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KIYV NATIONAL LINGUISTIC UNIVERSITY

Department of Theory and Practice of Translation from the English Language

TERM PAPER

In Translation Studies

Semantic Specificity of the Translation of Regional Variants of English (based on
the Material of Modern Media Discourse)

Group Pa 09-20

Faculty of German Philology and Translation

Educational Programme:

English and Second Foreign Language:

Interpreting and Translation in Business Communication

Majoring 035 Philology

Oleksandra Sabardina

Research supervisor:

O.B. Halych

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

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КУРСОВА РОБОТА

З ПЕРЕКЛАДУ

СЕМАНТИЧНА СПЕЦИФІКА ПЕРЕКЛАДУ РЕГІОНАЛЬНИХ ВАРІАНТІВ АНГЛІЙСЬКОЇ МОВИ (НА МАТЕРІАЛІ СУЧАСНОГО МЕДІЙНОГО ДИСКУРСУ)

Сабардіна Олександра

Студентка групи Па 09-20

Керівник курсової роботи _____

(підпис)

кандидат філологічних наук, доцент

Галич Оксана Борисівна

Київ – 2024

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Київський національний лінгвістичний університет
Кафедра теорії і практики перекладу з англійської мови

Завідувач кафедри теорії і практики перекладу з англійської мови _____

(підпис)

к.ф.н., доц. Мелько Х.Б.

— | вересня 2023р

ЗАВДАННЯ

на курсову роботу з перекладу з англійської мови

для студентів IV курсу

студент IV курсу Па 09-20 групи, факультету германської філології і перекладу КНЛУ спеціальності **035 Філологія**, спеціалізації **035.041 Германські мови та літератури (переклад включно), перша – англійська**, освітня програма **Англійська мова і друга іноземна мова: усний і письмовий переклад у бізнес-комунікації**

Тема роботи _____

Науковий керівник _____


Дата видачі завдання листопад 2023 року

Графік виконання курсової роботи з перекладу

№ п/п	Найменування частини та план курсової роботи	Терміни звіту про виконання	Відмітка про виконання
1.	Аналіз наукових першоджерел і написання теоретичної частини курсової роботи (розділ 1)	1–5 листопада 2023 р.	
2.	Аналіз дискурсу, який досліджується, на матеріалі фрагмента тексту; проведення перекладацького аналізу матеріалу дослідження і написання практичної частини курсової роботи (розділ 2)	7–11 лютого 2024 р.	
3.	Написання вступу і висновків дослідження, оформлення курсової роботи і подача завершеної курсової роботи науковому керівнику для попереднього перегляду	28–31 березня 2024 р.	
4.	Оцінювання курсових робіт науковими керівниками, підготовка	25–30 квітня	

	студентами презентацій до захисту курсової роботи	2024 р.	
5.	Захист курсової роботи (за розкладом деканату)	2-13 травня 2024 р.	

Науковий керівник _____ (підпис)

Студент  _____ (підпис)

РЕЦЕНЗІЯ НА КУРСОВУ РОБОТУ

З ПЕРЕКЛАДУ З АНГЛІЙСЬКОЇ МОВИ

студента(ки) _____ курсу групи _____ факультету германської філології і перекладу КНЛУ спеціальності **035 Філологія**, спеціалізації **035.041 Германські мови та літератури (переклад включно), перша – англійська**, освітня програма **Англійська мова і друга іноземна мова: усний і письмовий переклад у бізнес-комунікації**

(ПІБ студента)

за темою

	Критерії	Оцінка в балах
1.	Наявність основних компонентів структури роботи — загалом 5 балів (усі компоненти присутні – 5, один або декілька компонентів відсутні – 0)	
2.	Відповідність оформлення роботи, посилань і списку використаних джерел нормативним вимогам до курсової роботи — загалом 10 балів (повна відповідність – 10, незначні помилки в оформленні – 8, значні помилки в оформленні – 4, оформлення переважно невірне – 0)	
3.	Відповідність побудови вступу нормативним вимогам — загалом 10 балів (повна відповідність – 10, відповідність неповна – 8, відповідність часткова – 4, не відповідає вимогам – 0)	
4.	Відповідність огляду наукової літератури нормативним вимогам — загалом 15 балів (повна відповідність – 15, відповідність неповна – 10, відповідність часткова – 5, не відповідає вимогам – 0)	
5.	Відповідність практичної частини дослідження нормативним вимогам — загалом 20 балів (повна відповідність – 20, відповідність неповна – 15, відповідність часткова – 10, не відповідає вимогам – 0)	
6.	Відповідність висновків результатам теоретичної та практичної складових дослідження — загалом 10 балів (повна відповідність – 10, відповідність неповна – 8, відповідність часткова – 4, не відповідає вимогам – 0)	

Усього набрано балів: _____

Оцінка:

«До захисту» _____

(42-70 балів) (підпис керівника)

«На доопрацювання» _____ (0-41 балів) (підпис керівника)

” ” 2024 р.

INTRODUCTION

The modern world is characterized by profound changes in the field of international communications and cultural exchange, which determines the need to study various aspects of the English language as a key means of communication. In particular, within the framework of this course work, we focus on the semantic specifics of the translation of regional versions of the English language on the material of modern media discourse.

The theoretical basis of our research is based on linguistic theories that relate to linguistic variation, translation and media discourse. The urgency of the problem lies in the fact that in the modern world the media space plays a key role in the formation of global culture and identity, and English is the main tool of this communicative process. Thus, understanding the peculiarities of the translation of regional versions of the English language in the media discourse is an important task for language translators, linguists and communication specialists.

The purpose of this work is to analyze the semantic specifics of the translation of regional versions of the English language on the material of media texts and determine their impact on intercultural communication. The task of the work is to study the peculiarities of the lexical, grammatical and cultural context of each regional version, as well as to compare translations of media texts into Ukrainian from different versions of the English language.

The subject of our research is the semantic specificity of the translation of regional versions of English in media discourse. The object of the study are the most regional versions of English, such as American, British, Australian, Canadian and Indian.

The actual material of the study will consist of media texts that represent different regional versions of the English language, as well as their translations into Ukrainian.

The research process will use such methods as analysis of literary sources, linguistic analysis of texts, comparative analysis of translations, expert evaluation and others.

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The research process will use such methods as analysis of literary sources, linguistic analysis of texts, comparative analysis of translations, expert evaluation and others.

The theoretical and practical value of our research is to deepen understanding of the semantic and cultural differences of regional variants of English, which will improve the quality of translation and more effective mutual understanding in the international media space.

