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КУРСОВА РОБОТА

З ПЕРЕКЛАДУ

**АБРЕВІАТУРИ ТА ІНШІ СКОРОЧЕННЯ В СУЧАСНОМУ МАС-
МЕДІЙНОМУ ДИСКУРСІ ЯК ПРОБЛЕМА ПЕРЕКЛАДУ
(НА МАТЕРІАЛІ БРИТАНСЬКОГО САЙТУ НОВИН «ТЕЛЕГРАФ»)**

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ЗАВДАННЯ
на курсову роботу з перекладу з англійської мови
для студентів IV курсу

студентки _____ 4 _____ курсу, групи Па 02-20, 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**

Тема роботи Аббревіатури та інші скорочення в сучасному мас-медійному дискурсі як проблема перекладу (на матеріалі британського сайту новин «Телеграф»)

Науковий керівник _____ кандидат філологічних наук, доцент Никитченко Катерина Петрівна

Дата видачі завдання _____ листопад 2023 р _____

Графік виконання курсової роботи з перекладу

№ п/п	Найменування частин 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 студентами презентацій до захисту курсової роботи	25–30 квітня 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

Студентки 4 курсу, групи Па 02-20 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**

Шепель Дар'я Олександрівна

(ПІБ студента)

за темою ___ Абревіатури та інші скорочення в сучасному мас-медійному дискурсі як проблема перекладу (на матеріалі британського сайту новин «Телеграф»)

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

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INTRODUCTION

The growing role of mass media, in particular online media, is leading to certain changes in language. The media is an endless source of words and expressions that is very popular in society and, as a result, shapes our language habits. Journalistic texts are constantly being replenished with new linguistic units that arouse a certain interest among the readers of the material. Among them are abbreviations and acronyms, which are increasingly used today to provide various functions, primarily to save speech space.

The term paper is focused on the abbreviation and abbreviated words and its translation in the publicist texts.

In modern linguistic science, the following issues have been repeatedly considered of the concepts of "abbreviations" and "acronyms" and their classification by such researchers: O. L. Harmash [5], I. V. Korunets [14; 15] and D. I. Kveselevych [12]. In translation studies, the topic of ways to translate English abbreviations into Ukrainian is also quite relevant. Scholars have studied it and the issues of translation transformations: V. I. Karaban [10; 11], M. M. Poliuzhyn [22], A. D. Kukaryna [17; 18], D. Robinson [28].

The rationale of the study. Translating abbreviations and acronyms is a complex process that requires accurate analysis. The number of these units is increasing over time, so their study is relevant and necessary. A large number of abbreviations are used in publicistic texts, so the analysis of such units in Telegraf articles is an important study.

The aim of the study is to describe the peculiarities of the translation of abbreviations and other acronyms in modern mass media discourse (based on the British News Website "Telegraph").

To achieve this aim, the following **objectives** need to be solved:

- 1) to reveal the essence of abbreviations and other types of shortenings as a linguistic problem;
- 2) to characterize translation strategies for reproducing abbreviations and acronyms;

3) to identify the peculiarities of journalistic discourse and the specifics of its translation;

4) to analyze lexical, grammatical and lexico-grammatical transformations in the translation of abbreviations and acronyms in mass media discourse.

The investigation subject are abbreviations and shortenings in mass media discourse.

The object of the research is translation transformations during translation of the abbreviations and shortenings in mass media discourse.

The data sources are 50 sentences with abbreviations and acronyms retrieved from the articles of the British News Website "Telegraph".

Main research **methods**: theoretical analysis (study of basic theoretical concepts, analysis of scientific literature on the research topic); critical analysis (problems of linguistic characterization of English abbreviations and key approaches to their classification); theoretical synthesis (generalization of theoretical information about abbreviations and their use in English-language media discourse); the method of continuous sampling (selection of 50 text fragments to denote abbreviations); descriptive method (description of the peculiarities of the use of contractions in English-language newspaper discourse); transformational analysis (application of translation transformations in the translation of text fragments selected from "Telegraph").

The practical value of the work lies in the fact that it contains comprehensive empirical research on the history of the emergence and development of the language system using abbreviations, acronyms and acronyms, options for their classification, approaches and principles for their translation. This study can be used in the development of lectures and practical classes in courses on socio-political communications, cognitive linguistics, and translation theory and practice. In addition, the results of the study may be useful in solving practical problems.

The theoretical value of the work lies in a detailed analysis of the translation of abbreviations and acronyms and its further use in subsequent studies.

Structure of the work: the work consists of an introduction, two chapters,

general conclusions, a list of references, a list of reference literature, list of sources of illustrative material, appendices and summary.

The introduction substantiates the relevance of the topic, defines the object and subject of the study, formulates its purpose and objectives, characterizes the sources of illustrative material and research methods, and reveals the practical and theoretical value of the work.

The first section reveals the essence of abbreviations as a linguistic problem; characterizes translation strategies for reproducing abbreviations; reveals the peculiarities of journalistic discourse and the specifics of its translation.

The second section analyzes lexical, grammatical and lexico-grammatical translation transformations in the translation of abbreviations and acronyms in mass media discourse.

The conclusions summarize the main findings of the study.

In the Bibliography sources that were useful during the research are given.

The List of reference sources contains dictionaries and encyclopedias used in writing the term paper.

The list of data sources contains references to the literature that served as a source of factual material for the study.

The annex contains 50 English sentences with abbreviations and shortenings and their translation into Ukrainian.

CHAPTER 1

ABBREVIATIONS AS A LANGUAGE PHENOMENON AND TRANSLATION CHALLENGE

1.1 Abbreviations as a language phenomenon

Abbreviations refer to a special vocabulary that directly incorporates the function of designating certain terms of notion. Terminology has been and remains one of the channels of information and intellectual exchange. Despite the variety of definitions of a "term," researchers nevertheless agree that terms are full participants in the language system.

It is one of the methods of word formation based on combining full or abbreviated bases. In some cases, a derivative word is formed by arbitrarily shortening the original unit. Abbreviations are mostly nouns, rarely adjectives.

It is a way of creating new words – neologisms. Thus, it is quite obvious that despite the variety of definitions of this word-formation process, it is usually taken into account that the main feature of abbreviation nominations is their close connection with the correlate [4].

Some linguists believe that an abbreviation is the most subjective, the most artificial of all word-formation methods known to the language. Numerous features of abbreviations are related to this: trial and error in creating names, variability and occasionalism, intensity of diachronic changes, tendency to regimentation, weak national anchoring and free permeability.

At the same time, the constituent elements of abbreviations usually do not have their own meaning. They represent arbitrary truncations of the components of the original phrase, i.e., the elements of a composite abbreviation may have their own lexical meaning only as part of the abbreviation, but not separately from it.

Abbreviation performs specific and unique functions, namely, it greatly expands the derivational possibilities of the lexicon, which is its value. If we abandoned the use of abbreviations, it would lead to a proliferation of texts. Many European languages

have a variety of abbreviations, but modern English is especially rich in them. The number of abbreviations reaches tens of thousands, which can be found in terminology dictionaries.

They are actively used in various styles of language. An abbreviation is also a normative way of word formation for journalistic messages. The use of abbreviations in media resources should be presented only in expanded form, except for frequently used ones.

Abbreviations are monosemous words. They usually belong to the neutral vocabulary and are not used in a figurative sense. This feature makes abbreviations similar to terms.

They are compound words formed from the first letters or other parts of words that make up a name or concept. They are used in spoken and written language [27: 31]. The main task of creating an abbreviation is to save linguistic means, so when pronounced, the abbreviation is about five times shorter than the corresponding concept, and when written, such savings are even more significant [30: 33].

An abbreviation performs only its specific task – it greatly expands the text, and this is its value. Avoiding the use of abbreviations can lead to a flood of text. Almost all European languages have various abbreviations, but modern English is particularly rich. The number of abbreviations contained in a glossary reaches tens of thousands [8].

Linguistic terms such as "abbreviation" and "acronym" originate from the Latin word "brevis," which means "short" in Italian.

In our opinion, the main difference between an "abbreviation" and an "acronym" is that an abbreviation is the process of reducing phrase terms to their initial letters. It should be noted that the Dictionary of Synonyms of Modern English uses the term "shortening, reduction" as a synonym for "abbreviation" [4: 217].

Linguistic terms such as "abbreviation" and "acronym" originate from the Latin word "brevis," which means "short" in Italian.

The phenomenon of abbreviations as a way of word formation goes back to the distant past. The spread of abbreviations is associated with the emergence of a large

number of more complex words and phrases. In the process of communication, an abbreviation is a more economical expression of a thought and the elimination of information that is difficult to understand. Abbreviations convey information with fewer characters, so they can be considered a type of language message optimization. The need for such a phenomenon as abbreviations is determined by the need to name new concepts.

The abbreviations are particularly dense, i.e. abbreviations have turned into words. We distinguish between two main methods of shortening: shrinkage (shift) and abbreviation (initial shortening). It is believed that the main difference between the terms "abbreviation" and "shrinkage" is that "shrinkage" is a way of "shortening" immediately after "abbreviation". It is included in the abbreviation [3].

Korunets emphasizes that abbreviations are a means of creating new words, i.e. neologisms [12]. The main areas of abbreviations are periodicals, technical literature, and the Internet. In some texts, abbreviations sometimes account for 50 percent of all word uses and 15 percent of the vocabulary [9: 158].

Many scholars agree that contractions are the most productive type of word formation today [3: 155]. Y. Perkatiuk agrees with this point of view [18].

Abbreviations are nouns consisting of truncated segments of words that are part of a synonymous phrase, the base component of which can be a whole, untruncated word [28: 13]. Abbreviations are divided into:

1) Acronyms (a sequence of sounds marked with initial letters that read like a regular word). For example, *ONNA* – *oh no, not again*; *NASA* – *National Aeronautics and Space Administration*;

2) Initialisms (sequence of initial letters). For example, *HR* – *Human Resources*; *IMF* – *the International Monetary Fund*;

3) Phonological abbreviations (in which the semantics of the object whose name is abbreviated is embedded in the form itself). For example, *CU* – *SEE YOU*, *GR8* – *great* [28: 13-15].

