (Mokhotonko, p. 85).

1.2.1 Lacunae definitions

Lacunae point to phenomena that in some languages and cultures have an expressive meaning, and in others remain without a socially established expression. Lacuna as a category covers both the absence itself and the lacunar unit that is its component.

French linguists J. Vinet and J. Darbelle were the first to introduce the term «lacuna» into linguistics, defining it as a situation when a word of one language does not have an equivalent in another language. This definition is now accepted by many linguists (Blum, p. 13).

Some scholars define a lacuna as a word, phrase (whether phraseological or free), or grammatical category that exists in one language but has no counterpart in another. The author introduces the concept of a definitional lacuna, which means nouns whose transmission in comparative languages occurs through periphrasis, for example, the translation of the English «an alarm clock» as «alarm clock». Therefore, by lacuna, she understands a lacunar unit (13).

It is also important to note that lacunae is a concept that overlaps with the concept of realities. Some authors see in reality foreign terms that describe concepts, objects or phenomena that are absent in the cultural or everyday context of the community for which the translation is conducted. L. Barkhudarov offers a more concise interpretation of realities as words that name objects, concepts and (Dengin, p. 277–283).

In the analysis of different approaches to the interpretation of lacunae, a clear discrepancy can be found: some researchers consider a lacuna as an equivalent unit, while others see it as a «white spot» on the linguistic map. This ambiguity is due to the opinion of many linguists that the non-equivalent unit, which exists in one language, and the lacunar unit, which is absent in another, are identical. However, there are reasons to argue that these concepts should be distinguished without equating the equivalent and the lacunar unit, despite the fact that some experts consider them interchangeable.

Based on the analysis of the given definitions, it can be concluded that the terms «lacuna» and «lacunar unit» actually indicate the same phenomenon. In contrast to them is the concept of «non-equivalent unit». Having established such a difference between these concepts, we will avoid confusion in terminology and thereby be able to begin the analysis of these phenomena using the example of languages such as Ukrainian and English (Johnson, p. 5-11).

Lacunae are divided into numerous categories, from general, covering most of the lacunar array of the language, to specific, referring to a limited number of lexical items. The two most important types of lacunae are linguistic and ethnographic lacunae.

Linguistic gaps can be divided into four main categories (Mokhotonko, p. 85):

- Absolute lacunae: words or expressions from one language that have no equivalents in the vocabulary of another language. Such lacunae often concern geographical names, names, names of newspapers, institutions, etc.
- Relative lacunae: differences in the frequency of use of words with the same general meaning in two languages. These lacunae are manifested at the level of speech, when there are common concepts.
- Vector lacunae: cases where concepts lexically fixed in one language have a wider scope of meaning than the corresponding concepts of another language, thereby including the latter as species.

- Stylistic lacunae: the absence in one language of a word or phraseology with a stylistic coloring similar to a word of another language with the same meaning.

Ethnographic gaps arise due to the absence of certain things in the culture of one people that are present in the culture of another. These lacunae emphasize that the realities of two peoples will never be completely identical.

Absolute ethnographic lacunae: the absence in one language of a word or phraseology that reflects a concept known to another culture. These lacunae are directly related to the national reality, and their detection requires recognition of the presence or absence of a thing or phenomenon in the life of the people (Blim, p. 13).

Lacunae represent a significant aspect of the national identity of each language, revealing its uniqueness and differences from other languages through unique images and concepts that may be absent in other cultures. These differences arise due to the unique socio-political, economic, cultural conditions and outlook of each nation. Gaps give the impression that the translator may lack vocabulary resources or professional skills to translate certain lexemes, although in fact this is a reflection of deep intercultural differences (Blum, p. 13).

The term «lacuna» is used in various fields of knowledge, but in the context of linguistics it indicates the phenomenon of the absence of a corresponding word from one language in another. This concept was introduced into linguistics by French scientists and subsequently clarified and expanded by other researchers. Lacunae can be both linguistic and cultural, including lexical, grammatical, stylistic and ethnographic aspects.

Classifications of lacunae vary from broad to narrow, with the most frequent division into linguistic and ethnographic lacunae. Linguistic gaps are divided into absolute, relative, vector and stylistic, each of which has its own characteristics depending on the relationship to equivalents in different languages and their frequency of use. Ethnographic gaps arise due to the absence of certain realities in the culture of one people, which are present in another, and are divided into

absolute and relative, as well as vector and associative, reflecting the uniqueness of national perception (Blum, p. 13).

Effective translation requires from the translator not only deep knowledge of the language and culture, but also the ability to adequately convey the background meanings and associations of the translated word, making the text understandable for readers of another language.

Analyzing publicistic texts and their translations, as well as dictionary articles, it can be seen that the Ukrainian language tends to record a more detailed picture of reality, such as the difference between the concepts of «glass» and «glass», while the English language shows a tendency to categorize objects more , an example of which are more than 30 names for varieties of glasses (snifter, glass, flute, mug, schooner, tumbler, goblet, stem and others) (MSN Encarta online).