The structure of the course work will consist of the following parts: introduction, theoretical review, analysis of regional versions of the English language, analysis of translations of media texts, conclusion and list of sources used. Each of these parts will contain important aspects of our research and the conclusions we will draw from them.

THEORETICAL ASPECT OF STUDYING REGIONAL VARIANTS OF ENGLISH AND SEMANTIC

1.1. Regional variants of English: definition, classification and features

English is spoken all over the world, and therefore has many regional variants that have developed due to cultural, historical, social and geographical factors. Understanding all the subtleties and peculiarities of these variants is key to accurate translation and effective communication.

Regional variants of English (dialects) are language forms used by specific social and geographical groups. They may differ in vocabulary, grammar, pronunciation, and certain stylistic and intonational features from the mainstream version of the language. These variants may include national dialects, which are usually distinguished as British, Canadian, American and Australian, as well as certain local dialects, such as Cockney in the UK.

The main regional variants of English are British English (BrE), American English (AmE), Australian English (AuE), Canadian English (CanE) and Indian English (IndE). Each of these variants has its own lexical, grammatical and phonetic features that need to be taken into account when translating. These differences make translation a challenging but interesting task for both linguists and translators. A thorough understanding of these variants will help ensure the accuracy and relevance of the translation, especially in the context of media discourse, where it is important to convey not just the meaning but also the cultural nuances of the source text. Let's take a closer look at them:

1. The British version of English

The British version of English is one of the most influential and oldest regional variants. It, like other regional variants of English, has its own lexical, grammatical and phonetic features, which have certain specifics when translated into Ukrainian. Among the lexical peculiarities, we can single out the fact that British English has a considerable number of words and expressions that are not used or have a different meaning in other variants of English. For example:

- *Lorry (BrE) vs. Truck (AmE);*
- *Flat (BrE) vs. Apartment (AmE) - apartment;*
- *Lift (BrE) vs. Elevator (AmE) - lift.*

Example translation:

- *She took the lift to the flat* – *Вона піднялась ліфтом до своєї квартири.*

Among the grammatical differences between British English and other variants of the English language are the use of certain tenses, verb forms and the use of collective nouns. British English often uses the Present Perfect for actions that have happened recently or are connected to the present, while the same American version will use the Past Simple:

- *"I have just eaten"* (BrE) - *"I just ate"* (AmE) – *Я щойно поїв.*

Also, in British English, collective nouns can be used in both singular and plural forms. Example:

- *"The team are winning"* (BrE) - *"The team is winning"* (AmE) – *Команда виграє.*

As for the phonetics of the British variant, the unique features include the difference in pronunciation of vowels and consonants, as well as intonation patterns and accents. In many British dialects, the /r/ sound is not pronounced at the end of a word or before a consonant.

- *British: /kɑː/ (car)*

- *American: /kɑr/.*

Also, the difference in pronunciation of long and short vowels can affect the perception of words.

- *British: /'bæɪ/ (barry)*

- *American: /'berɪ/ (berry)*

In addition to lexical, grammatical and phonetic features, it is important to highlight the cultural characteristics of the British version of English. It includes many cultural realities that are specific to the UK. These can be historical events, social phenomena, customs and other elements that are important to native speakers. Example:

- *Bonfire Night*: This holiday is unique to the UK, and its translation into Ukrainian requires additional explanations or adaptations.

- Original: "We celebrate Bonfire Night with fireworks and bonfires."

- Translation: Ми святкуємо Ніч багать із феєрверками та багаттям

2. American version of English

American English is one of the most widespread and influential regional variants of English. It also has its own unique lexical, grammatical and phonetic features that distinguish it from other variants such as British, Australian or Canadian English. American English has a rich vocabulary that includes both commonly used words and specific vocabulary that is unique to this variant of the language. Some words used in American English may have different meanings or may not be known in other variants of English. When translating such words into Ukrainian, it is important to consider their meaning in context and choose appropriate Ukrainian equivalents.

The grammatical differences between American and British English are not always obvious, but they can affect the accuracy of a translation. Some of these differences include the use of tenses, articles and prepositions. American English often uses the Past Simple instead of the Present Perfect to express actions that took place in the recent past.

- *American: "Have you eaten yet?"*

- *British: "Have you eaten yet?"*

- *Translation: Ти вже їв?*

In American English, collective nouns (e.g., "team", "family") are usually considered singular, while in British English they can be used both in the singular and plural.

The phonetics of American English also differ from the other variants. This can include differences in the pronunciation of vowels and consonants, as well as intonation patterns. American English pronounces the /r/ sound in all positions (e.g. "car", "hard"), whereas in many British dialects this sound may not be pronounced at the end of a word or before a consonant.

American English also has unique cultural realities that need to be taken into account when translating. These may include references to specific historical events, social phenomena, customs, and other elements that are meaningful to American speakers. Example:

- Thanksgiving: This holiday is unique to the United States, and its translation into Ukrainian requires additional explanations or adaptations.

- Original: "Thanksgiving is a time for family gatherings."

- Translation: День подяки – це час для сімейних зібрань.

3. Australian variant of English

Just like other regional variants of English, Australian English has its own specific characteristics. Australian English has a lot of specific vocabulary, often borrowed from Aboriginal languages and words and expressions unique to the region.

Examples:

- *Bush* (*forest, desert*)

- *Mate* (*friend*)

- *Barbie* (*barbecue*)

Example translation:

- "Let's have a barbie in the bush." – Давай влаштуємо барбекю в лісі.

Australian English does not have any significant grammatical differences from British English, but there are some specific phrases and forms.

Australian English has its own unique accent and pronunciation, which can affect comprehension but are usually not critical for written translation.

Australian English contains many cultural realities related to life in Australia, its history and nature. Example:

- Australia Day: "Australia Day is celebrated on January 26th." – День Австралії святкують 26 січня.

4. Canadian version of English

Canadian English often combines elements of British and American English and has its own unique words. Examples:

- *Chesterfield* (*sofa*)

- *Toque* (*knitted hat*)

Example translation:

- "He sat on the chesterfield wearing his toque." – Він сидів на дивані у вязаній шапці.

Canadian English uses British spelling rules (for example, "colour" instead of "color"), but also has American influences.

The Canadian accent is closer to the American accent, but has its own differences, for example, in the pronunciation of the /ou/ sound in words like "about".