S. I. Kveselevych classifies abbreviations into five types:

1) Acronyms are abbreviations that consist of the initial letters or sounds of the

words of a phrase. Examples of acronyms include: *MTV – Music Television*;

2) Alphabetic abbreviations are abbreviations in which the letters that make up the abbreviation are pronounced separately as letters according to the alphabetic peculiarity of pronunciation. An example of this type of abbreviation is: *ABA*;

3) Complex ones are abbreviations where the first part is a letter or number and the other is a word. For example, *X-rays*;

4) Graphic abbreviations are another type of abbreviation used in writing. Such abbreviations are a symbolic representation of a word. For example, *co – company*. This type of abbreviation includes monetary designations, and units of measurement are often designated by them (*gr – gramme*). The graphical form includes well-known abbreviations: *i.e.* (Latin *id est*, English *that is*); *e.g.* (Latin *exempli gratia*, English *for example*).

5) Latin abbreviations are such abbreviations, for example: *etc (et cetera)* and *so on* [9: 49].

In his article "On the Question of Typology and Translation in English Literature," B. A. Honcharov developed his own classification of abbreviations. He identified four types of abbreviations [5: 143]:

- 1) Initialisms;
- 2) Acronyms;
- 3) Abbreviated words;
- 4) Telescopisms (mergers).

In addition to the above classifications, colloquial abbreviations are also worth mentioning. A colloquial abbreviation is a word formation process that involves reducing the components of individual speech formulas in order to condense them in writing when communicating on the Internet [26].

A collocational abbreviation is a word formation process that involves reducing the components of individual speech formulas in order to condense them in writing when communicating on the Internet [23].

Colloquial abbreviations can be classified according to their structural features:

- 1) Colloquial acronyms (initials) are abbreviations that were formed by

combining the initial letters of cliché expressions to form new language units. Such abbreviations are mostly, and most importantly, indistinguishable. For example, *LOL*, *OMG*.

2) Chaotic abbreviations are those in which individual graphic components that are not crucial in the decoding process change their structure non-algorithmically. Since the non-decisive graphic components of a lexeme determine the primary creators of such abbreviations, it is impossible to trace the sequence of such a colloquial abbreviation. For example, *abt* – *about*, *pls* – *please*.

3) Lexico-phonometric abbreviations are formed by replacing a whole word or component with a letter or number, and after lexicalization, the form of this abbreviation has the same or similar phonetic characteristics as the replaced component. D. Kristal calls this method of abbreviation similar to puzzles [23: 90]. For example, *b4* – *before*, *2morro* – *tomorrow*.

A lexical abbreviation can be used in both spoken and written language. Depending on the way a lexical item is abbreviated, the following three types of abbreviations can be distinguished:

- initial abbreviations, which, in turn, are classified according to their phonetic structure into: alphabetisms, pronounced as alphabetic names of letters; sound (acronyms), pronounced as ordinary words;

- sound-letter and letter-sound – characterized by a combination of the two above methods of pronunciation in a certain sequence, compound abbreviations (single and multi-syllabic), telescoping.

Abbreviations are interpreted (also called initial abbreviations) as words that are formed by reducing phrase terms to initial letters: *AF* (Air Force); *ABS* (American Broadcasting System).

Abbreviations usually refer to nouns and are organized into large groups by subject: districts, countries, geographical names, states, international organizations, districts, parties, central executive bodies, enterprises, banks, etc.

The specificity of abbreviations is that they do not have roots, affixes, i.e. such grammatical elements that characterize a word as a special linguistic unit. Therefore,

an abbreviation is not an ordinary word. Each sound-letter in an abbreviation hides the meaning of the whole word, while in an ordinary word each sound does not have such semantic independence, and only a certain meaning is assigned to each word.

The peculiarity of acronym formation is that it is aimed at creating shorter synonymous nominations compared to the original structures. Due to the brevity of the expression, abbreviations are often used in journalistic texts. They can also be found in the languages of the print media. The use of abbreviations allows newspapers and magazines to save space.

An abbreviation increases the speed of receiving information by reducing the material shell of words, and thus an abbreviation is a means of concentrating information. Nowadays, English abbreviations are rapidly progressing. This is due to the rationality inherent in their structure and the accessibility and efficiency of their creation, as well as their semantic capacity, conciseness, economy and informativeness.

According to the patterns of formation of abbreviations in comparing their form with the original phrase, four groups can be distinguished:

- 1) based on phrases composed of full-sense words;
- 2) abbreviations formed from word combinations complicated by incomplete words;
- 3) those arising from word combinations that include words of complex structure;
- 4) abbreviations formed on the basis of phrases of the three types mentioned above by means of expansion.

In general, there is a growing tendency to create economical structures and to minimize the existing units of nomination. Among the frequent linguistic methods used in the English-language press are the following: approximation of abbreviations to ordinary words, unusual decoding of lexical abbreviations (acronyms), homonymy, polysemy, formation of full units from abbreviated ones, use of a significant number of abbreviations, abbreviation of proper names, etc. One cannot but agree that it is difficult to do without abbreviations in journalistic literature, which become familiar to readers (specialists in a particular field).

Moreover, shortening of words is the way of formation of new words by means of substituting a part of the word for a whole. The process of shortening affects both words and word-groups.

Clipping is a type of word-building shortening of spoken words. Shortening consists in the reduction of a word to one of its parts, as a result of which the new form acquires some linguistic value of its own. The part retained does not change phonetically, e.g. *double – dub, microphone – mike, etc.*

Splinters are the result of clipping of the end or the beginning of a word and thus producing a number of new words on the analogy with the primary word-group. e.g. *miniplane, mmijel, minicycle, maxi taxi* and so on.

1.2 Theoretical background of translating abbreviations and other shortenings

Every professional translator must master the basic ways to translate English abbreviations into Ukrainian. First of all, it should be noted that not only the translation but also the decoding of an abbreviation in a native language has always been a challenge for a translator. This is due to the fact that there are many abbreviations or other acronyms that are not recorded in dictionaries, are rarely used, are copyrighted, or have multiple meanings.

To overcome the difficulties of translation, it is necessary to analyze the phenomena described in detail and convey them in terms that are already established in science. Current scientific issues, the latest technical inventions and discoveries are covered in printed media, and above all in periodicals, which the translator should consult. Consultation with a specialist in the required field can also be of great help. Let's consider and analyze the translation of abbreviations, acronyms, and acronyms in the computer industry.

The process of deciphering abbreviations during translation can usually be divided into two stages: 1) the process of establishing the meaning; 2) the translation itself.

Several basic methods are used to decipher abbreviations:

1. Context analysis.

2. Use of dictionaries of abbreviations and other reference materials.

3. A method for analyzing the structure of abbreviations. This method can only be used with abbreviations that have a complex structure. Abbreviations may include, in addition to letters, additional characters: dots, slashes, hyphens, etc. For correct decoding, it is necessary to know their functions [6: 147].

In translation studies, there is an opinion that the ways to translate abbreviations are: transferring a foreign abbreviation to an equivalent Ukrainian abbreviation; borrowing a foreign abbreviation (while retaining the Latin spelling); transferring the letter composition of a foreign abbreviation to Ukrainian letters (transliteration); transferring the phonetic form of a foreign abbreviation to Ukrainian letters; descriptive translation; and creating a new abbreviation [24: 82].

A. Shapovalova also emphasizes that "there are, however, abbreviations that, for one reason or another, have another, "imposed meaning" in addition to the original one."

The difficulty of translating abbreviated units is that the translator first needs to decipher the abbreviated word, translate it into Ukrainian, and then collapse it into a more convenient, short, and functional version of the same word in a way that sounds natural enough to a computer user. Most tech-related texts contain terms that can be classified as non-equivalent vocabulary. Of course, over time, they may find their equivalents, but it happens that while the translation is being adapted into the language, the object of the name is already out of use. Not to mention the presence and recording of such new entries in technical vocabulary dictionaries. They usually turn into memoirs and lag behind by several years.

In the course of our research, we often used the following translation methods proposed by V.I. Karaban and L.G. Verba:

- 1) Translation with the appropriate abbreviation.

This method is used when two languages already have such abbreviations. In this case, the translation does not cause problems for the translator [20: 203]. This

method is used to translate concepts and phenomena such as: *AFC – American Football Conference – АФК – Американська футбольна конференція* [7].

Such an abbreviation in the target language can be based on the same model as in the source language. For example, *ECG, EKG – ЕКГ*.

2) Translation into the appropriate form of a word or phrase.

This method is used only when the target language does not have a corresponding abbreviation and the full form of the abbreviation in the source language needs to be determined for translation. To do this, use a dictionary or the original text [10: 303]. For example, *SDF – апаратне забезпечення діагностичної системи* [3].

To translate the full form of an abbreviation more accurately, calquing is used so that the corresponding translated full form can be used to form an abbreviation. For instance, *ITA – Intercollegiate Tennis Association – Міжуніверситетська тенісна організація* [8].

3) Transcribing.

This method is used when there is no such concept in the language, and the abbreviation needs to be conveyed as clearly as possible. The transcription method means that the translator tries to convey the English word using English letters. Using this method of translating abbreviations, the translator makes an analog of the English word in Ukrainian [7].

Transcription was very widely used by translators until the end of the nineteenth century, because the method did not require correct knowledge of letters. That is why we have writers like Wilde instead of Oscar Wilde [3: 160].

4) Transliteration.

This method of translation is rarely used. It is used when an abbreviation stands for a company or other enterprise. Its equivalent in the form of an abbreviation or full form is not available in the target language. For example, *BOAC – Брімінг оверсіс еруейтз компані* [17].

There are no specific rules for choosing between transcoding and translating the full forms of the corresponding abbreviations. However, translators still tend to transcode English abbreviations that are widely used in English and denote important

international organizations and corporations, agencies, associations, etc. [6: 14-16].