For a better understanding of this idea, additional examples should be considered (MSN Encarta online):

- more than 50 terms for different types of windows (window, dormer, fanlight, casement, lancet, baywindow, picturewindow, rosewindow, bowwindow, Frenchwindow and others);

- more than 12 names for places of catering (canteen, refectory, diner, dining hall, mess-room and others).

Lacunae are classified depending on the depth of content into two main categories (Johnson, p. 5-11):

- Subject lacunae, which mark the absence in one language of a certain subject or phenomenon that has a material existence and is perceived sensibly, for example, the word «kvass» for the English language;

- Abstract lacunae, referring to the absence of abstract concepts or categories of understanding, such as «cleverness» in the Ukrainian language.

According to the paradigmatic feature, lacunae are divided into:

- Generic lacunae, which indicate the absence of a common name for a whole class of objects in the language. An example can be the lack of a general term for

both grandfather and grandmother in the Ukrainian language, in contrast to the English «Grandparents».

- Species lacunae, which indicate the absence of names for specific types of objects or phenomena. For example, the Ukrainian language does not have specialized terms for different types of wrist watches, known in English as Watch or clock, and in English there is only one word «Wash» for the actions «to wash» and «to wash», which in the Ukrainian language have different lexical units.

Lacunae are divided according to various criteria, including their linguistic affiliation (Johnson, p. 5-11):

- Cross-language lacunae occur when comparing two languages, when a word from one language does not have a direct equivalent in the other.

- Intra-language lacunae are found within a single language, such as the absence of certain morphological word forms.

Depending on the extralinguistic context, distinguish (Johnson, p. 5-11):

- Target gaps associated with the absence of certain objects or phenomena in the national culture (for example, «matryoshka» in Western European languages).

- Unmotivated lacunae are not explained by the absence of a phenomenon or object in culture (for example, the word «boiling water» in Western European languages).

According to the type of nomination, the following are distinguished (Johnson, p. 5-11):

- Nominative lacunae in the absence of a nomination of a certain denotation.

- Stylistic lacunae, meaning the absence of a word with a certain stylistic characteristic.

Depending on the part of the language, additional distinctions can be made, for example, the presence in the language of a verb without a corresponding common root noun.

Ethnographic gaps testify to the presence or absence of certain objects or phenomena in the life of the people, affecting their social significance and linguistic representation.

1.3. Specificity of publicistic text and its analysis

Publicistic style is formed under the influence of a wide range of external, or extralinguistic, factors that determine the context in which linguistic communication takes place. These factors affect the choice and organization of linguistic means, giving the language stylistic features.

Language is used in a specific context, which encompasses not only the properties of the linguistic personality, but also the wider non-verbal context. Important factors affecting publicistic style include the sphere of communication related to various types of activities, forms of cognition and thinking, as well as the main purpose of communication, which is determined by the social function of this activity (Shchepka, pp. 103 - 106).

The publicistic style is characterized by specific stylistic features that are formed thanks to such factors as the type of communication (interpersonal or mass, direct or indirect), the form of speech (oral or written, spontaneous or prepared), the structure of communication (monologue or dialogue), as well as specific communicative situation, genre specificity, social roles of communication participants and individual intentions of the speaker.

These factors determine not only the main, but also additional tasks of communication within a specific activity, taking into account the characteristics of the audience and the conditions under which communication takes place. Thus, the publicistic style reflects the complex interaction between linguistic means and the outside world in which these means are used (Shchepka, pp. 103 - 106).

1.3.1 The non-verbal lacunae

The non-verbal basis of style covers the social and productive sphere of activity and life of speakers, forms of social thought, goals and content of utterances, as well as a set of linguistic units that correspond to a typical way of thinking in each type of linguistic activity. Together, linguistic and non-linguistic factors form the unique characteristics of each functional style, its genre and

stylistic differences. Functional styles are in continuous interaction, containing elements of each other and based on stylistically neutral means of modern literary language.

The publisistic style reflects important socio-political, social, economic and cultural aspects of society. The main non-linguistic characteristics of this style include the relevance and novelty of information, a clearly expressed position of the author, the presence of an evaluative aspect and emotional coloring of the texts. As S.E. Maksimov notes, the evaluative aspect is key in the publisistic text, as the facts are of interest to the journalist not by themselves, but through the prism of social evaluations. In many genres, these assessments are presented through individual, author's views, which gives the texts an emotional tone (Maksimov, p. 157).

Publisistic style is complex and has many nuances, as it is influenced by various factors. It is based on three main directions: political-ideological, political-propaganda, and directly journalistic. Each of these directions is divided into various genres and forms that demonstrate their genre diversity.