Canadian English contains many cultural realities that reflect the multicultural nature of Canada and its historical ties to France and Britain. Example:

- Thanksgiving: "Canadian Thanksgiving is celebrated on the second Monday of October." – Канадський день подяки святкують у другий понеділок жовтня.

5. The Indian version of English

Indian English has many borrowings from local languages as well as unique words and expressions that reflect Indian culture and traditions. Examples:

- *Bungalow (one-storey house)*

- *Jungle (forest, jungle)*

Example translation:

- "He lives in a bungalow near the jungle." – Він живе в одноповерховому будинку біля джунглів.

Indian English may include grammatical structures that reflect the influence of local languages, for example in the use of prepositions.

The Indian accent has its own unique traits, including the specific pronunciation of certain sounds, which can affect the tone and rhythm of the speech.

Indian English is rich in cultural realities that reflect Indian culture, religions, traditions and societal norms. Example:

- Diwali: "Diwali is a major festival in India, celebrated with lights and fireworks." – Дівалі – це велике свято в Індії, яке святкують зі світлом і феєрверками.

So, each of the regional variants of English has its own unique features that need to be taken into account when translating in order to correctly convey the meaning and significance of the message. Taking these factors into account allows the translator to create a high-quality and adequate translation that will meet the expectations and requirements of the target audience and at the same time preserve the authenticity of the original.

1.2. Semantics and its role in translation

Semantics is one of the main aspects of linguistics that deals with the study of the meaning of linguistic units and their relationships. In the context of translation,

semantics helps to ensure adequacy and accuracy in conveying the meaning of the original text into another language.

Semantics is a branch of linguistics that studies the meaning of language units and expressions. It analyses how words, phrases, and sentences convey meaning and how that meaning is perceived and interpreted. Among the main aspects of semantics are lexical semantics, which analyses the meaning of individual words; phrasal semantics, which considers the meaning of phrases and phrases; propositional semantics, which studies the meaning of words; and pragmatic semantics, which takes into account contextual factors and their impact on the context.

Semantics plays a key role in translation because translation is not only about replacing words from one language with another, but also about conveying the exact meaning and content. Among the aspects that emphasise the importance of semantics in translation are:

1. Polysemy and homonymy

- Polysemy is the presence of several related meanings in a word. For example, the word "*bank*" can mean both "*river bank*" and "*bank*" (financial institution). When translating, you need to consider the context to choose the correct meaning.

- Homonymy is when a word has several unrelated meanings. For example, the word "*bark*" can mean "*tree bark*" or "*dog barking*". In such cases, it is also critical to consider the context to choose the correct translation.

2. Synonymy

- Synonyms are words that have similar but not identical meanings. The translator should choose synonyms that best fit the context and style of the original. For example, the words "*big*" and "*large*" can be synonyms, but they are used in different contexts.

3. Antonymy

- Antonyms are words with opposite meanings. Knowledge of antonyms helps a translator to better understand and convey contrasting ideas presented in the original text.

4. Phraseology and idioms

- Phraseology and idioms often have a figurative meaning that may not be obvious from their direct translation. For example, the English expression "*kick the bucket*" means "*to die*", and its literal translation will not convey the correct meaning.

5. Cultural realities

- Many words and expressions carry culturally specific information. For example, the word "*Thanksgiving*" in the American context refers to a specific holiday with specific traditions. The translator must take these cultural aspects into account to convey the full meaning of the text.

6. Contextual factors

- The meaning of a word or phrase can change depending on the context. For example, the word "*set*" can mean different things in different contexts: "*a set of tools*", "*to set the table*", "*the sun is setting*". A translator must carefully analyse the context to choose the right translation option.

Translating semantic aspects is often associated with certain challenges:

- Differences in word meanings in different cultures: words can have different connotations and associations in different cultures.

- Neologisms: new words and expressions may not have exact equivalents in the target language.

- Complex phrases and idioms: some expressions can be very difficult to translate due to their uniqueness and specificity.

Semantics plays a key role in the translation process, ensuring the accuracy and adequacy of the transfer of meanings between languages. Taking into account polysemy, homonymy, synonymy, antonymy, phraseology, idioms, cultural realities and contextual factors allows the translator to create a translation that is as close as possible to the original. This is especially important in media discourse, where translation errors can lead to serious misunderstandings or distortion of information.

1.3. Difficulties in translating regional variants of English

Translating regional variants of English can present several challenges due to differences in vocabulary, idiomatic expressions, cultural references, pronunciation, and even grammar. Here are some of the key difficulties:

1. Vocabulary Differences:

- Different regions often use different words for the same objects or concepts. For example, what is called a "biscuit" in the UK is a "cookie" in the US, while a UK "biscuit" is a "scone" in the US.

- Some words may have entirely different meanings in different regions. For instance, "pants" means "trousers" in the US but "underwear" in the UK.

2. Idiomatic Expressions:

- Regional idioms can be difficult to translate because they often do not make sense outside their cultural context. For example, the British phrase "Bob's your uncle" (meaning "and there you have it") has no direct equivalent in American English.

3. Cultural References:

- Certain terms, names, or references might be well-known in one region but obscure in another. A joke or an allusion to a local TV show, sports team, or historical event may not be understood by speakers from another region.

4. Pronunciation and Spelling Variations:

- Different regions have different spellings for certain words. For instance, "colour" (UK) vs. "color" (US), "centre" (UK) vs. "center" (US).

- Pronunciation can affect the understanding of spoken language, which can be particularly challenging in subtitling or dubbing.

5. Grammatical Differences:

- There are subtle grammatical differences between regional variants. For example, British English often uses the present perfect tense more frequently ("I have just eaten") than American English ("I just ate").

- Some regional dialects have unique grammatical constructions, such as the use of the double negative in African American Vernacular English (AAVE).

6. Legal and Formal Terminology:

- Legal and formal documents often have specific regional terms. For example, "solicitor" in the UK refers to a type of lawyer, whereas in the US, the term is rarely used in the same context.

7. Dialects and Accents:

- Within regions, there can be numerous dialects and accents that vary significantly. Translating or interpreting these accurately requires not just linguistic skills but also a deep understanding of the cultural and social nuances of each variant.

8. Historical Linguistic Influences:

- The historical development of English in different regions has led to unique linguistic features. For instance, Irish English has been influenced by the Irish language (Gaelic), leading to specific syntactic and phonetic features.

To navigate these difficulties, translators and interpreters often rely on several strategies:

- Localization: Adapting content to fit the cultural and linguistic norms of the target region.