In order to make a correct translation, you need to follow at least one of the international transcription systems or inter-alphabetical correspondence.

5) Descriptive translation.

The essence of the descriptive method of translating English abbreviations (in other words, explication) is that the lexico-grammatical transformation, in which the lexical unit of the source language is changed to a phrase that gives an explanation or definition of this unit [8].

This method of transmission is used in cases where the application of the above methods turns out to be inaccurate or impossible, which is often the case. For example, *QB – граючий помічник тренера в американському футболі* [17].

6) Creating new Ukrainian abbreviations.

This method is recommended only in cases where the translator works in close contact with industry experts. There are many cases when initials are given in texts only after the full form of a name has been given first. But sometimes initials can be used without first deciphering them. Thus, the translator is faced with the task of adequately translating initials into Ukrainian without knowing the full form of the name [3].

Translating some initials is not difficult for a translator, as they have unambiguous Ukrainian equivalents. For instance, *N. Strang – H. Стренг*.

7) Transferring the original form of the abbreviation to the translation text.

This occurs when there is no adequate equivalent in the target language (most often in texts from the latest industries, such as information technology, etc.) [21: 187].

Some abbreviations can be translated in several ways and, accordingly, the abbreviations formed from them will look different. For example, let's take the abbreviation *WSB*. This abbreviation can be translated as the *World Scout Bureau* or *Всесвітнє скаутське бюро*. When you create a new abbreviation in the target language, you may end up with abbreviations such as *BCB* or *BBC*. *BCB* is a variant that transliterates the original unit, so it is more convenient and suitable for use. The full form of an abbreviation is usually translated as accurately as possible by means of

calquing. So that the abbreviation can be formed from the corresponding translated full form.

There are many cases when initials are given in texts only after the full form of a name has been given first. But sometimes initials can be used without first deciphering them. Thus, the translator is faced with the task of adequately translating initials into Ukrainian without knowing the full form of the name.

Some initials are not difficult for a translator to translate, as they have unambiguous Ukrainian equivalents. For example, *N., R., J., M.*

When translating initials, you need to be very careful, because most English initials have not one but several Ukrainian equivalents. It is very important to know the full form of the name indicated by the initial. Below are examples of some English initials and how they are rendered in Ukrainian:

1) Initial A: О. (*Alexander – Олександр*), Е. (*Andrew – Ендрю*), А. (*Alex – Алекс*).

2) Initial C: С (*Cecil – Сесіл*), К. (*Catharine – Кетрін*).

3) Initial E: Е. (*Edwin – Едвін*), І. (*Evelin – Евелін*), А (*Eileen – Айлін*).

4) Initial G: Г. (*Gladys – Гледіс*), Дж. (*Geoffrey – Джофрі*).

5) Initial I: Е. (*Irwin – Ервін*), Й. (*Ian – Йен*), Я. (*Iago – Яго*), А. (*Isaak – Айзек*).

6) Initial U: У. (*Ursula – Урсула*), Е. (*Urban – Ербан*), А. (*Ulrica – Алріка*), Ю. (*Una – Юна*).

The ability to make the right choice among the main translation techniques is one of the main professional skills of a translator. Working with dictionaries plays an important role in this process, since it is often necessary not so much to compare common dictionary equivalents as to determine the degree of difference in their information potential.

1.3 Specifics of mass media discourse text analysis

The study of media texts is the basis for forming an idea of how reality is constructed and represented in the media, how reality is constructed and represented in the media.

Distinctive features of contemporary media texts:

- corporate nature of production;
- ideological pluralism;
- dynamic nature;
- specificity of the means of creation;
- multidimensionality;
- multidimensionality;
- extended interpretation of verbal level units;
- inclusion in the hypertext stream [1: 24].

As special trends in contemporary media texts, researchers note, on the one hand, the expansion of the author's presence, and, on the other hand, his minimization, i.e., the effect of absence. The author's beginning is expressed through a huge range of means – implicit, paraphrase, grammatical, lexical constructive, and precedent phenomena. If cultural analysis positions the text as an adtext, a universal way of storing, transmitting and transforming national values, then a media text within the linguistic approach is understood as any communicative event within the media space in a broad sense and as a sequence of signs and meanings that is broadcast. The focus of scholars' attention is on the means and methods of constructing a speech event in connection with pragmatic, socio-cultural and other approaches.

According to H. Kuzenko, the main information and structural elements of a traditional media text are:

- coherence and integrity;
- logicity
- accuracy
- clarity

- intelligibility;
- accessibility [13: 77].

New to the study of media texts is discourse analysis, which allows researchers to describe and understand the processes of creating, exchanging and differentiating meanings in the space of mass communication (e.g., what is depicted in the media text as normal, acceptable, acceptable and what is not, and what contextual connections are responsible for this), hierarchization of representations (for example, how and why certain images are labeled as more or less attractive), legitimization of certain experiences and practices (what actions are approved and how this is done discursively). In connection with the development of the artistic paradigm, postmodernism, which is characteristic of contemporary textual creation, a large sector of research is formed by those aimed at studying new ways of linguistic representation of a situation, word creation, and ambiguity. In the postmodern situation, the real is subject to various transformations, and a conditional context is created that is, in fact, more interesting than the information itself. The media text does not reflect reality as much as it models it and creates a new reality.

Newspaper and magazine texts are intended primarily for visual perception, which allows for a wider use of abbreviations without worrying about the ease of their pronunciation. Thus, when analysing abbreviations in newspaper and magazine texts, one should take into account three circumstances: the focus on brevity, the combination of informativeness and expressiveness, and the focus on visual perception of the text [16].

Headlines are important in journalistic texts because they serve as the first contact with the reader and a way to get the reader interested in reading the entire article. Therefore, headlines often use phraseology to draw attention to the article, for example, the headline from The BBC "*Never say never again: When celebrities eat their words.*" The headline contains the phrase *eat the words*, which means to recognize the incorrectness of previously said words. In the example, the idioms add imagery to the headline and appeals to the person's curiosity, which makes them read the article.

The text under analysis headlined 'Irpın: Russia's reign of terror in a quiet

neighbourhood near Kyiv' [25] belongs to journalistic article. The article belongs to grey zone text, as it represents real life, but has certain elements of literary texts, namely, emotionality and the use of the entire arsenal of stylistic techniques and expressive means. It is of journalistic discourse. There are non-verbal means in the text as images and maps.

The text was taken from The BBC News website. The text is aimed at foreign reader (in the field of war and conflicts, which is evident from facts about the war in Ukraine). The aim of the textual information is to present information about the war in Ukraine in order to reveal the true facts about the war.

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

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

- simple lexical repetition: *base – bases*;
- complex lexical repetition: *risky – risked*;
- simple paraphrase: *killings – executions*;
- complex paraphrase: *narrow – quiet*;
- co-reference: *terror – war*;
- substitution: *residents – they*.

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

C. The definite article in this case *the body* shows that it's identify noun that is known by the readers. The use of the indefinite article here *a quiet neighborhood* means that the concept is mentioned for the first time in the text.

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

Stylistic characteristics of the text are:

1) Strong positions of the text are the beginning of the article, where the author gives the main idea of the article and the ending in summary of the article.

2) Weak positions: none.

3) Tropes: epithets: *red coat, risky route, narrow zone*; metaphors: *St, Davidchuka and Vygovskogo all bear the scars*; simile: *he was like a mother*.

4) The author used special vocabulary, that is different military terms, for example, *armored vehicles, bullets and shrapnel* etc.

Basic transformation: transliteration, calque, generalization.

Abbreviations and other abbreviations in the language were considered. In today's world, abbreviations and other abbreviations play an important role in communication. They allow you to save time and space in writing and oral language, making information more compact and easy to understand. The use of abbreviations is widespread in many fields such as science, technology, medicine, business and even everyday communication. However, it's important to keep context and audience in mind when using acronyms, as they can be confusing to people unfamiliar with the terminology of your industry. It is also important to avoid abusing abbreviations, as this can lead to misunderstandings and make it difficult to understand information.

CHAPTER 2

ABBREVIATIONS AND OTHER SHORTENINGS IN MASS MEDIA DISCOURSE: DISCOURSE FEATURES, TRANSLATION OPTIONS

2.1. Lexical transformations in the translation of the mass media discourse abbreviations and shortenings

Our paper focuses on the translation of abbreviations in the British magazine “The Telegraph”. Among the lexical translation transformations, the use of such as selection of the equivalent of the abbreviation, transfer of the abbreviation without changes and transliteration of the abbreviation is revealed.

The *selection of equivalents* is one of the most adequate translation transformations, as it accurately conveys the abbreviation into Ukrainian by selecting a lexical unit that has the same meaning in the target language. For example:

(1) *Mr O'Brien wrote that “people most want to cut taxes that fall on low to middle earners and council tax and VAT (TL: URL) – Пан О'Брайен писав, що «люди найбільше хочуть скоротити податки, які припадають на людей з низькими та середніми доходами, а також комунальний податок та ПДВ».*

This example shows the exact selection of the equivalent in the Ukrainian language. According to the Cambridge Dictionary, VAT is “value added tax (= a type of tax in European countries that is paid by the person who buys goods and services)” [27]. The selected abbreviation in Ukrainian ПДВ has the same meaning and accurately conveys the meaning of the original abbreviation.

(2) *Modern research, aided by data from MRIs and EEGs, is now helping us understand how yoga, meditation, and mindfulness practices impact different emotional and mental states (TL: URL) – Сучасні дослідження, за допомогою даних МРТ та ЕЕГ, допомагають нам зрозуміти, як йога, медитація та практики усвідомленості впливають на різні емоційні та психічні стани.*

MRI is “abbreviation for magnetic resonance imaging: a system for producing electronic pictures of the organs inside a person's body, using radio waves and a strong

magnetic field” [27]. The Ukrainian translation uses an already-existing corresponding abbreviation *MPT* that has the same meaning. Thus, equivalent translation is used.