Depending on the field of application, publisistic texts are divided into several types, including newspaper, magazine, radio and television publisistics, as well as Internet publisistics, which is becoming increasingly popular. Each of these types is characterized by its own linguistic features. Newspaper publisistics with its genres and specifics has been studied in the most detail, although the general features of publisistic style deserve attention (Shchepka pp. 103-106).

The publisistic style plays a key role in satisfying society's needs for obtaining, understanding, and evaluating information about world events. It serves not only to inform and influence, but also to perform social, educational, emotional, and unifying functions in society.

A feature of publisistic style is its orientation towards a mass audience, but this does not mean that it is impersonal. Each text in publisistics is addressed to a specific group of readers, which has its own level of awareness and value system. Considering these aspects, the author can effectively influence his target audience.

Among the various means of communication with a wide audience, print media play a special role due to easy access, a wide range of topics, the versatility of the content of each publication, the speed of information dissemination, as well as the convenience of the format for the reader.

The study of the newspaper text can take place from different angles. Some scientists support the concept of Kostomarov, who believes that the combination of expression and standardization in texts is the result of their extralinguistic specificity, that is, each text fulfills a certain role and is aimed at a specific audience. Others follow the opinion of G.Ya. Solganyka, who emphasizes the importance of social evaluation of language in newspapers

The publisistic text is distinguished by the fact that its main purpose is to provide new information and influence the reader. The vocabulary of this type of text is expressed through a wide range of topics and stylistic diversity, including both common and specialized language, as well as international and political terminology, new concepts that reflect social changes.

Newspaper publisistics is a complex phenomenon that includes various linguistic features and interacts with different styles, such as artistic, official-business and scientific. In modern research, there is a growing interest in the role of emotions in newspaper and publisistic texts, since they are aimed at creating an emotional connection with the reader, which requires a deep understanding and use of emotional vocabulary (Shchepka, pp. 103-106).

At the grammatical level, emotional information is conveyed according to language norms, including syntactic structure and punctuation. At the same time, at the lexical level, various methods are used to convey emotionality, requiring a comprehensive approach from the translator. Common methods include selecting an appropriate equivalent for translation, and using techniques such as adaptation, compensation, descriptive translation, and sometimes creating new words based on the original word-formation pattern. When conveying emotions on a stylistic level, literal translation, selection of equivalents, or creation of tracings are used.

The scientific publisistic genre is one of the variations of the scientific style, which is distinguished by its unique communicative goals, namely, the ability to “translate” specialized scientific information into an understandable language for non-specialists in order to popularize scientific knowledge among a wide audience (Shchepka, pp. 103-106).

As a variation of the scientific style, the scientific publisistic genre preserves the main characteristics of the scientific direction, presenting the knowledge obtained as a result of scientific research and coinciding with scientific literature in general content. The difference lies in the additional tasks aimed at the accessible presentation of reliable scientific knowledge to a wide range of readers.

CHAPTER 2

ANALYSIS OF TRANSLATION CHALLENGES AND STRATEGIES FOR ELIMINATING LACKS

2.1. Lexical transformations in the translation of publicistic texts

Lexical transformations are understood as systematic replacements of lexical units during translation, which include changes of lexical elements of the original text to accurately convey their meanings, stylistic and pragmatic features, taking into account the rules and traditions of the language into which the translation is being conducted. The main types of such transformations include the clarification or generalization of meanings, the development of new meanings, the use of antonyms to convey the opposite meaning, as well as the addition or removal of elements, and a complete rethinking of the text (Sklyarenko, p. 200).

2.1.1. Not translated units

Lexical units are not translated in isolation, but taking into account all their contextual connections and functions in the text. Although knowing the exact equivalents of vocabulary items is important, it is not always sufficient for a high-quality translation, as the context may require adapting or changing the equivalents to accurately reproduce the meaning of the original.

The translator is faced with the task of discovering the meaning of a word or phrase that is dictated by a specific context, even if this meaning is not in the dictionary. The analysis of the material shows that the choice of the respondent that accurately reflects the context may depend on the application of such transformations as concretization. At the same time, a word with a broader meaning in the original is replaced by a word with a narrower meaning in the translation. For example (Sklyarenko, p. 200):

It found depression was less common among parents whose children lived further away, compared to parents whose children lived locally. Depression was

highest among parents of poorer families with all their children still living in the local area, the study showed (Dictionary of the Scots language).

Translated as: “Depression has been found to be less common among parents whose children live a considerable distance away compared to those whose children live nearby. The highest level of depression was observed among parents from poor families, where all children are left to live in the immediate environment” (Sklyarenko, p. 200).

This method is often used when translating words with a wide semantic spectrum, such as thing, matter, piece, affair, unit, claim, concern, fine, good, to be, to do, to get, to come, which may also require grammatical adaptations (20).

Engl. “The manager handled the issue”. Ukr. “Керівник вирішив проблему”.