- Research: Extensive research into regional usage, idioms, and cultural references.

- Collaboration: Working with native speakers from different regions to ensure accuracy and cultural relevance.

- Contextual Adaptation: Sometimes altering or substituting content to make it comprehensible and relevant to the target audience.

Understanding and respecting these regional differences is crucial for effective communication and translation across the diverse landscape of the English language.

ANALYSIS OF THE TRANSLATION OF REGIONAL LANGUAGE VARIANTS IN MEDIA DISCOURSE (BASED ON CONTEMPORARY NEWS, INTERVIEWS AND ADVERTISING SLOGANS)

2.1. Media discourse as an object of study

Media discourse is an important object of study in modern linguistics, especially in the context of translation. It encompasses texts and spoken utterances created and disseminated through mass media such as newspapers, magazines, television, radio

and the Internet. Media discourse analysis helps to identify the specifics of language use in the media, its impact on the audience and the peculiarities of translation.

Media discourse is a set of texts and statements created by the mass media. It is characterised by high dynamism, the use of specific vocabulary and style, and a significant impact on public opinion. Media discourse covers various genres, such as news, articles, reports, interviews, advertising materials, etc.

Features of media discourse:

1. *Information saturation:*

- Media texts contain a large amount of information, which requires a translator to be careful to maintain the accuracy of the content. This is especially important in news articles, where mistakes can lead to misinformation.

2. *Stylistic diversity:*

- Media discourse encompasses a variety of styles, from formal to informal, depending on the genre and audience. The translator must take these stylistic differences into account to ensure the adequacy of the translation.

3. *Cultural specificity:*

- Media often reflect the cultural realities of a particular society. This may include references to historical events, popular cultural phenomena specific to a particular country or region. The translator must have in-depth knowledge of the culture to convey these aspects correctly.

4. *Ideological load:*

- Media texts may have a certain ideological colouring, reflecting the position of a particular publication or channel. It is important for the translator to preserve these shades so as not to distort the meaning and tone of the original.

5. *Language dynamics:*

- Media discourse responds quickly to changes in language, including neologisms, slang, and technical vocabulary. A translator must be aware of the latest language trends in order to interpret and convey them correctly in translation.

Challenges of translating media discourse:

1. *Accuracy of information transmission:*

One of the main tasks of a translator is to ensure the accuracy and reliability of information. This is especially critical in news stories, where even small mistakes can have serious consequences.

2. Content localisation:

Translating media texts often requires adapting the content to the cultural and social realities of the target audience. This includes changing realities that may be incomprehensible or irrelevant to the audience to appropriate analogues.

3. Maintaining style and tone:

The style and tone of a media text play an important role in influencing the audience. The translator should take into account the genre of the text and preserve its stylistic features so as not to change the perception of the material.

4. Working with audio and video materials:

Translation of media discourse involves working not only with written texts, but also with audio and video materials, which requires additional skills, such as simultaneous translation or subtitling.

Methodological approaches to the study of media discourse:

1. Discourse analysis:

Discourse analysis involves the study of the structures and functions of language in context. It allows us to analyse how language is used to construct reality, influence the audience and convey ideological messages.

2. Content analysis:

Content analysis is a method of quantitative and qualitative analysis of the content of media texts. It allows to identify the topic, frequency of use of certain words or phrases, as well as to assess the ideological colouring of texts.

3. Cognitive analysis:

Cognitive analysis focuses on how information is processed and perceived by the reader or listener. It helps to understand how media texts influence the formation of opinions and beliefs of the audience.

4. Sociolinguistic analysis:

Sociolinguistic analysis examines the relationship between language and social factors such as class, gender, ethnicity.

It helps to identify how social contexts influence the use of language in the media.

Media discourse is a complex and multifaceted object of study that requires a high level of competence and understanding from the translator. Taking into account the peculiarities of media discourse, such as information saturation, stylistic diversity, cultural specificity and ideological load, allows us to create translations that are as close as possible to the original and preserve its semantic and emotional shades. The study of media discourse helps to better understand its impact on society and ensure high quality translation in the modern information space.

2.2. Analysing examples of regional peculiarities of the English language based on articles from newspapers in the USA, UK and Australia (Washington Post, Guardian, Sydney Morning Herald)

Translation of news articles, interviews and advertising slogans is one of the main tasks of translators of media discourse texts. Based on the materials taken from the US and UK media discourse, it is possible to analyse the use of lexical, grammatical and lexical-grammatical transformations, as well as to analyse the adaptation of the translation into Ukrainian with all the details preserved.

2.2.1. Lexical transformations

When analysing the translation of regional variants of English in the media discourse of the United States and the United Kingdom, we can pay attention to the following lexical transformations:

a. Generalization method

Generalization allows us to replace words from the source language that have a narrow meaning with words with a broader meaning

Tech Giants Face **Scrutiny Over Data Privacy Practices* - *Технологічні гіганти **зіткнулися** з перевіркою практики конфіденційності даних**

Several of America's leading technology companies, including Facebook, Google, and Amazon, are under increased scrutiny from lawmakers over their data privacy practices. - Кілька провідних американських технологічних компаній, включаючи Facebook, Google і Amazon, перебувають під посиленою увагою законодавців щодо їхньої практики конфіденційності даних.

*'We take user privacy very seriously and are committed to protecting personal information,' said a **spokesperson** for Facebook.' - "Ми дуже серйозно*

*ставимося до конфіденційності користувачів і зобов'язуємося захищати особисту інформацію", - заявив **представник** Facebook.*

Aussie Housing Market Continues to **Boom Despite Economic Concerns* -
*Австралійський ринок житла продовжує **зростати**, незважаючи на економічні проблеми**

*It's a seller's market out there,' said John Doe, a **prominent** Sydney real estate agent. - Це ринок продавця, - каже Джон Доу, **відомий** сіднейський агент з нерухомості.*

The word scrutiny means justice, and the phrase scrutiny over, when translated directly, would mean impunity is over. In the Washington Post article, the authors use this word to describe the problem and the fight against it. In translation, we come up with the phrase "face the test", which is more appropriate to the topic of the article and preserves the correct context.

In the third sentence, we have the word spokesperson, which is more commonly used as an oral representative of a company or organisation, etc. But in this context, the word company spokesperson is the best fit, as it is about representing and defending a company in the Senate, not an oral story about the company's achievements.

The word prominent literally means significant, but in translation we replace it with the word "відомий" (famous), which has a broader meaning. This substitution makes the translation more adequate and clear, because the word prominent is better used for professions/people related to another field (e.g. singers, theatre performers, etc.).