(3) *It comes after EU storage levels neared full capacity in autumn and signals that energy traders are banking on gas prices rising enough to compensate for the risk* (TL: URL) – *Це сталося після того, як восени сховища ЄС наблизилися до повної потужності, і свідчить про те, що енерготрейдери розраховують на те, що ціни на газ зростуть настільки, що компенсують ризик.*

According to the Merriam Webster Dictionary, *EU* is abbreviation for *the European Union* [30]. In the Ukrainian language, the equivalent *ЄС* has been selected, which means *Європейський Союз* and has the same meaning.

(4) *This is a view shared by Ms Noye* (TL: URL). – *Такої ж думки дотримується і пані Нойє.*

Shortening *Ms* is “a title used before the family name or full name of a woman, used to avoid saying if she is married or not” [27]. An equivalent has been chosen in the translation, since *пані* is a polite form of address, usually to an official representative or citizen of another state [26]. Based on the meaning of both abbreviations, it is worth noting that the translation is accurate and adequate, since explication is used.

(5) *“AI will transform society”* (TL: URL) – *ШІ трансформує суспільство.*

The abbreviation *AI* stands for *artificial intelligence*, which in Ukrainian is equivalent to the abbreviation *ШІ*, which stands for *штучний інтелект*. This translation accurately conveys the meaning of the lexical item used and is understandable.

(6) *The wedding invitations were issued a month after IRA prisoner Bobby Sands died after a 66-day-long hunger strike, as part of a campaign to be treated as a political prisoner* (TL: URL). – *Весільні запрошення були надіслані через місяць після того, як в'язень ІРА Боббі Сендс помер після 66-денного голодування в рамках кампанії за те, щоб до нього ставилися як до політичного в'язня.*

Abbreviation *IRA* stands for “the Irish Republican Army: an illegal organization that wants Northern Ireland to be politically independent of the UK and united with the

Republic of Ireland, and that has fought for this aim with terrorism in the past” [27]. In Ukrainian *IPA* is *Ірландська Республіканська Армія*. Therefore, it is worth noting that the translation is accurate.

(7) *Unfortunately, the solutions proposed by NERC and the environmental lobbies are easier said than done* (TL: URL). – *На жаль, рішення, запропоновані НКРЕ та екологічним лобі, легше сказати, ніж зробити.*

Abbreviations *NERC* is *Natural Environmental Research Council*. To translate this lexical item, we chose the equivalent abbreviation *НКРЕ*, which means *Національна комісія регулювання енергетики*. Therefore, it can be concluded that this translation is accurate and takes into account the meaning of the abbreviation.

(8) *He was told these RNA fragments would disappear after six months, then after nine months, and then after 12 months* (TL: URL). – *Йому сказали, що ці фрагменти РНК зникнуть через шість місяців, потім через дев'ять місяців, а потім через 12 місяців.*

RNA is “abbreviation for ribonucleic acid: an important chemical present in all living cells” [27]. In Ukrainian, this is the meaning of the abbreviation *РНК*, which means *рибонуклеїнова кислота*.

(9) *Go ‘demitarian’ to tackle climate change, UN report urges* (TL: URL) – *Звіт ООН закликає до “демократичних” дій у боротьбі зі зміною клімату.*

UN is “abbreviation for the United Nations” [27]. In Ukrainian, this is the meaning of the *ООН* abbreviation, which stands for *Організація Об’єднаних Націй*.

(10) *Mr Arora was handed a bonus worth up to £16m last summer to secure his commitment at B&M until at least March 2026.* (TL: URL) – *Минулого літа пан Арора отримав бонус у розмірі до 16 млн фунтів стерлінгів, щоб забезпечити свою прихильність до B&M щонайменше до березня 2026 року.*

The abbreviation of the word million to the letter *m* is a common occurrence in articles by The Telegraph. In the Ukrainian translation, this abbreviation is translated as *млн*, which is the equivalent of the abbreviation in Ukrainian.

(11) *Stir carefully over a low heat for 2-3 minutes then stir in 2 tbsp chopped parsley, 2 tbsp toasted and chopped pumpkin seeds and 50g freshly grated Parmesan.*

(TL: URL) – *Обережно помішуйте на повільному вогні 2-3 хвилини, потім додайте 2 ст.л. подрібненої петрушки, 2 ст.л. підсмаженого і подрібненого гарбузового насіння і 50 г свіжо натертого пармезану.*

Shortening *tblsp* means table spoon. In Ukrainian translation this shortening has its equivalent – *ст.л.* This translation is current and understandable.

(12) *Conversations from a Long Marriage, starring Joanna Lumley and Roger Allam continues on BBC Radio 4 each Thu at 6.30pm.* (TL: URL) – *Розмови про довгий шлюб з Джоанною Ламлі та Роджером Алламом у головних ролях продовжується на BBC Radio 4 у чт. о 18:30.*

The English language widely uses abbreviations for the names of the days of the week, just as the Ukrainian language does. Therefore, the Ukrainian equivalent of the abbreviation is used to translate the name of the day.

Most of the abbreviations selected for analysis are presented in the Ukrainian language with *zero transcoding*. This is due to the fact that many of these acronyms are company names or proper names that are not translated. Examples of such translations are:

(1) *Just four per cent of estates paid inheritance tax in 2021, according to HMRC figures* (TL: URL) – *Згідно з даними HMRC, лише чотири відсотки маєтків сплатили податок на спадщину у 2021 році.*

HMRC the national taxing authority of the United Kingdom. Therefore, this concept does not have an equivalent in Ukrainian, so an identical unit was used in the translation.

(2) *The NHS trust that runs GIDS stressed no three-year-olds would have received “treatment”, with staff normally holding a “one-off discussion” with parents or carers to provide support and advice* (TL: URL) – *Траст NHS, який опікується GIDS, підкреслив, що жодна трирічна дитина не отримала б "лікування", оскільки співробітники зазвичай проводять "одноразову бесіду" з батьками або опікунами, щоб надати підтримку та поради.*

The example above shows that most company names are not translated into Ukrainian, but are transmitted unchanged.

(3) *Retailer renames some high street shops 'WHS', dropping the surname of its founder (TL: URL) – Ритейлер перейменовує деякі магазини на центральних вулицях на "WHS", відкидаючи прізвище засновника.*

According to the rules, store names are not translated, so in the example above, the name of a well-known store is presented using zero translation.

(4) *Saxavord has secured its spaceport licence from the CAA but still needs to complete its spaceport, which executives say is roughly 60 to 80pc complete (TL: URL). – Компанія Saxavord отримала ліцензію на космодром від CAA, але все ще потребує завершення будівництва космодрому, яке, за словами керівництва, завершено приблизно на 60-80%.*

CCA is the Civil Aviation Authority [27]. This concept has no equivalent in Ukrainian, so it is transmitted without changes.

(5) *Africa-inspired scenes have been added to the BBC's new Agatha Christie adaptation to use an allegory of colonialism in the show, the director has revealed (TL: URL) – За словами режисера, до нової екранізації Агати Крісті від BBC були додані сцени, натхненні Африкою, щоб використати алегорію колоніалізму в шоу.*

The name of a well-known British online source cannot be translated as a proper name, so BBC was translated into Ukrainian without changes. It should be noted that this abbreviation is widespread in Ukrainian, as BBC is also in Ukrainian.

(6) *Lilias Sheepshanks was appointed OBE in 2001 (TL: URL) – Ліліас Шіпшенкс була призначена OBE у 2001 році.*

OBE is The Most Excellent Order of the British Empire. In Ukraine, there is no such thing, so the translation is done using a zero translation.

(7) *Investors can look ahead to 2024 with optimism and expect further gains from this FTSE 100 miner (TL: URL) – Інвестори можуть з оптимізмом дивитися в майбутнє, до 2024 року, і очікувати подальшого зростання від цієї компанії з індексу FTSE 100.*

FTSE is Financial Times Stock Exchange 100 Index. It should be noted that there is no equivalent of this concept in Ukraine, so when translating an abbreviation, a null

translation is used.

(8) *The EU's money is expected to arrive in March, a date for new financial aid promised to Kyiv during a meeting of G7 finance ministers last week (TL: URL) – Очікується, що гроші ЄС надійдуть у березні - дата нової фінансової допомоги, обіцяної Києву під час зустрічі міністрів фінансів G7 минулого тижня.*

G7 is Group of Seven, an international club of governments of seven highly developed countries (the United States, Japan, Germany, Britain, France, Italy, and Canada). This concept is widely used, so it does not require translation or explanation. Therefore, zero translation is used to convey it.

(9) *The research was published in the journal PLOS Biology (TL: URL) – Дослідження опубліковане в журналі PLOS Biology.*

The actual name of the journal is translated using a zero translation, since such names are not translated according to the rules.

(10) *These tests include operating the reusable spaceplane in new orbital regimes, experimenting with future space domain awareness technologies, and investigating the radiation effects on materials provided by NASA (TL: URL) – Ці випробування включають експлуатацію багаторазового космічного корабля в нових орбітальних режимах, експерименти з майбутніми технологіями розвідки космічного простору та дослідження впливу радіації на матеріали, надані NASA.*

NASA is the name of an international company that is known all over the world. The translation of the company name does not require decoding.

(11) *But the spaceplane lived on, supported at times by funds from military tech bureau DARPA and some from the Phantom Works itself (TL: URL) – Але космічний літак жив, час від часу підтримуваний коштами військово-технічного бюро DARPA і частково коштами самого заводу “Фантом”.*

DARPA is Defense Advanced Research Projects Agency. There is no equivalent in Ukrainian, so the abbreviation is not translated.

In addition to the above, the translation of the selected abbreviations used transliteration, i.e., the letter-by-letter rendering of the lexical unit into Ukrainian.