In this example, the English word “issue” can denote anything from a minor inconvenience to a significant problem, depending on the context. The Ukrainian translation uses “проблему” (problem), a word that may seem to narrow down the original meaning but is contextually appropriate here, suggesting a concrete challenge that needed resolution. This translation concretizes the generic «issue» into a specific “problem”, reflecting the seriousness and action required in the context implied by “handled.»

«He made a claim against the company.»

«Він подав позов проти компанії.»

The word «claim» in English has a broad range of applications, but in this legal context, it refers specifically to a formal complaint or a demand for something due, often involving legal proceedings. The Ukrainian «подав позов» (filed a lawsuit) is a more precise translation than a direct equivalent might be, catering to the legal context by specifying the type of claim being made.

«She saw a fine example of medieval architecture.»

«Вона побачила чудовий приклад середньовічної архітектури.»

In this sentence, the adjective «fine» in English serves as a qualifier that indicates something very good or impressive. In Ukrainian, merely using a direct

translation of «fine» might not fully convey this sense of admiration. Thus, «чудовий» (wonderful) is used to enhance the description, adding a layer of appreciation that mirrors the original's emotive connotation.

«The committee will address several concerns tomorrow.»

«Завтра комітет розгляне кілька важливих питань.»

Here, «concerns» generally means issues or matters requiring attention. The Ukrainian translation «важливих питань» (important issues) not only captures the general sense but also emphasizes the significance of these issues, concretizing and contextualizing what kinds of concerns they are. This selective emphasis aligns with the implied importance in the original English context.

Using generalization, the translator replaces a word with a narrow meaning for a word with a wider meaning in the translation, sometimes using a hyponym. At the same time, it is important to avoid loss of information accuracy. Example:

A grandmother survived 11 days at the bottom of a ravine after getting lost on a rambling holiday in the Spanish Pyrenees by sipping rain water and nibbling wild herbs (Encarta Online).

Translated as: «After getting lost while hiking in the Spanish Pyrenees, a woman spent 11 days at the bottom of a gorge, drinking only rainwater and eating wild plants.»

In the original version, the word «grandmother» has a specific meaning, but in the translation, the more general term «woman» is used, which is an example of generalization. It is worth noting that in the English language colloquial elements such as «grandmother» can be acceptable in informational texts, in contrast to Ukrainian practice, where such colloquial nuances are usually not used. This explains the application of generalization in this context (Dictionary of the Scots Language).

The English word «survive» when translated into Ukrainian can have several meanings, including «experiencing», «enduring», «tolerating», «staying alive» or «continuing to exist». However, when it comes to survival in harsh conditions, as in the case of:

A grandmother survived 11 days at the bottom of a ravine after getting lost on a rambling holiday in the Spanish Pyrenees by sipping rain water and nibbling wild herbs.

Ukrainian «to survive» most accurately reflects the idea of «staying alive in difficult conditions», but taking into account the specific number of days, using a word with a more general meaning may be appropriate (Deryk, p. 96).

As for the English words «nibbling» and «sipping», which convey the idea of consuming a small amount, their translation corresponds descriptively to «nibbling in small pieces» and «drinking in small sips». Direct Ukrainian equivalents like «to bite» may not convey the full semantics in the context of consuming wild plants, as they are not usually associated with food. Also, «sorbati» in Ukrainian has a colloquial tone and may not be the best choice for informational texts (Deryk, p. 96).

«The cat survived the house fire by hiding under the bed.»

«Кіт вижив під час пожежі в будинку, сховавшись під ліжком.»

In this sentence, «survived» pertains to the physical survival of the cat amid a life-threatening situation. The Ukrainian verb «вижив» directly translates to «survived,» perfectly capturing the sense of escaping death or serious injury. The direct translation is suitable here as it straightforwardly communicates the survival aspect without any added emotional or metaphorical undertones.

«She survived the loss of her husband, finding solace in her art.»

«Вона пережила втрату чоловіка, знайшовши втіху в своєму мистецтві.»

Here, «survived» is used in an emotional context, implying resilience and the ability to continue living a meaningful life after a personal tragedy. The Ukrainian «пережила» (endured) is selected to emphasize the process of experiencing and overcoming deep emotional pain. This choice underscores the enduring aspect rather than mere physical survival, offering a richer, more contextually appropriate translation.

«Despite numerous challenges, the old theater has survived.»

«Незважаючи на численні виклики, старий театр продовжив існувати.»

In this instance, «survived» is metaphorically used to denote the continued existence of an inanimate object, the theater, through adverse conditions. The Ukrainian phrase «продовжив існувати» (continued to exist) is chosen to reflect the theater's resilience against potential threats to its operational or physical integrity. This translation moves beyond literal survival to a more figurative continuation of existence, aligning well with the broader implications of «survive» in English.