The word Boom is commonly used as an exclamation, but in different contexts it can also be used as a verb, which has its own meaning of growth/development.

b. Differentiation

Differentiation helps to replace words with a broad meaning in the source language with words with a narrow meaning. Differentiation can often be used when translating specific vocabulary from different fields or to clarify and improve the qualities of a person or an object.

*The debate comes amid a growing public awareness of data privacy issues, spurred by **high-profile** data breaches and revelations about the extent of data collection by tech firms. - Дебати відбуваються на тлі зростаючої обізнаності громадськості з питаннями конфіденційності даних,*

спричиненої **резонансними** витоками даних та викриттями про масштаби збору даних технологічними компаніями.

The literal meaning of the word high-profile is loud, but to preserve the context, the word "резонансний" (resonant) was used in the translation, which makes the translation more meaningful and appropriate for the topic of discussion.

*'We must consider all **options** to ease this burden, including tapping into the strategic fuel reserves.'* – «Ми повинні розглянути всі **варіанти**, щоб полегшити цей тягар, включаючи використання стратегічних запасів палива».

When translating the word options, one of its equivalents was used to maintain formality, as this is a translation of a quote from a deputy and it is important to ensure the format, tone and meaning of the message is fully captured.

*'Buyers are willing to pay a premium, especially for homes in **desirable** suburbs.'* - Покупці готові платити премію, особливо за будинки в **престижних** передмістях.

In a direct translation of the word desirable, we would have used "бажаний", but since the whole point of translating foreign language articles is to provide an adequate translation, taking into account other features, we used one of the equivalents "престижний" to emphasise the importance of the object.

c. Compensation

Compensation is the replacement of an “untranslatable” word from the original with another element that meets the translation standards and the meaning of the original text. Unfortunately, in the modern media discourse of English-speaking countries there are very few lexical differences of regional variants, all media have come to a common version of the English language, but still a couple of variants can be distinguished from the studied material.

*The rise is driven by increased demand as **Britons** return to commuting and holidaying, alongside persistent supply chain issues exacerbated by the pandemic.* - Зростання зумовлене збільшенням попиту, оскільки **британці** повертаються до поїздок на роботу та у відпустки, а також постійними проблемами в ланцюжку поставок, які загострилися через пандемію.

Britons is a popular designation and reference to the British. It is mostly used in the UK, so the translator's task is to choose the right word according to the context, which will not change it.

**Aussie Housing Market Continues to Boom Despite Economic Concerns* -
*Австралійський ринок житла продовжує зростати, незважаючи на економічні проблеми**

Aussie means "Australian". This word is common in Australia and is a feature of this regional variant, so when translating, you need to pay attention to finding the correct form of the equivalent.

d. Modulation

Modulation is the replacement of a dictionary equivalent with a contextual equivalent that will be associated with the main word.

The phenomenon of modulation is not widespread in the media discourse material we studied, as it can change the context of a message.

Industry experts caution that motorists should expect higher prices at the forecourts throughout the summer. - Експерти галузі попереджають, що автомобілістам слід очікувати підвищення цін на автобазарах протягом усього літа.

The word forecourt in the dictionary means a platform/front yard. In the translation, it was replaced by the word car market, which ensures the preservation of the specific vocabulary and topic of the article, and also fits the contextual context of the beginning of the sentence related to motorists.

e. Transliteration and Transcription

Transliteration is the transfer of an alphabetic writing system to another, and transcription is the recording of phonetic sound. These two processes are among the most important in translation, as it is important to convey the correct sound and spelling of proper names. During the study of the materials, we found enough such processes, and here they are:

*At a recent **Senate** hearing, representatives from these companies defended their practices, arguing that they have robust security measures in place and that user data is handled responsibly. - На нещодавніх слуханнях у **Сенаті** представники цих компаній захищали свою практику, стверджуючи, що вони мають надійні заходи безпеки і що дані користувачів обробляються відповідально.*

*'The tech giants have too much power and too little accountability,' said **Senator Elizabeth Warren**. - "Технологічні гіганти мають занадто багато влади і занадто мало підзвітності, - сказала сенатор Елізабет Уоррен.*

*As a result, there is increasing pressure on **Congress** to act decisively on this front.*
- Як наслідок, зростає тиск на **Конгрес**, який вимагає від нього рішучих дій у цій сфері.

*'We are witnessing a confluence of factors pushing up petrol prices,' said **Sarah Brown** - "Ми є свідками збігу факторів, що підштовхують ціни на бензин, - сказала **Сара Браун***

*This presents a significant strain on household budgets,' said MP **John Smith**.* - Це створює значне навантаження на бюджети домогосподарств, - заявив депутат **Джон Сміт**.

*'While challenging, this situation underscores the need for a long-term shift towards renewable energy,' remarked Dr. **Emily Green**, an energy policy expert at Oxford University." - "Незважаючи на складність ситуації, вона підкреслює необхідність довгострокового переходу на відновлювані джерела енергії", - зазначила доктор **Емілі Грін**, експерт з енергетичної політики в Оксфордському університеті.*

*The Australian housing market is experiencing unprecedented growth, with property prices in major cities like **Sydney** and **Melbourne** reaching record highs.*
- Австралійський ринок житла переживає безпрецедентне зростання, а ціни на нерухомість у великих містах, таких як **Сідней** і **Мельбурн**, досягли рекордних показників.