Examples of such translations are:

(1) *KM Peyton, the grande dame of pony fiction, who has died aged 94, produced more than 70 novels, typically concerning difficult, often motherless, girls of indeterminate age... (TL: URL) – К. М. Пейтон, гранд-дама фантастики про поні, яка померла у віці 94 років, написала понад 70 романів, як правило, про складних, часто безбатченків, дівчат невизначеного віку...*

When translating the shortened form of a name, i.e., itineraries, we use **transliteration**, which is related to the rules for translating proper names. This translation is accurate and understandable.

(2) *In a letter to DUP MP Jeffrey Donaldson in June 1998, Ms Mowlam said the government had been pressed by a “range of interests”, including the Standing Advisory Commission on Human Rights, High Court judges, gynaecologists and women’s organisations, to clarify the current position (TL: URL). – У листі до депутата парламенту від ДЮП Джеффри Дональдсона у червні 1998 року пані Моулам зазначила, що на уряд тиснули "різні інтереси", включаючи Постійну консультативну комісію з прав людини, суддів Високого суду, гінекологів та жіночі організації, з вимогою роз'яснити поточну позицію.*

DUP is Democratic Unionist Party, that in Ukrainian translated as ДЮП, Демократична юніоністська партія.

(3) *RSV is a very contagious infection and every year our wards are full of babies with breathing and feeding problems (TL: URL) – РСВ – дуже заразна інфекція, і щороку наші палати переповнені немовлятами, які мають проблеми з диханням та харчуванням.*

The example above shows that the name of the disease is conveyed by transliteration.

(4) *If you can't find this, cook lasagne sheets and cut them into irregular squares or rectangles about 2.5-3cm big (TL: URL) – Якщо ви не можете знайти його, приготуйте листи для лазаньї та наріжте їх на неправильні квадрати або прямокутники розміром приблизно 2,5-3 см.*

The abbreviation of the word centimeter is widely used in both English and

Ukrainian, so we used transliteration when translating it.

(5) *Put the finely chopped red chilli, 100ml oil, 100g butter and 60-70ml of the saved pasta water in a pan and bring to the boil. (TL: URL) – Дрібно нарізаний червоний перець чилі, 100 мл олії, 100 г вершкового масла і 60-70 мл збереженої води для макаронів покласти в каструлю і довести до кипіння.*

The abbreviations *ml* and *g* (milliliter and gram) are used quite often in English. These abbreviations are translated into Ukrainian by transliteration, since the words from which they are abbreviated are also translated from English by trailing (milliliter – мілілітр, gram – грам).

(6) *When I visited Kangaroo Island a little over a year ago, Craig Wickham, who had been spearheading eco-tourism through his company Exceptional Kangaroo Island, took me to areas that were completely devastated by the fires. (TL: URL) – Коли я відвідав Острів Кенгуру трохи більше року тому, Крейг Вікхем, який очолював еко-туризм через свою компанію Exceptional Kangaroo Island, повів мене в райони, які були повністю спустошені пожежами.*

Eco means ecological. When translating such abbreviations into Ukrainian, we used calque or loan translation. explication

Thus, in view of the above, among the lexical translation transformations, we found the use of equivalents (12 examples), the transmission of an abbreviation with zero transcoding (11 examples) and transliteration (6 examples). We can see that most of the abbreviations have been left unchanged.

2.2. Grammatical transformations in the translation of the mass media discourse abbreviations and shortenings

Among the grammatical translation transformations, we found the use of changing the form of an abbreviation, i.e. translation by means of a phrase. This translation is due to the fact that Ukrainian does not have an abbreviation for a particular concept and uses a phrase with the same meaning.

For example:

(1) *Both Jonathan Gullis, the Tory MP for Stoke-on-Trent North, and Neil O'Brien, the former health minister, tweeted on Wednesday arguing for income tax cuts* (TL: URL) – *І Джонатан Галліс, член парламенту від Топі в північному Сток-он-Тренті, і Ніл О'Брайен, колишній міністр охорони здоров'я, написали в середу в Твіттері, виступаючи за скорочення податку на прибуток.*

MP is “a Member of Parliament” [27]. There is no abbreviation in Ukrainian with the same meaning, so a combination of a noun and a noun is used to convey the abbreviation. This translation transformation, namely *explication*, accurately conveys the meaning of the abbreviation from the original sentence.

(2) *The OBR will publish its forecasts alongside the Budget on March 6, as has become customary* (TL: URL) – *Офіс керування бюджетом опублікує свої прогнози разом з бюджетом 6 березня, як це вже стало традицією.*

Abbreviations *OBR* is “Office for Budget Responsibility” [27]. The Ukrainian translation uses the phrase *Офіс керування бюджетом*, which accurately decodes the meaning of the acronym and accurately conveys the meaning to the Ukrainian reader. The translation is accurate and adequate.

(3) *Driverless cars could be rolled out on UK roads in 2026, the Transport Secretary has said* (TL: URL) – *За словами міністра транспорту, безпілотні автомобілі можуть з'явитися на дорогах Великої Британії у 2026 році.*

According to the Longman Dictionary, *UK* is *United Kingdom* [29]. The Ukrainian translation uses a combination of an adjective and a proper name, as there is no abbreviation for the name of the country in Ukrainian. Therefore, this translation is adequate and understandable.

(4) *When it comes to cats, however, Prof Mills says it's difficult to generalise, largely because for cat owners, any sort of impact, positive or negative, is more likely to be driven by owner expectation* (TL: URL) – *Однак, коли мова йде про котів, професор Мілліс каже, що важко узагальнювати, здебільшого тому, що для власників котів будь-який вплив, позитивний чи негативний, швидше за все, зумовлений очікуваннями власника.*

The example above reveals that the abbreviation of a person's title is rendered in

Ukrainian using the full word.

(5) *On an annual basis, it reported a higher drop of 2pc (TL: URL) – У річному вимірі він показав більше падіння на 2 відсоткові пункти.*

The abbreviation in the sentence is translated into English using a combination of an adjective and a noun that accurately conveys the meaning of the abbreviation.

(6) *He died in 2007 and she is survived by their four sons, the eldest of whom, David, is a former chairman of Ipswich Town FC (TL:URL) – Він помер у 2007 році, і в неї залишилося четверо синів, старший з яких, Девід, є колишнім головою футбольного клубу "Іпсвіч Таун".*

Abbreviations *FC* is *football club* [27]. The Ukrainian translation uses the phrase *футбольний клуб*, which has the same meaning as the abbreviation used in English.

(7) *The incident number is 459 of Dec 27 (TL:URL) – Номер інциденту - 459 від 27 грудня.*

The abbreviation of the month's name in the Ukrainian translation is rendered using the full word *грудень*.

(8) *CDs, which still outsell vinyl at nearly 11 million units per year, also surprised with their slowest decline in several years (TL: URL) – Продажі компакт-дисків, які все ще випереджають продажі вінілу майже на 11 мільйонів одиниць на рік, також здивували найповільнішим падінням за останні кілька років.*

CD is “abbreviation for compact disc: a small plastic disk with a shiny surface on which information, especially high-quality sound, is recorded” [27]. The Ukrainian translation uses a phrase *компакт-диск* that accurately conveys the same meaning as the abbreviation in the original language. This translation is clear. It is worth noting that the abbreviation *CD* is used in Ukrainian without changes, but in this case, a change in form was used. Both translations are adequate.

(9) *While the latest scheme is expected to deliver less than the original £43.5 billion promised, it cannot be blocked by Hungary when EU leaders reconvene for emergency talks on Feb 1 (TL: URL) – Хоча очікується, що остання схема надасть менше обіцяних 43,5 млрд фунтів стерлінгів, вона не може бути заблокована Угорщиною, коли лідери ЄС знову зберуться на екстрені переговори 1 лютого.*

This example shows that the abbreviated form of the month name is conveyed by its full form. This is because the Ukrainian language most often uses the full form of the month's name.

(10) *The classic convoy model of WWII can be discounted (TL: URL) – На класичну модель конвою часів Другої світової війни можна зробити знижку.*

Numeronym *WWII* is the written abbreviation for World War II [27]. The Ukrainian language does not have an abbreviation for the name of the war, so the translation uses the full name of the event, which is well established. The translation is accurate and clear.

(11) *NASA saw the craft as a lifeboat for the International Space Station, but that wouldn't really call for a winged re-entry vehicle: the ISS lifeboat is in fact a regular Soyuz capsule – it doesn't have wings, or any need for them (TL: URL) – NASA розглядало цей корабель як рятувальну шлюпку для Міжнародної космічної станції, але для цього не потрібен крилатий корабель: рятувальна шлюпка Міжнародної космічної станції насправді є звичайною капсулою "Союзу" – у неї немає крил, та й потреби в них немає.*

The example above shows that the abbreviation is transmitted in the Ukrainian language in a decoded version, i.e. the form of the lexical unit has changed. This translation is understandable in Ukrainian.

(12) *TikTok is urging millions of Americans to protest against a proposed US ban of the Chinese-owned app over national security fears. them (TL: URL) – TikTok закликає мільйони американців протестувати проти запропонованої США заборони китайського застосування через побоювання з приводу національної безпеки.*

In this example, *app* means *application* and is often used in English. The Ukrainian language does not have an identical abbreviation, so the translation was made by transformation, namely **explication**.

(13) *We have explored various compromises but none is particularly congenial to my wife – the 'prep' part of cooking, chopping up vegetables and so on, is the part she hates. (TL: URL) – Ми шукали різні компроміси, але жоден з них не був*

особливо прийнятним для моєї дружини – вона ненавидить "підготовчу" частину приготування їжі, нарізку овочів і так далі.

The example above shows that the translation does not use the shortened form of the word, but the whole word. This translation is due to the fact that there is no abbreviation in Ukrainian that is the same as the abbreviation in the original sentence.

Therefore, in view of the above, when translating abbreviations from The Telegraph, the following grammatical transformation was used *explication*.

2.3. Lexical and grammatical transformations in the translation of the mass media discourse abbreviations and shortenings

Among the lexical and grammatical translation transformations, the use of descriptive translation was identified. This method of translation leads to the decoding of the abbreviation in the Ukrainian translation.