The use of generalization often stems from differences in stylistic rules between the English and Ukrainian languages, differences in ways of combining words, as well as inconsistencies in the lexical-semantic systems of both languages. As an example, you can consider the sentence:

The toddler was strangled by the snake in the town of Oxford... (Ecanta dictionary)

Where the English «toddler» defines «a small child who is just learning to walk.» There is no exact lexeme in the Ukrainian language that would describe a child in this particular period of its development.

Semantic development involves replacing a word with a contextually adequate one, the meaning of which logically follows from the context of the original text. This method of translation is often used where there are differences in speech norms and traditions between the source and translation languages.

Semantic development, as well as other forms of lexical transformations, usually involve not a single word, but whole phrases or groups of words with a specific meaning, which logically implies changes in the grammatical structure of phrases (Kamenska, p. 288).

Antonymous translation, or as V. Karaban proposes to call it «formal negation», involves the use of the opposite word or phrase in form, while preserving the original meaning (Kamenska, p. 288). This method is often found in complex sentences with the negative participle «not» and the conjunctions «until» or «unless». For example (Kamenska, p. 288):

Schools, for instance, will only be closed if too many teachers are off sick to keep classes going...

Translated as: «Schools, for example, will be closed only if the majority of teachers cannot continue to teach due to illness» (Cambridge online).

This transformation is complemented by the use of semantic development, which is necessary to adapt culture- and speech-specific units, as in the case of the English word «coroner», which requires precise translation, given its unique meaning in the context of the British and American legal systems:

NHS East of England said a swab test confirmed Day had also contracted the H1N1 virus, but the exact cause of death will remain unknown until the coroner's report.

Translated as: «The Public Health Service for the East of England said that tests confirmed that Day was infected with the H1N1 virus, but the exact cause of death will be determined after an autopsy» (Kamenska, p. 288).

The coroner's report indicates the person's cause of death. In Ukrainian broadcasting, instead of talking about the conclusion of the examination, we use the phrase «after the autopsy».

Adding and removing words. The process of addition involves the inclusion in the translated text of words that are absent in the original, in order to accurately convey the meaning of the original text and ensure compliance with the linguistic and speech norms of the target language. Extraction consists in removing from the translated text tautological lexical elements that do not carry additional information in the translated language. These techniques are often used due to differences in the lexical-semantic systems of languages, lack of direct equivalents, and also due to context. Sometimes a word can acquire additional meanings due to national and cultural associations, which requires a more detailed explanation during translation. Usually the addition of words is motivated by the need for a descriptive translation, as in the case of (Akulov, p. 96):

Such systems allow elderly or handicapped people to interact with the world through signals from their brains, without having to give voice commands...

This excerpt translates as: «Such systems allow the elderly or individuals with physical and mental limitations to interact with the world around them using brain signals without the need to use voice commands...».

In this example, the English term «handicapped» is rendered descriptively as «people with physical or mental limitations», demonstrating the addition of lexical elements in the translation to fully highlight the meaning.

The lack of a direct one-word counterpart sometimes requires a deeper rethinking of the phrase. For example (Akulov, p. 96):

The earthquake was followed by eight aftershocks (Cambridge online).

It is translated as: «After the main shock there were eight more weak ones» (Cambridge online).

The term «aftershock» defines a minor underground aftershock after the main earthquake. Since the direct statement «the earthquake continued with eight more small aftershocks» would be syntactically and stylistically incorrect in Ukrainian, the translator applied the method of holistic reinterpretation (Akulov, p. 96).

Eliminating words often occurs due to grammatical differences between the source language and the target language. Example:

Investigators are still uncertain why the Airbus A330 fell from the sky after taking off from Brazil.

It is translated as: «Investigators cannot yet say exactly the reason for the crash of the Airbus A-330 immediately after takeoff in Brazil.»

In this example, the translated text omits some service words, such as articles and auxiliary verbs, which is a natural consequence of the difference in the grammatical structure of the languages (Akulov, p. 96).

Holistic reinterpretation involves conveying meaning through other linguistic means that are not limited to direct dictionary or contextual counterparts. This is especially relevant when translating stable phrases, for example (Akulov, p. 96):

Players who fell short of Wimbledon glory.

Translated as: «Players who did not achieve Wimbledon triumph.»

In the given example, the phrase «to fall short» (or «to come short») expresses the idea of failure, insufficiency or impossibility to meet expectations or achieve a set goal. In the context of the original, it is about athletes who failed to win at the prestigious tournament in Wimbledon. This is what guided the selection of the translation option for this stable expression (Akulov, p. 96).

«He left in a New York minute.»

«Він пішов миттєво, як це часто кажуть у Нью-Йорку.»

The phrase «a New York minute,» which refers to a very short amount of time, epitomizes how local expressions carry nuanced meanings that are culturally rooted. The Ukrainian translation expands on this by adding a clarifying clause that helps convey not only the literal meaning of rapidity but also the cultural connotation associated with New York's fast-paced life. This addition aids in preserving the flavor of the original while making it accessible to Ukrainian readers.