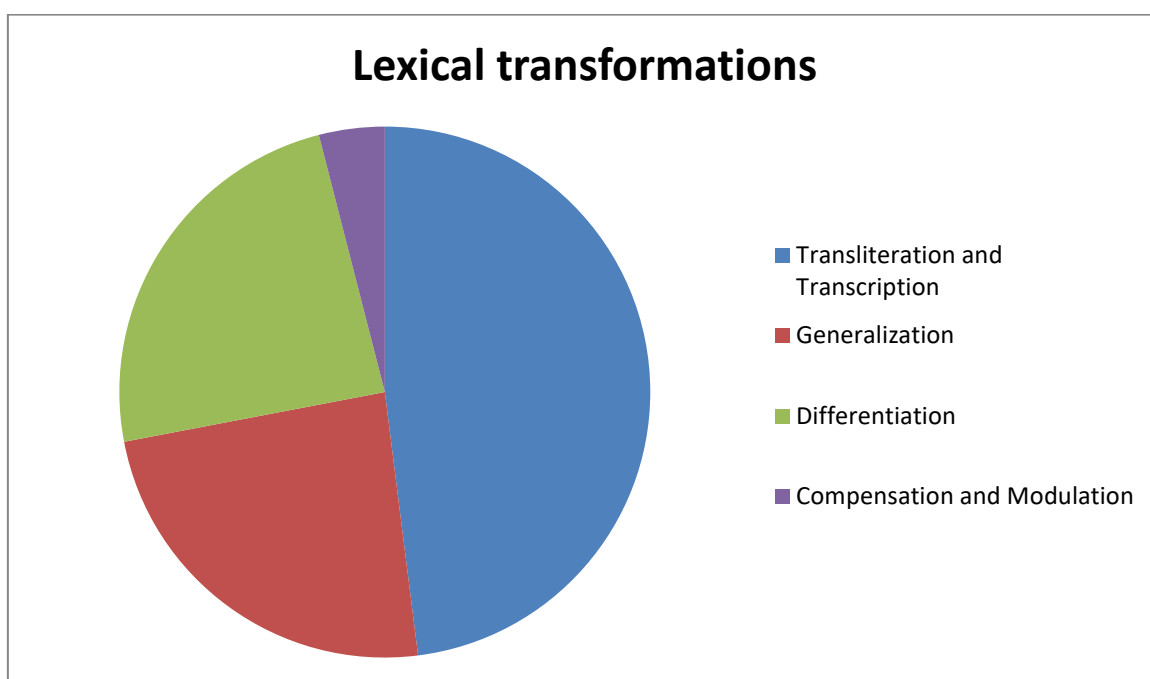
*It's a seller's market out there,' said **John Doe**, a prominent Sydney real estate agent.* - Це ринок продавця, - каже **Джон Доу**, відомий сіднейський агент з нерухомості.

*There are risks associated with such rapid price increases,' noted Dr. **Jane Smith** from the University of Melbourne.* - Існують ризики, пов'язані з таким стрімким підвищенням цін, - зазначила доктор **Джейн Сміт** з Мельбурнського університету.

*'We need more policies that support first-home buyers and curb speculative investment,' said Senator **Emily Brown**.* - "Нам потрібно більше політики, яка підтримує покупців першого житла і стримує спекулятивні інвестиції", - сказала сенатор **Емілі Браун**.

*'It's a great time to be in real estate,' remarked **Tom Green**, an investor based in Brisbane.* - "Це чудовий час для інвестування в нерухомість, - зауважив **Том Грін**, інвестор з **Брісбена**.

Therefore, it can be concluded that among the lexical transformations in the studied material of the media discourse of English-speaking countries with elements of regional variants of the language, the processes of transliteration and transcription prevail, as well as the method of generalization, differentiation, and several moments of conetization and modulation are revealed. Using the diagram (figure 2.2.1.), we understand that in the studied articles of media discourse of the USA, Great Britain and Australia transcription and transliteration prevail, followed by differentiation and generalizations, examples of which are found equally, and the smallest percentage falls on compensation and modulation. In general, it can be understood that the media of English-speaking countries are increasingly switching to the generally accepted version of the English language, which significantly reduces, and you can even say that it erases regional vocabulary from use.



2.2.2. Grammatical transformations

When analyzing articles on the media discourse of English-speaking countries with regional elements, the following grammatical features can be distinguished:

a. Transposition

Transposition is a change in the order of words in a word, phrase or sentence, which can often be caused by structural features in different languages.

¹ Figure 2.2.1. Lexical Transformations

Transposition important to use for adequate transmission of the text of the original into the language of translation.

Washington Post Headline: ***Tech Giants Face Scrutiny Over Data Privacy Practices*** - Заголовок "Вашингтон Пост": ***Технологічні гіганти зіткнулися з перевіркою практики конфіденційності даних***

At a recent Senate hearing, representatives from these companies defended their practices, arguing that they have robust security measures in place and that user data is handled responsibly. - На нещодавніх слуханнях у Сенаті представники цих компаній захищали свою практику, стверджуючи, що вони мають надійні заходи безпеки і що **дані користувачів** обробляються відповідально.

The debate comes amid a growing public awareness of data privacy issues, spurred by high-profile data breaches and revelations about the extent of data collection by tech firms. - Дебати відбуваються на тлі зростаючої **обізнаності громадськості з питаннями конфіденційності даних**, спричиненої резонансними **витоками даних** та викриттями про масштаби збору даних технологічними компаніями.

The Guardian Headline: ***Petrol Prices Soar Amid Increased Demand and Supply Chain Issues*** - Заголовок *The Guardian*: ***Ціни на бензин стрімко зростають на тлі збільшення попиту і проблем з ланцюжком поставок***

Industry experts caution that motorists should expect higher prices at the forecourts throughout the summer. - **Експерти галузі попереджають**, що автомобілістам слід очікувати підвищення цін на автобазарах протягом усього літа.

'We are witnessing a confluence of factors pushing up petrol prices,' said Sarah Brown, a senior analyst at the UK Petroleum Industry Association. - "Ми є свідками збігу факторів, що підштовхують ціни на бензин, - сказала Сара Браун, старший аналітик Асоціації нафтової промисловості Великої Британії.

'While challenging, this situation underscores the need for a long-term shift towards renewable energy,' remarked Dr. Emily Green, an energy policy expert at Oxford University. - "Незважаючи на складність ситуації, вона підкреслює необхідність довгострокового переходу на відновлювані джерела енергії", - зазначила доктор Емілі Грін, експерт з енергетичної політики в Оксфордському університеті.

'Household debt levels are rising, and there is potential for a market correction.' - *Рівень заборгованості домогосподарств зростає, і існує потенціал для корекції ринку".*

*The government is facing calls to address **housing affordability issues**.* - *Уряд стикається із закликами вирішити **питання доступності житла**.*

In these examples, transposition helped to create an adequate translation while preserving all the realities and important moments from the original text.

b. Grammatical replacement

Grammatical replacement is the replacement of a word that belongs to one part of speech with a word of another part of speech, or it may also be the replacement of one syntactic construct with another. In the studied material there are not many examples of grammatical replacement, but still it is.