Examples of *descriptive translations* are:

1) *We have a large cordon in the area and are conducting CCTV and house-to-house inquiries* (TL: URL) – *Ми виставили великий кордон у цьому районі, ведемо відеоспостереження та подвірні обходи.*

CCTV is “abbreviation for closed-circuit television: a system that sends television signals to a limited number of screens, and is often used in shops and public places to prevent crime” [27]. Given the meaning of the abbreviation, it can be noted that the translation with the compound word "video surveillance" is made with the help of a descriptive construction that reveals the meaning of the abbreviation.

2) *The sheep has been pictured with “Are ewe OK?”* (TL: URL) – *Вівця зображена з написом «Чи все гаразд з вівцями?»*

Abbreviations *OK* stands for incorrect form *oll correct* (*all correct*). The Ukrainian translation uses a word that explains the abbreviation. However, it is worth noting that the Ukrainian language often uses the words *ок, окей*. However, they are often used in colloquial and informal speech. This translation transformation, namely *differentiation*.

3) *The Houthis have learned a great deal from their Iranian masters about mobility – there are no large warehouses or HQs marked “strike here” (TL: URL) – Хусити багато чому навчилися у своїх іранських господарів щодо мобільності – у них немає великих складів або штабів з позначкою "наносити удар тут".*

HQ is headquarters [29]. The Ukrainian translation uses a descriptive word that accurately conveys the meaning of the abbreviation. This translation was used because there is no equivalent in Ukrainian for the abbreviation.

4) *William was kissed by retired footballer Paul Gascgoine, better known as Gazza, during a visit to Bournemouth, and his household began advertising for the new job of CEO (TL: URL) – Під час візиту до Борнмута Вільяма поцілував відставний футболіст Пол Гаскгойн, більш відомий як Газза, і його сім'я почала оголошувати конкурс на посаду генерального директора.*

CEO is “abbreviation for chief executive officer: the person with the most important position in a company” [27]. In the Ukrainian language, there is no abbreviation that has the same meaning as the original abbreviation. Therefore, a descriptive construction was used to convey the exact meaning.

5) *On June 26 1981, the final date by which the RSVP was to be given, Ireland’s ambassador to the UK conveyed the president’s thanks for the wedding invite but expressed “their regret that, because of prior commitments, they will be unable to attend” (TL: URL) – 26 червня 1981 року, в останній день, коли потрібно було дати відповідь на запрошення, посол Ірландії у Великій Британії передав подяку президента за запрошення на весілля, але висловив "жаль, що через попередні зобов'язання він не зможе бути присутнім на весіллі".*

RSVP is “abbreviation for "répondez s’il vous plaît", French for "please reply"; used at the end of a written invitation to mean that you should tell the people who invited you whether or not you are coming” [27]. There is no equivalent of this abbreviation in Ukrainian, so the translator used a descriptive construction that accurately conveys the meaning of the abbreviation for the Ukrainian recipient.

6) *A short Q&A ahead of the final episode was hosted by The Crown Podcast (TL: URL) – Перед фінальним епізодом відбулася коротка розмова у форматі*

"запитання-відповідь" на подкасті *The Crown Podcast*.

Q&A is abbreviation for question and answer [27]. The Ukrainian translation uses a construction that describes the meaning of the abbreviation. It should be noted that the Ukrainian language also uses the abbreviation Q&A, but it is used in all contexts.

7) *KM Peyton was appointed MBE in 2014 for services to children's literature* (TL: URL) – *К. М. Пейтон була удостоєна звання кавалера ордена Британської імперії у 2014 році за заслуги в галузі дитячої літератури.*

MBE is “abbreviation for Member of the Order of the British Empire: a British honour given to a person by the Queen for a particular achievement” [27]. Given the meaning of the abbreviation, the Ukrainian translation uses a descriptive construction and **addition** to convey its meaning to the Ukrainian reader. The translation is accurate and adequate.

(8) *With America watching, our question for Trump is simple: who u wit?* (TL: URL) – *Оскільки Америка спостерігає за цим, наше питання до Трампа просте: з ким ти маєш справу?*

The abbreviation *u* is often used in English, but there is no equivalent in Ukrainian. Therefore, when translating, the abbreviation is deciphered and its form is changed.

The analysis of the translation of abbreviations and acronyms from the British edition of “The Telegraph” revealed the use of the following translation transformations:

1) lexical transformations:

- equivalents (12 examples);
- zero translation (11 examples);
- transliteration (6 examples);

2) grammatical transformations:

- change of abbreviation form (13 examples);

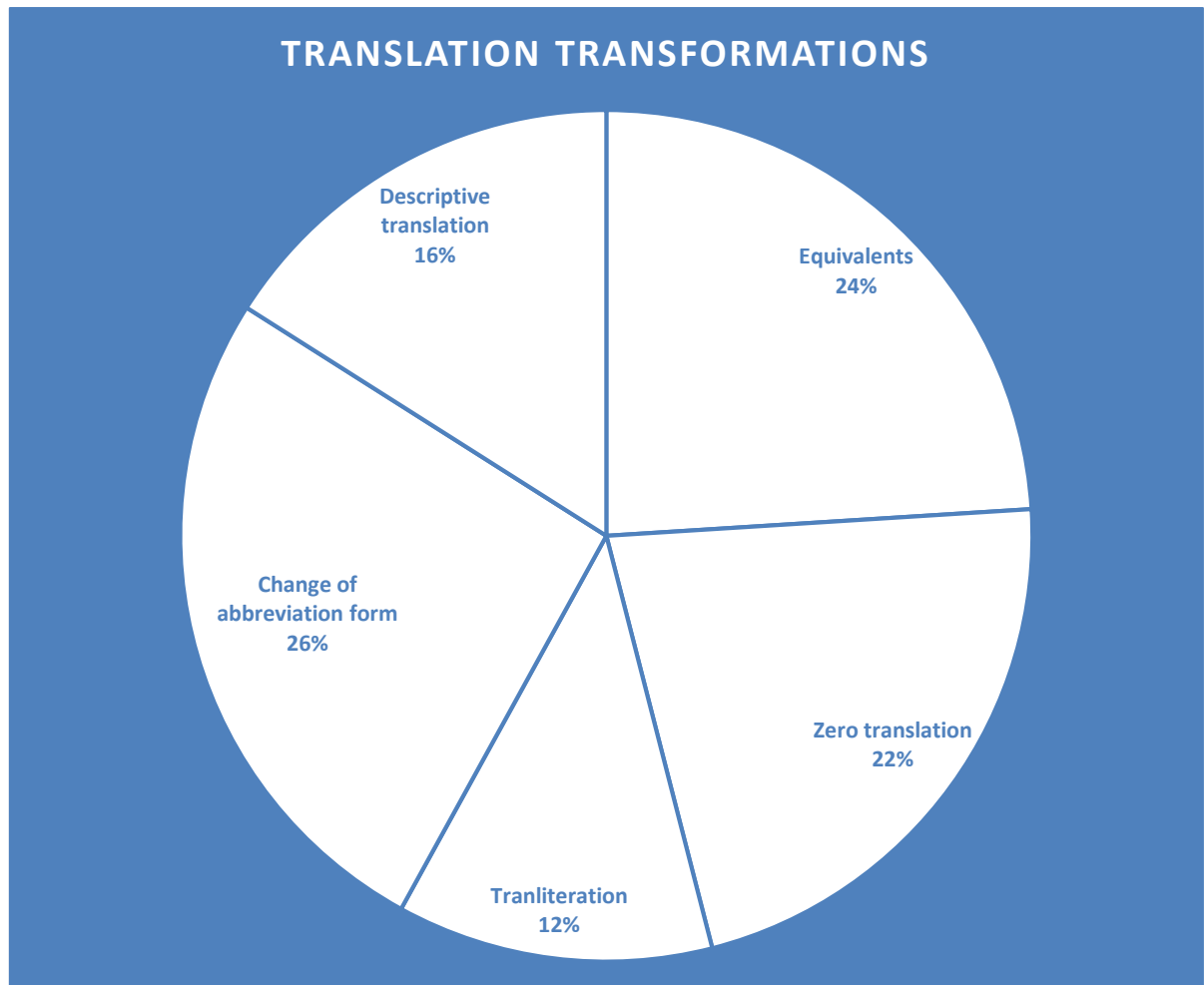
3) lexical and grammatical transformations:

- descriptive translation (8 examples).

The percentage of translation transformations used is as follows:

- equivalents – 24%;
- zero translation – 22%;
- transliteration – 12%;
- change in the form of the abbreviation – 26%;
- descriptive translation – 16%.

The use of transformations is illustrated in Diagram 2.3.1.



Some problems may arise during translation, as there may be several possible definitions of an abbreviation for a given acronym. But in most cases, they can be correctly deciphered based on the context or reference material.

When there is no appropriate Ukrainian equivalent for English abbreviations, the full version should be used to preserve the meaning of the sentence.

The study found that the most commonly used units in the translation of abbreviations are those that have a changed form in the target language (13 examples,

that stands for 26%). This is due to the fact that there is no equivalent of this unit in Ukrainian, as well as the fact that abbreviations in English are already established in Ukrainian.

Therefore, before proceeding with the translation of acronyms, it is necessary to take into account

- consideration of cultural differences;
- the extent to which the abbreviation is widespread;
- the degree of antiquity of the appearance and use of abbreviations in the language;
- the availability of a suitable analogue of the abbreviation in the language, and, if not, the creation of your own analogue of the abbreviation.

CONCLUSIONS

The paper analyses the translation of abbreviations on the basis of the British news website The Telegraph. In the course of the work, all research objectives were fulfilled, namely:

1) Revealed the essence of abbreviations as a linguistic problem. Acronyms and abbreviations are units of the spoken or written language created from individual elements of the sound or graphic shell of some extended form with which this unit is in a certain lexical and semantic relationship.

The classification of lexical abbreviations is quite complicated due to the specificity of their structure, great variability, and the possibility of interaction of different abbreviation methods with other word formation methods.