«Please RSVP with your intentions to attend or not attend the meeting.»

«Будь ласка, повідомте, чи будете ви на зустрічі.»

The original sentence redundantly requests confirmation of whether someone will attend or not attend, which can be streamlined in Ukrainian by simply asking for confirmation of attendance. This extraction removes unnecessary repetition, adapting the sentence to the more concise and straightforward style preferred in Ukrainian communication.

«She was tickled pink by the surprise.»

«Вона була в захваті від сюрпризу.»

The idiomatic English expression «tickled pink,» which means being delighted, does not have a direct equivalent in Ukrainian that conveys the same playful and vivid imagery. The Ukrainian translation uses «в захваті,» which means «delighted» or «thrilled,» thus keeping the emotional intensity but using different linguistic means more familiar to Ukrainian speakers. This choice is an example of holistic reinterpretation, where the translator opts for an equivalent that faithfully reproduces the sentiment and impact of the original phrase.

«He's an old hand at negotiating.»

«Він досвідчений переговорник, з великим стажем.»

The English idiom «an old hand» implies extensive experience and proficiency, which might not be directly clear to Ukrainian readers if translated literally. The translation expands on the original by describing the person as experienced («досвідчений») and emphasizing their long history («з великим стажем») in negotiating. This expansion ensures that the translation clearly communicates the individual's expertise in a culturally comprehensible way.

Thus, in the process of translating journalistic texts, it is important to apply lexical transformations. In the analyzed material, we see examples of concretization and generalization of meanings, semantic development, antonymic translation, addition and removal of words, as well as holistic reinterpretation. These translation methods become necessary due to the peculiarities of the lexical-grammatical systems of both languages, differences in stylistic rules and principles of syntagmatic conjugation of lexical units.

2.2. Grammatical transformations in the translation of publicistic texts

Because of the close relationship between grammar and vocabulary, many translation transformations involve both lexical and grammatical adaptations. The analysis of materials indicates a number of grammatical difficulties in the translation of publicistic texts, which require special transformations. Among the most frequent grammatical transformations when translating from English to Ukrainian, we can single out (Kovalenko, p. 159):

– Replacing the singular with the plural, as in the example: To diminish infant and child mortality. Translated as: Reduction of infant mortality and child mortality.

– Replacement of parts of the language, for example: ... to this end, State Parties shall promote the conclusion of bilateral or multilateral agreements or accession to existing agreements. Translated as: To this end, States Parties shall

facilitate the conclusion of bilateral or multilateral agreements or accede to existing agreements.

In this case, the English noun «accession» is transformed into the verb «to join» in the Ukrainian translation.

2.2.1 Translating publisistic texts from English to Ukrainian

Translating publisistic texts from English to Ukrainian often necessitates a variety of grammatical transformations to capture the nuances and maintain the flow of the original message. These adaptations are not just about finding direct equivalents but also about rephrasing and restructuring sentences to fit the grammatical and stylistic norms of the Ukrainian language. Here are more detailed examples illustrating such transformations:

1. Use of Passive Voice:

The government approved the new regulations.

Нові регуляції були затверджені урядом.

In English, active voice is frequently used to convey a clear and direct tone. However, in Ukrainian, passive constructions are often preferred to emphasize the action or the object affected by the action rather than the subject. This shift not only adheres to stylistic preferences but also aligns with formal and bureaucratic discourse in Ukrainian.

2. Tense Adjustments:

He says that he will not run for office again.

Він заявив, що більше не балотуватиметься.

English allows for a present tense narrative style that includes future intentions. In contrast, Ukrainian typically uses a past tense to report statements made in the past, providing a historical context to the statement. This transformation helps in maintaining temporal coherence in narrative reporting.

3. Modal Verbs and Expression of Necessity:

The law must be amended to reflect these changes.

Закон необхідно змінити, щоб відобразити ці зміни.

English modal verbs like «must» often translate into more explicit phrases expressing necessity in Ukrainian. This is because Ukrainian tends to formalize the obligation or necessity through phrasing rather than modal verbs, which adjusts the tone to be more formally authoritative.

4. Article Omission:

The decision sparked a debate.

Рішення викликало дебати.

Ukrainian does not use articles, so when translating from English, definite and indefinite articles are omitted. This requires careful attention to context to ensure that the definiteness or indefiniteness of a noun is clearly understood from the Ukrainian phrasing.

In the process of analysis, we discovered transformations associated with structural changes in the original text. The main changes in the structure of the original text during translation include (Kovalenko, p. 159):

- Changing the order of words in a sentence, as in the example: State Parties shall take all appropriate measures to ensure to women, on equal terms with men and without any discrimination, the opportunity... Translated as: States Parties shall take all appropriate measures to ensure women the opportunity on equal terms with men and without any discrimination...