Tech Giants Face Scrutiny Over Data Privacy Practices - **Технологічні гіганти зіткнулися з перевіркою практики конфіденційності даних**

*Despite concerns about the **broader** economy, the real estate boom shows no signs of slowing down.* - *Незважаючи на занепокоєння щодо економіки **в цілому**, бум на ринку нерухомості не демонструє жодних ознак уповільнення.*

Aussie **Housing Market Continues to Boom Despite Economic Concerns** - **Австралійський ринок **житла** продовжує зростати, незважаючи на економічні проблеми**

Grammatical substitution helps to make the translation more accurate, since not all parts of speech correspond to each other and it is important to preserve the meaning without losing the structure of the sentence.

c. Addition

Additions are used to compensate for certain semantic or grammatical losses and often together with addition use transposition or the method of grammatical substitution.

Several of America's leading technology companies, including Facebook, Google, and Amazon, are under increased scrutiny from lawmakers over their data privacy practices. - *Кілька провідних американських технологічних компаній, включаючи Facebook, Google і Amazon, перебувають під **посиленою** увагою законодавців щодо їхньої практики конфіденційності даних.*

Petrol prices across the United Kingdom have reached their highest level in nearly a decade, with the average cost per litre surpassing £1.30. - Ціни на бензин у Сполученому Королівстві досягли найвищого рівня за останні десять років, а середня вартість одного літра перевищила 1,30 фунтів стерлінгів.

Industry experts caution that motorists should expect higher prices at the forecourts throughout the summer. - Експерти галузі попереджають, що автомобілістам слід очікувати підвищення цін на автобазарах протягом усього літа.

'It's a great time to be in real estate,' remarked Tom Green, an investor based in Brisbane. - "Це чудовий час для інвестування в нерухомість, - зауважив Том Грін, інвестор з Брісбена.

With the help of addition, the correct structure is preserved during translation, as well as the content and essence in the Ukrainian version are transmitted.

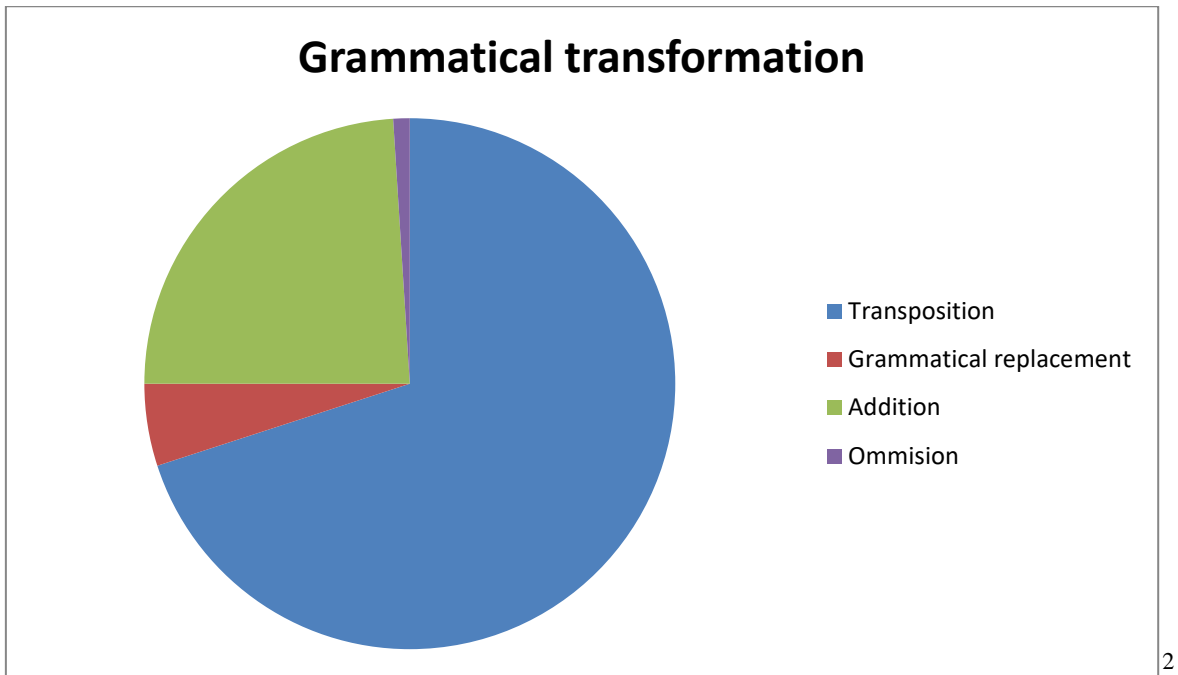
d. Omission

Omission is the opposite of addition; in translation, it is often used to avoid redundant information. In the researched material of the media, there is virtually no omission due to the structure of articles and the type of translation.

*At a recent Senate hearing, representatives from these companies defended their practices, arguing that they have robust security measures **in place** and that user data is handled responsibly. - На нещодавніх слуханнях у Сенаті представники цих компаній захищали свою практику, стверджуючи, що вони мають надійні заходи безпеки і що дані користувачів обробляються відповідально.*

So, according to diagram 2.2.2. it can be concluded that among the grammatical transformations in the articles of the research material, transposition prevails, followed by addition, and the smallest share falls on grammatical substitution and omission.

Grammatical transformations help in translation to preserve the structure and content of the text, while changing the sequence of words and elements of the sentence according to the standards of the language in which the text is translated.



According to the study of texts of media discourse with elements of regional variants of the English language, it can be concluded that in the modern media discourse of these countries the commonly used version of the English language already prevails, among which it is rather difficult to determine the features of each of the regional variants. There is almost no specific vocabulary left, there are features only in the grammatical aspect and in the transmission of cultural realities. More and more media of each country adapts to the modern international reader and thereby displaces regional features from its use, as well as from the use of citizens of the country.

² Figure 2.2.2. Grammatical transformations

CONCLUSION

In the modern world, English is one of the best means of communication that unites people from different countries, continents and cultural environments in general. However, this language is not homogeneous, as there are different regional variants, each of which has its own unique features in vocabulary, grammar, phonetics and culture. In this course work, we explored the semantic specifics of the translation of regional versions of the English language on the material of modern media discourse, which is a relevant topic in considering the context of globalization and intercultural communication.

The study analyzed the main characteristics of the American, British, Australian, Canadian and Indian versions of English and focused on features in the vocabulary and grammar of the American, British and Australian versions. The study showed that each of these options has its own unique features that convey the specifics of each region.

In addition, the semantic and stylistic aspects of the translation of media texts from various regional versions of the English language were analyzed. By identifying transformations in texts, it was revealed the methods by which translators most often use a type of translation of materials into Ukrainian and to preserve the complete translation of the text.