Acronyms and abbreviations include a number of extra-linguistic components and will be adequately perceived if they are harmoniously combined. The translator should take into account that if these components are neglected, it will not be possible to translate abbreviations and acronyms with the greatest efficiency.

Analysing various scientific materials, we can summarise that in modern linguistics there is no single stable classification of abbreviations. Scientists classify abbreviations in quite different ways. One of the most complete classifications belongs to S. I. Kveselevuch. He divides abbreviations into five types: acronyms, alphabetic, compound, graphic and Latin.

2) Characterized translation strategies for reproducing abbreviations and acronyms. The main ways to translate abbreviations are: translation with the corresponding abbreviation, translation with the corresponding form of a word or phrase, transliteration of the full original form of the corresponding abbreviation, transcription of the abbreviation, creation of a new Ukrainian abbreviation and descriptive translation of the abbreviation.

The choice of a particular translation method or technique depends on many factors. These include the nature of the text being translated, the audience of the product consumer, and the peculiarities of the translator's psychology and his or her commitment to a particular literary tradition. It all depends on each specific case.

3) Identified the peculiarities of journalistic discourse: corporate nature of production;

- ideological pluralism;
- dynamic nature;
- specificity of the means of creation;
- multidimensionality;
- multidimensionality;
- extended interpretation of verbal level units;
- inclusion in the hypertext stream.

4) Analyzed lexical, grammatical and lexico-grammatical transformations in the translation of abbreviations and acronyms in mass media discourse.

The analysis of the translation of abbreviations and acronyms from the British edition of The Telegraph revealed the use of the following translation transformations:

1) lexical transformations:

- equivalents (12 examples, 24%);
- zero translation (11 examples, 22%);
- transliteration (6 examples, 12%);

2) grammatical transformations:

- change of abbreviation form (13 examples, 26%);

3) lexical and grammatical transformations:

- descriptive translation (8 examples, 16%).

So, in this paper we described the peculiarities of the translation of abbreviations and other acronyms in modern mass media discourse (based on the British News Website “The Telegraph”).

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ANNEX

List of sentences with analysed units

№	Sentences in English	Sentences in Ukrainian	Translation transformations
1.	<i>Mr O'Brien wrote that "people most want to cut taxes that fall on low to middle earners and council tax and <u>VAT</u>".</i>	<i>Пан О'Брайен писав, що "люди найбільше хочуть скоротити податки, які припадають на людей з низькими та середніми доходами, а також комунальний податок та <u>ПДВ</u>".</i>	Equivalent translation
2.	<i>Modern research, aided by data from <u>MRIs</u> and <u>EEGs</u>, is now helping us understand how yoga, meditation, and mindfulness practices impact different emotional and mental states.</i>	<i>Сучасні дослідження, за допомогою даних <u>MPT</u> та <u>ЕЕГ</u>, допомагають нам зрозуміти, як йога, медитація та практики усвідомленості впливають на різні емоційні та психічні стани.</i>	Equivalent translation
3.	<i>It comes after <u>EU</u> storage levels neared full capacity in autumn and signals that energy traders are banking on gas prices rising enough to compensate for the risk.</i>	<i>Це сталося після того, як восени сховища <u>ЄС</u> наблизилися до повної потужності, і свідчить про те, що енерготрейдери розраховують на те, що ціни на газ зростуть настільки, що</i>	Equivalent translation

		<i>компенсують ризик.</i>	
4.	<i>This is a view shared by <u>Ms Noye</u>.</i>	<i>Такої ж думки дотримується і <u>пані Нойє</u>.</i>	Equivalent translation
5.	<i>“<u>AI</u> will transform society”</i>	<i><u>ШІ</u> трансформує суспільство.</i>	Equivalent translation
6.	<i>The wedding invitations were issued a month after <u>IRA</u> prisoner Bobby Sands died after a 66-day-long hunger strike, as part of a campaign to be treated as a political prisoner.</i>	<i>Весільні запрошення були надіслані через місяць після того, як в'язень <u>ІРА</u> Боббі Сендс помер після 66-денного голодування в рамках кампанії за те, щоб до нього ставилися як до політичного в'язня.</i>	Equivalent translation
7.	<i>Unfortunately, the solutions proposed by <u>NERC</u> and the environmental lobbies are easier said than done.</i>	<i>На жаль, рішення, запропоновані <u>НКРЕ</u> та екологічним лобі, легше сказати, ніж зробити.</i>	Equivalent translation
8.	<i>He was told these <u>RNA</u> fragments would disappear after six months, then after nine months, and then after 12 months.</i>	<i>Йому сказали, що ці фрагменти <u>РНК</u> зникнуть через шість місяців, потім через дев'ять місяців, а потім через 12 місяців.</i>	Equivalent translation
9.	<i>Go ‘demitarian’ to tackle climate change, <u>UN</u> report urges.</i>	<i>Звіт <u>ООН</u> закликає до “демократичних” дій у боротьбі зі зміною клімату.</i>	Equivalent translation
10.	<i>Mr Arora was handed a bonus worth up to <u>£16m</u></i>	<i>Минулого літа пан Арора отримав бонус у розмірі</i>	Equivalent translation

	<i>last summer to secure his commitment at B&M until at least March 2026.</i>	до 16 <u>млн</u> фунтів стерлінгів, щоб забезпечити свою прихильність до B&M щонайменше до березня 2026 року.	
11.	<i>Stir carefully over a low heat for 2-3 minutes then stir in 2 <u>tbsp</u> chopped parsley, 2 <u>tbsp</u> toasted and chopped pumpkin seeds and 50g freshly grated Parmesan.</i>	Обережно помішуйте на повільному вогні 2-3 хвилини, потім додайте 2 <u>ст.л.</u> подрібненої петрушки, 2 <u>ст.л.</u> підсмаженого і подрібненого гарбузового насіння і 50 г свіжо натертого пармезану.	Equivalent translation
12.	<i>Conversations from a Long Marriage, starring Joanna Lumley and Roger Allam continues on BBC Radio 4 each <u>Thu</u> at 6.30pm.</i>	Розмови про довгий шлюб з Джоанною Ламлі та Роджером Алламом у головних ролях продовжується на BBC Radio 4 у <u>чт.</u> о 18:30.	Equivalent translation
13.	<i>Just four per cent of estates paid inheritance tax in 2021, according to <u>HMRC</u> figures.</i>	Згідно з даними <u>HMRC</u> , лише чотири відсотки маєтків сплатили податок на спадщину у 2021 році.	Zero transcoding
14.	<i>The <u>NHS</u> trust that runs <u>GIDS</u> stressed no three-year-olds would have received “treatment”,</i>	Траст <u>NHS</u> , який опікується <u>GIDS</u> , підкреслив, що жодна трирічна дитина не	Zero transcoding

	<i>with staff normally holding a “one-off discussion” with parents or carers to provide support and advice.</i>	<i>отримала б "лікування", оскільки співробітники зазвичай проводять "одноразову бесіду" з батьками або опікунами, щоб надати підтримку та поради.</i>	
15.	<i>Retailer renames some high street shops ‘WHS’, dropping the surname of its founder.</i>	<i>Ритейлер перейменовує деякі магазини на центральних вулицях на "WHS", відкидаючи прізвище засновника.</i>	Zero transcoding
16.	<i>Saxavord has secured its spaceport licence from the CAA but still needs to complete its spaceport, which executives say is roughly 60 to 80pc complete.</i>	<i>Компанія Saxavord отримала ліцензію на космодром від CAA, але все ще потребує завершення будівництва космодрому, яке, за словами керівництва, завершене приблизно на 60-80%.</i>	Zero transcoding
17.	<i>Africa-inspired scenes have been added to the BBC’s new Agatha Christie adaptation to use an allegory of colonialism in the show, the director has revealed.</i>	<i>За словами режисера, до нової екранізації Агати Крісті від BBC були додані сцени, натхненні Африкою, щоб використати алегорію колоніалізму в шоу.</i>	Zero transcoding
18.	<i>Lilias Sheepshanks was appointed OBE in 2001.</i>	<i>Ліліас Шіпшенкс була призначена OBE у 2001</i>	Zero transcoding

		<i>році.</i>	
19.	<i>Investors can look ahead to 2024 with optimism and expect further gains from this <u>FTSE</u> 100 miner.</i>	<i>Інвестори можуть з оптимізмом дивитися в майбутнє, до 2024 року, і очікувати подальшого зростання від цієї компанії з індексу <u>FTSE</u> 100.</i>	Zero transcoding
20.	<i>The EU's money is expected to arrive in March, a date for new financial aid promised to Kyiv during a meeting of <u>G7</u> finance ministers last week.</i>	<i>Очікується, що гроші ЄС надійдуть у березні - дата нової фінансової допомоги, обіцяної Києву під час зустрічі міністрів фінансів <u>G7</u> минулого тижня.</i>	Zero transcoding
21.	<i>The research was published in the journal <u>PLOS</u> Biology.</i>	<i>Дослідження опубліковане в журналі <u>PLOS</u> Biology.</i>	Zero transcoding
22.	<i>These tests include operating the reusable spaceplane in new orbital regimes, experimenting with future space domain awareness technologies, and investigating the radiation effects on materials provided by <u>NASA</u>.</i>	<i>Ці випробування включають експлуатацію багаторазового космічного корабля в нових орбітальних режимах, експерименти з майбутніми технологіями розвідки космічного простору та дослідження впливу радіації на матеріали, надані <u>NASA</u>.</i>	Zero transcoding