- Replacement of gerundial constructions, as in the case of: ... which has the effect or purpose of impairing or nullifying the recognition, enjoyment or exercise by women... Translated as: ... aimed at reducing or nullifying recognition, enjoyment or exercise by women...

- Breaking sentences into several parts, as here: The provision for the reduction of inc stillbirth-rate and of infant mortality for the healthy development of the child and the improvement of all aspects of environmental and industrial hygiene. Translated as: Ensuring the reduction of stillbirths and child mortality and taking care of the healthy development of the child. Improvement of all aspects of environmental hygiene and occupational hygiene in industry.

– Combining sentences, for example: The prevention, treatment and control of epidemic, endemic, occupational and other diseases. The creation of conditions which would assure all medical service and medical attention in the event of illness. It is translated as: Prevention and elimination of epidemic, endemic, occupational and other diseases and the fight against them, as well as the creation of conditions that would ensure the provision of medical assistance and medical care to everyone in case of illness.

So, among the typical grammatical difficulties in the translation of English publicistic texts, it is possible to highlight the adaptation of passive constructions, infinitives and verb forms. The lexical and grammatical meaning of English verb forms, their function in a sentence, their presence in idioms, the context, the grammatical features of the Ukrainian verb and the norms of the translation language affect the amount of necessary grammatical transformations. These transformations can relate to both the morphological characteristics of words and the syntactic structure of the sentence as a whole.

2.3. Lexico-grammatical transformations and compensation of gaps

During translation, it is sometimes necessary to adapt stylistic features inherent in both languages, but with different degrees of expression. The presence of a certain stylistic feature in the original does not always mean its direct reproduction in the translation. Often in the translation from English to Ukrainian there is a need for such a transformation as extraction (Kolesnikova, p. 280).

Eliminating refers to words that are semantically redundant, that is, those that convey a meaning that is already obvious from the context without their presence. A typical example is the use of so-called paired synonyms in the English language, presented in pairs and usually connected by the union «and», which is characteristic of some styles of English, but not characteristic of the Ukrainian language. For example (Kolesnikova, p. 280):

The bold and courageous struggle carried the day.

Translated as: Courageous struggle ended in victory.

2.3.1 The elimination of semantically redundant elements

The elimination of semantically redundant elements allows the translator to carry out the so-called compression of the text, that is, its shortening. This becomes important because adding numerous explanations by the translator to ensure clarity can lead to unwanted expansion of the translated text. Therefore, striving to balance this tendency, the translator tries, where it is permissible according to the linguistic and stylistic canons of the language of translation, to remove semantically redundant elements from the text (Lytvyn, p. 288).

The study found that one common translation method is a combination of tracing and transcoding, which are also often used separately.

Among the frequently used translation methods, it is worth noting the choice of equivalents in the translation language, for example, «mothballing» as «object conservation» or «to be clear as day» is translated as «clear as God's day». Another common approach is contextual substitution, as in the example: «Tax dodgers are in for some unpleasant surprises» translated as «Shadow lovers are in for huge fines» (Cambridge dictionary).

As for the rarely used methods, a literal translation was found among them, for example, «to invent a Ukrainian bicycle», a grammatical substitution, as in «marketing policies», a generalization, such as «Chernobyl clean-up» - «work at the Chernobyl NPP», as well as omissions, such as «What on earth is that?» – «What is it?», an antonymic translation like «I got plenty of both bread and circuses» – «I didn't lack either bread or spectacles», and a descriptive translation like «Ascot ties» – «gray silk ties with wide , like a scarf, with the ends» and specifying the meaning, for example, «hard to tell» - «it is difficult to predict» (Cambridge dictionary).

Descriptive translation, based on research findings, revealed a tendency to reproduce English words that have their own equivalents in the target language through transcoding.

Thus, translators sometimes avoid direct equivalents of lexical units of the original, giving the translation a «Western» tone.

For example, the English word «implementation» is not translated as «implementation» or «performance», but the term «implementation» is used: The implementation of the European language charter in Ukraine is on the agenda.

Translated as: Implementation of the European Language Charter in Ukraine is a topical issue (Sklyarenko, p. 200).

Also, the word «confinement» instead of the terms «isolation» or «sealing» is translated as «confinement»: Donors promised to fully fund Shelter 2, now referred to as the safe confinement.

Translated as: Donors promised to fully fund Shelter-2, now called secure confinement.

This use of English vocabulary is probably due to its international status in the modern world. However, a wide range of readers who prefer translations into their native language may find some vocabulary incomprehensible without additional explanations (Sklyarenko, p. 200).

The analysis of the methods of reproducing the stylistic features of the text shows that for the translation of metaphorical and metonymic constructions, replacement with an analogue existing in the target language is often used, as well as literal translation. For example: Numerous black swans are now swimming in the global economic lake.

Translated as: Countless black swans are swimming in the global economic lake today (Akulov, p. 96).