The general conclusion is that the translation of regional variants of English in media discourse is a complex task that requires an understanding of the lexical, phonetic, grammatical and cultural characteristics of each variant. Only through systematic research and analysis can the accuracy, adequacy and cultural reproducibility of translation be ensured, which will help mutual understanding and intercultural dialogue in the modern world.

Thus, the results of the study can be useful for translators, linguists, teachers and everyone else who is interested in the problems of intercultural communication and translation, to contribute to the further development of this important field.

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ANNEX

1. "The movie was a huge hit at the box office."	1. "Фільм мав величезний успіх у прокаті".
2. "He asked for a band-aid after he scraped his knee."	2. "Він попросив пластир після того, як подряпав коліно".
3. "They plan to watch the football game on Sunday."	3. "Вони планують подивитися футбольний матч у неділю".
4. "The kids are excited about the new playground."	4. "Діти дуже радіють новому ігровому майданчику".
5. "She bought a dozen donuts for breakfast."	5. "Вона купила дюжину пончиків на сніданок".
6. "The faucet in the kitchen is leaking."	6. "Кран на кухні протікає".
7. "He received his paycheck early this month."	7. "Він отримав зарплату на початку місяця".
8. "Let's take the highway to get there faster."	8. "Давай поїдемо по шосе, щоб швидше дістатися туди".
9. "She loves going to the mall with her friends."	9. "Вона любить ходити в торговий центр зі своїми друзями".
10. "He graduated from college last year."	10. "Він закінчив коледж минулого року".
11. "The film was a massive success at the box office."	11. "Фільм мав величезний успіх у прокаті".
12. "He asked for a plaster after he grazed his knee."	12. "Він попросив накладити гіпс після того, як поранив коліно".
13. "They plan to watch the football match on Sunday."	13. "Вони планують подивитися футбольний матч у неділю".
14. "The children are excited about the new playground."	14. "Діти дуже радіють новому ігровому майданчику".
15. "She bought a dozen doughnuts for breakfast."	15. "Вона купила дюжину пончиків на сніданок".
16. "The tap in the kitchen is leaking."	16. "На кухні тече кран".
17. "He received his pay cheque early this month."	17. "Він отримав зарплату на початку місяця".
18. "Let's take the motorway to get there faster."	18. "Давай поїдемо по автобану, щоб швидше дістатися туди".
19. "She loves going to the shopping centre with her friends."	19. "Вона любить ходити до торгового центру з друзями".
20. "He graduated from university last year."	20. "Він закінчив університет минулого року".
21. "It's a beautiful arvo to go for a swim."	21. "Це гарна річка, щоб поплавати".
22. "He grabbed his sunnies before heading out."	22. "Він взяв сонцезахисні окуляри перед тим, як піти".

23. "We had a snag at the barbie yesterday."	23. "Ми вчора зачепилися за корч на барбекю".
24. "The esky is packed with cold drinks."	24. "В холодильнику повно прохолодних напоїв".
25. "She's a true battler, always giving her best."	25. "Вона справжній боєць, завжди викладається на повну".
26. "Let's meet at the servo before we head out."	26. "Давай зустрінемося біля заправки перед тим, як вирушимо."
27. "He lives in a flat near the city centre."	27. "Він живе в квартирі недалеко від центру міста".
28. "The kids were playing cricket in the backyard."	28. "Діти грали в крикет на задньому дворі".
29. "She put on her swimmers and headed to the pool."	29. "Вона одягла плавки і попрямувала до басейну".
30. "The ute is parked outside."	30. "Машина припаркована на вулиці."
31. "We're heading to the bach for the weekend."	31. "Ми їдемо на холостяцьку вечірку на вихідні".
32. "He bought a new pair of jandals."	32. "Він купив нову пару шльопанців".
33. "The kids love playing rugby in the park."	33. "Діти люблять грати в регбі в парку".
34. "She wore her togs to the swimming pool."	34. "Вона одягла свій купальник до басейну".
35. "We had a hangi for dinner last night."	35. "Вчора на вечерю ми їли хангі".
36. "He drove his ute to the farm."	36. "Він поїхав на ферму на своєму мопеді".
37. "Let's have a cuppa on the porch."	37. "Давай вип'ємо чаю на ганку."
38. "The dairy down the road sells the best ice cream."	38. "У молочарні вниз по дорозі продають найкраще морозиво".
39. "She put on her gumboots before going out."	39. "Вона взуває калоші перед тим, як вийти на вулицю."
40. "He enjoys eating lollies."	40. "Він любить їсти льодяники."
41. "He lives in a posh colony."	41. "Він живе в шикарній колонії."
42. "The meeting was preponed to 10 AM."	42. "Зустріч була призначена на 10 ранку".
43. "She is very good at Maths."	43. "Вона дуже добре знає математику".
44. "I am going to my native place for the holidays."	44. "Я їду на канікули до рідних місць".
45. "The driver took a U-turn at the signal."	45. "Водій розвернувся на сигнал світлофора".
46. "Let's have a cup of chai."	46. "Давай вип'ємо по чашці чаю".

47. "He bought a new pair of chappals."	47. "Він купив нову пару шльопанців".
48. "They are coming once a week only."	48. "Вони приходять лише раз на тиждень".
49. "I need to fill up petrol in the tank."	49. "Мені треба залити бензин у бак".
50. "She is staying in a paying guest accommodation."	50. "Вона зупинилася в платній гостьовій квартирі.

РЕЗЮМЕ

Курсову роботу присвячено дослідженню семантичних особливостей при перекладі регіональних варіантів англійської мови у сучасному медіа дискурсі. У ході роботи висвітлено основні лексичні, граматичні та культурні особливості перекладу різних варіантів англійської мови, проблематика їх перекладу, явище медійного дискурсу як матеріалу для вивчення. Після проведеного аналізу ми можемо зробити висновок, що при перекладі використовуються різні лексичні та граматичні трансформації, але основою у сучасному медіа дискурсі є збереження культурного осередку. В роботі ми зазначили свою думку стосовно цього, вважаючи, що будь-яка контекстуальна заміна, опущення тощо можуть змінити чи взагалі погіршити експресивність тексту з регіональними особливостями англійської мови. Також, ми дійшли до висновку, що в осередку медійного дискурсу англійських країн вже зникають лексичні особливості кожного регіону, переходячи на загальноповсюдний варіант англійської мови.

Ключові слова: регіональний варіант, медійний дискурс, перекладацькі трансформації, лексика, граматики, фонетика, культурні аспекти, новинні статті.