23.	<i>But the spaceplane lived on, supported at times by funds from military tech bureau <u>DARPA</u> and some from the Phantom Works itself.</i>	<i>Але космічний літак жив, час від часу підтримуваний коштами військово-технічного бюро <u>DARPA</u> і частково коштами самого заводу "Фантом".</i>	Zero transcoding
24.	<i><u>KM</u> Peyton, the grande dame of pony fiction, who has died aged 94, produced more than 70 novels, typically concerning difficult, often motherless, girls of indeterminate age...</i>	<i><u>К. М. Пейтон</u>, гранд-дама фантастики про поні, яка померла у віці 94 років, написала понад 70 романів, як правило, про складних, часто безбатченків, дівчат невизначеного віку...</i>	Transliteration
25.	<i>In a letter to <u>DUP</u> MP Jeffrey Donaldson in June 1998, Ms Mowlam said the government had been pressed by a "range of interests", including the Standing Advisory Commission on Human Rights, High Court judges, gynaecologists and women's organisations, to clarify the current position.</i>	<i>У листі до депутата парламенту від <u>ДЮП</u> Джеффри Дональдсона у червні 1998 року пані Моулам зазначила, що на уряд тиснули "різні інтереси", включаючи Постійну консультативну комісію з прав людини, суддів Високого суду, гінекологів та жіночі організації, з вимогою роз'яснити поточну позицію.</i>	Transliteration

26.	<i>RSV is a very contagious infection and every year our wards are full of babies with breathing and feeding problems.</i>	<i>PCB – дуже заразна інфекція, і щороку наші палати переповнені немовлятами, які мають проблеми з диханням та харчуванням.</i>	Transliteration
27.	<i>If you can't find this, cook lasagne sheets and cut them into irregular squares or rectangles about 2.5-3cm big.</i>	<i>Якщо ви не можете знайти його, приготуйте листи для лазаньї та наріжте їх на неправильні квадрати або прямокутники розміром приблизно 2,5-3 см.</i>	Transliteration
28.	<i>Put the finely chopped red chilli, 100ml oil, 100g butter and 60-70ml of the saved pasta water in a pan and bring to the boil.</i>	<i>Дрібно нарізаний червоний перець чилі, 100 мл олії, 100 г вершкового масла і 60-70 мл збереженої води для макаронів покласти в каструлю і довести до кипіння.</i>	Transliteration
29.	<i>When I visited Kangaroo Island a little over a year ago, Craig Wickham, who had been spearheading <u>eco-tourism</u> through his company Exceptional Kangaroo Island, took me to areas that were completely devastated by the fires.</i>	<i>Коли я відвідав Острів Кенгуру трохи більше року тому, Крейг Вікхем, який очолював еко-туризм через свою компанію Exceptional Kangaroo Island, повів мене в райони, які були повністю спустошені пожежами.</i>	Calque of loan Translation

30.	<i>Both Jonathan Gullis, the Tory <u>MP</u> for Stoke-on-Trent North, and Neil O'Brien, the former health minister, tweeted on Wednesday arguing for income tax cuts.</i>	<i>І Джонатан Галліс, <u>член парламенту</u> від Топі в північному Сток-он-Тренті, і Ніл О'Брайен, колишній міністр охорони здоров'я, написали в середу в Твіттері, виступаючи за скорочення податку на прибуток.</i>	Explication
31.	<i>The <u>OBR</u> will publish its forecasts alongside the Budget on March 6, as has become customary.</i>	<i><u>Офіс керування бюджетом</u> опублікує свої прогнози разом з бюджетом 6 березня, як це вже стало традицією.</i>	Explication
32.	<i>Driverless cars could be rolled out on <u>UK</u> roads in 2026, the Transport Secretary has said.</i>	<i>За словами міністра транспорту, безпілотні автомобілі можуть з'явитися на дорогах <u>Великої Британії</u> у 2026 році.</i>	Explication
33.	<i>When it comes to cats, however, <u>Prof Mills</u> says it's difficult to generalise, largely because for cat owners, any sort of impact, positive or negative, is more likely to be driven by owner expectation.</i>	<i>Однак, коли мова йде про котів, <u>професор Мілс</u> каже, що важко узагальнювати, здебільшого тому, що для власників котів будь-який вплив, позитивний чи негативний, швидше за все, зумовлений</i>	Explication

		<i>очікуваннями власника.</i>	
34.	<i>On an annual basis, it reported a higher drop of <u>2pc</u>.</i>	<i>У річному вимірі він показав більше падіння на <u>2 відсоткові пункти</u>.</i>	Explication
35.	<i>He died in 2007 and she is survived by their four sons, the eldest of whom, David, is a former chairman of Ipswich Town <u>FC</u>.</i>	<i>Він помер у 2007 році, і в неї залишилося четверо синів, старший з яких, Девід, є колишнім головою футбольного клубу "Іпсвіч Таун".</i>	Explication
36.	<i>The incident number is 459 of <u>Dec 27</u>.</i>	<i>Номер інциденту - 459 від <u>27 грудня</u>.</i>	Explication
37.	<i><u>CDs</u>, which still outsell vinyl at nearly 11 million units per year, also surprised with their slowest decline in several years.</i>	<i>Продажі <u>компакт-дисків</u>, які все ще випереджають продажі вінілу майже на 11 мільйонів одиниць на рік, також здивували найповільнішим падінням за останні кілька років.</i>	Explication
38.	<i>While the latest scheme is expected to deliver less than the original £43.5 billion promised, it cannot be blocked by Hungary when EU leaders reconvene for emergency talks on <u>Feb 1</u>.</i>	<i>Хоча очікується, що остання схема надасть менше обіцяних 43,5 млрд фунтів стерлінгів, вона не може бути заблокована Угорщиною, коли лідери ЄС знову зберуться на екстрені переговори <u>1 лютого</u>.</i>	Explication
39.	<i>The classic convoy model of <u>WWII</u> can be</i>	<i>На класичну модель конвою часів <u>Другої</u></i>	Explication

	<i>discounted.</i>	<i>світової війни можна зробити знижку.</i>	
40.	<i>NASA saw the craft as a lifeboat for the International Space Station, but that wouldn't really call for a winged re-entry vehicle: the <u>ISS</u> lifeboat is in fact a regular Soyuz capsule – it doesn't have wings, or any need for them.</i>	<i>NASA розглядало цей корабель як рятувальну шлюпку для Міжнародної космічної станції, але для цього не потрібен крилатий корабель: рятувальна шлюпка <u>Міжнародної космічної станції</u> насправді є звичайною капсулою "Союзу" – у неї немає крил, та й потреби в них немає.</i>	Explication
41.	<i>TikTok is urging millions of Americans to protest against a proposed US ban of the Chinese-owned <u>app</u> over national security fears. them.</i>	<i>ТікТок закликає мільйони американців протестувати проти запропонованої США заборони китайського застосування через побоювання з приводу національної безпеки.</i>	Explication
42.	<i>We have explored various compromises but none is particularly congenial to my wife – the <u>'prep'</u> part of cooking, chopping up vegetables and so on, is the part she hates.</i>	<i>Ми шукали різні компроміси, але жоден з них не був особливо прийнятним для моєї дружини – вона ненавидить <u>"підготовчу"</u> частину приготування їжі, нарізку овочів і так</i>	Explication

		далі.	
43.	<i>We have a large cordon in the area and are conducting <u>CCTV</u> and house-to-house inquiries.</i>	<i>Ми виставили великий кордон у цьому районі, ведемо <u>відеоспостереження</u> та подвірні обходи.</i>	Descriptive translation
44.	<i>The sheep has been pictured with “Are ewe <u>OK?</u>”</i>	<i>Вівця зображена з написом «Чи все <u>гаразд</u> з вівцями?»</i>	Differentiation
45.	<i>The Houthis have learned a great deal from their Iranian masters about mobility – there are no large warehouses or <u>HQs</u> marked “strike here”.</i>	<i>Хусити багато чому навчилися у своїх іранських господарів щодо мобільності – у них немає великих складів або <u>штабів</u> з позначкою "наносити удар тут".</i>	Descriptive translation
46.	<i>William was kissed by retired footballer Paul Gascgoine, better known as Gazza, during a visit to Bournemouth, and his household began advertising for the new job of <u>CEO</u>.</i>	<i>Під час візиту до Борнмута Вільяма поцілував відставний футболіст Пол Гаскгойн, більш відомий як Газза, і його сім'я почала оголошувати конкурс на посаду <u>генерального директора</u>.</i>	Descriptive translation
47.	<i>On June 26 1981, the final date by which the <u>RSVP</u> was to be given, Ireland’s ambassador to the UK conveyed the president’s</i>	<i>26 червня 1981 року, в останній день, коли потрібно було <u>дати відповідь на запрошення</u>, посол Ірландії у Великій</i>	Descriptive translation

	<i>thanks for the wedding invite but expressed “their regret that, because of prior commitments, they will be unable to attend”.</i>	<i>Британії передав подяку президента за запрошення на весілля, але висловив "жаль, що через попередні зобов'язання він не зможе бути присутнім на весіллі".</i>	
48.	<i>A short <u>Q&A</u> ahead of the final episode was hosted by The Crown Podcast.</i>	<i>Перед фінальним епізодом відбулася коротка розмова у форматі "<u>запитання-відповідь</u>" на подкасті The Crown Podcast.</i>	Descriptive translation
49.	<i>KM Peyton was appointed <u>MBE</u> in 2014 for services to children’s literature.</i>	<i>К. М. Пейтон була удостоєна <u>звання кавалера ордена Британської імперії</u> у 2014 році за заслуги в галузі дитячої літератури.</i>	Addition
50.	<i>With America watching, our question for Trump is simple: who <u>u</u> wit?</i>	<i>Оскільки Америка спостерігає за цим, наше питання до Трампа просте: з ким <u>ти</u> маєш справу?</i>	Descriptive translation

РЕЗЮМЕ

Курсову роботу присвячено вивченню способів перекладу абревіатур та інших скорочень мас-медійного дискурсу. У ході дослідження розглянуті основні етапи розвитку наукової думки у сфері абревіатур та скорочень, їх класифікація, представлено наявні способи їх перекладу у мас-медійному дискурсі. Також проведений аналіз зразка тексту мас-медійного дискурсу та здійснено перекладацький аналіз фактичного матеріалу дослідження. Додатково складено таблицю, яка розшифровує абревіатури.

Ключові слова: переклад, перекладацький аналіз, способи перекладу, абревіатури, скорочення, мас-медійний дискурс.