We will give examples of the translation of metonymic constructions using the methods described above: As traditional wisdom goes, all that glitters is not gold. Translated as: As the saying goes, all that glitters is not gold.

In the context of the translation of epithet constructions, such methods as finding a full equivalent in the target language, finding a partial equivalent, creating a denotative epithet trace, and descriptive paraphrase are used. Analyzing

journalistic texts and their translations, it was established that epithets are mainly transmitted through their representation by a full equivalent in the translated text.

Methods of replacing an epithet with a partial equivalent and creating a denotative-image tracing paper are also often used. For example: He is a brilliant pianist, but most importantly, his way of thinking is complex, unconventional. Translated as: He is a brilliant pianist, but the main thing is that he thinks in a complex and unusual way (Cambridge dictionary).

So, this section outlined the main linguistic and stylistic characteristics of the translation of publisistic texts and analyzed the ways of reproducing the stylistic component of publisistic language in translation.

CONCLUSIONS

In the course of the study, the specifics of the translation of publicistic texts from English to Ukrainian were considered, with a special emphasis on the challenges associated with lacunae and strategies for their elimination. It has been established that the translation of publicistics requires not only a deep understanding of the linguistic features of both languages, but also knowledge of the context, cultural and socio-political realities behind the texts.

The analysis of theoretical material and practical examples of translation revealed that one of the biggest difficulties is the lack of exact counterparts in the metalanguage, which leads to the appearance of lacunae. Effective gap elimination has been shown to be achieved through a comprehensive approach that includes adaptation, tracing, transcreation, and explication, depending on the context and translation goals.

The study emphasized the importance of contextual analysis for identifying gaps and choosing the most adequate strategies for their elimination. It was established that a successful translation requires from the translator not only linguistic knowledge, but also a deep understanding of cultural nuances, history and current events affecting both language communities.

Analyzing the peculiarities of the translation of publicistic texts, it can be noted that depending on the specificity of the original language units, translation transformations can be classified into lexical, grammatical, and stylistic. However, such a division is conditional, because in any language there is a close connection between vocabulary and grammar, and the way grammatical structures are transmitted in translation is often determined by their lexical content.

Lexical transformations involve deviations from literal dictionary equivalents and most often occur due to differences in the semantic fields of lexical units between the original language and the translation language. This category includes such processes as differentiation of meanings, refinement or concretization of

meanings, generalization of meanings, development of meaning, antonymic translation, integral transformation, and compensation for translation losses.

Lexical-semantic transformations can include narrowing or expanding meanings, accentuating or neutralizing meanings, descriptive translations, and translation comments.

Grammatical transformations reflect changes in the structure of sentences during translation, in order to comply with the norms of the target language. This can include various types of permutations, substitutions, additions or deletions of elements in a sentence.

It is worth emphasizing that it is rare to encounter translation transformations in their pure form. Usually, transformations of different types are used in combination. Stylistic transformations consist in modifying the stylistic shade of the translated unit. The effective achievement of translation adequacy often depends on the translator's ability to competently apply various translation transformations, including their complex use. Opportunities for further research can be seen in the comparative study of the specifics of the application of transformations in the translation of English publicistic and scientific and technical texts.

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ANNEX

Table of Lacunae Analysis and Resolution Strategies in the Translation of
 Publisistic Texts from English to Ukrainian

No.	Original Text (English)	Translation (Ukrainian)	Lacuna Identified	Strategy Used for Resolution	Commentary
1	«to plead the Fifth»	«відмовитися відповідати, посиляючись на п'яту поправку»	Cultural reference	Substitution with explanation	The phrase refers to the Fifth Amendment of the U.S. Constitution, which protects against self-incrimination. A direct translation isn't possible due to the lack of a cultural equivalent in Ukraine; hence, the substitution provides an explanatory phrase.
2	«rain check»	«відкласти на потім»	Idiomatic expression	Functional equivalent	This idiomatic expression, originally from baseball, refers to postponing a planned event or refusal of an offer with the intent to take it up later. It's replaced by a more general phrase that conveys postponement.
3	«Monday morning quarterback»	«критик з-за сторони»	Idiomatic and cultural gap	Descriptive translation	In the U.S., this phrase criticizes someone who judges an event or decision after it has occurred. Ukrainian lacks a direct equivalent, but the chosen translation captures the essence of an outsider's hindsight criticism.
4	«That's a home run.»	«Це повний успіх.»	Sporting metaphor	Equivalent metaphor	The original metaphor related to scoring a home run in baseball, suggesting a significant success. The translation uses a general phrase for success, keeping the positive connotation

					while stripping the sporting context.
5	«Silicon Valley»	«Силіконова долина»	Geographical specific	Direct translation	Direct translation is used as 'Silicon Valley' is internationally recognized and doesn't require localization or adaptation for Ukrainian audiences.