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Шляхи перекладу англійських неофразеологізмів

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INTRODUCTION

The work examines the reproduction of neo-phraseologisms in the translation of English journalistic texts into Ukrainian.

In their works, the researchers considered the definition of "neo-phraseological unit" and "neo-phraseological unit", general characteristics of phraseological units and their classifications. However, in these works there is no analysis of the reproduction of English-language neophraseological units in Ukrainian in journalistic texts, which made it necessary to address it from the point of view presented in our study.

In addition, the opinions of scientists regarding the classification of methods of translation of neophraseological units still differ. This made it necessary to analyze the classifications of other scientists and try to single out a successful classification of translation methods. Since the reproduction of English-language neophraseology in the Ukrainian language has not yet been thoroughly studied in journalism and there is still no single correct classification of methods of translation of neophraseology, the relevance of the work is determined by the urgent need to study the reproduction of neophraseology in order to apply this knowledge during translation. In addition, journalistic texts reflect new trends in the modern language of society.

The purpose of the study is to analyze the reproduction of English-language neophraseology in the Ukrainian language in journalism, to consider special classes of neophraseology, to highlight the successful classification of methods of translation of neophraseology, to determine the frequency of use of each of the translation methods in journalistic texts, to compare the reproduction of neophraseology in English and in Ukrainian languages, as well as to define their basic functions. The above-mentioned goal implies the need to solve the following tasks: to work out the classifications of neo-phraseologisms and their translation methods according to various scientists; distinguish a successful classification of neo-phraseologisms and a

classification of methods of translation of neo-phraseologisms; to investigate the main functions of the methods of translation of neo-phraseologisms.

The object of the research is English neo-phraseologisms and their Ukrainian counterparts in journalism.

The subject of the analysis is the peculiarities of the reproduction of English-language neo-phraseologisms in the Ukrainian language in journalism.

The following research methods are used in the work: frequency analysis (determining the frequency of use of various methods of translating English-language neo-phraseological idioms into Ukrainian), descriptive (identifying the main methods of translating neo-phraseological idioms), comparative-historical (comparing the classification of neo-phrase idioms and methods of translating neo-phrase idioms according to different scientists), comparative (comparison the component composition of English-language neo-phraseologisms and their translation into Ukrainian), transformational analysis (identification of similarities and differences between linguistic objects), contextual-interpretive method (application of different methods of translation depending on the context).

The work consists of a list of conventional abbreviations, an introduction, two sections, conclusions, and a list of used sources. The volume of work is 37 pages.

CHAPTER 1 NEOPHRASEOLOGY AS A LANGUAGE PHENOMENON AND THE PROBLEM OF TRANSLATION

1.1 Neophraseology as a linguistic phenomenon

Phraseology is the most mobile (next to vocabulary) component of modern literary languages, which is subject to constant and rather rapid change, promptly reflecting a new perception of phenomena, a new assessment of the world in terms of its political and everyday culture. Socio-historical events, as well as socio-linguistic practice, affect both the volume of phraseology and the nature of lexical conjugation. In one or another period, new phraseological units appear, some used ones are replaced or, on the contrary, actualized, thereby strengthening the characteristic feature of the phraseological level of the language — its mobility. It is the end of the 20th — the beginning of the 21st century. — a period of violent social changes, which became the impetus for the formation of numerous innovations.

Modern neophrases are formed mainly by metaphorical reinterpretation of free combinations of words, paraphrasing, extrapolation, phraseological integration, analogy, etc. It is in such figurative and nominative ways that the subject-conceptual meaning of the phrase stay afloat, build bridges, hang labels, shock therapy, cold shower, higher echelons of power, in the corridors of power, money laundering, shadow economy, etc. is conveyed. So, for example, in the phrase fried facts, which arose in the journalistic circle, the possibility of combining two lexemes into a single entity with an evaluative and qualifying meaning is determined by the adjective fried - "ready for use and does not require further processing (preparation)" [15], which arouses something (initially - appetite, later on its basis a figurative meaning - 'interest', 'attention') developed. Such an interpretation became the basis for the generalized and characteristic meaning of the whole phrase - "something ready for

reporting, something spicy, sensational", "spicy, sensational facts, although, perhaps, not entirely true".

L.Y. Otchich singles out the main factors of the continuity of the process of emergence and renewal of phraseological turns, including: the emergence of new concepts that need naming, the need to replace old sayings that have lost their former expressiveness, people's constant need for figurative units that give language expressiveness [10].

As a result of the analysis of the collected material, we single out the following spheres of creation of neo-phraseologisms: television, radio, press, Internet, as well as household broadcasting. As for press broadcasting, its significant influence on other spheres of communication has recently been observed. Phraseological innovations are the result of human speech-making activity. This type of activity is aimed at the objective or subjective reflection of reality in certain language signs that express a certain concept or associative-artistic, sometimes unrealistic, ideas about the world.

Scientists have proven that a person learns the surrounding world both logically and figuratively. And these forms of knowledge are reflected in words, phrases, proverbs. But if most words hide whole complexes of images that are realized in one way or another in the minds of different people, then most neo-phraseologisms are works of linguistic imagery, which is originally embedded in them and is, thus, a pictorial way of depicting persons, objects, phenomena and their signs (phrases), situations and various relationships (paremia). On the one hand, these are signs that indirectly reflect reality, on the other hand, they are signs of psychological perception of the surrounding world in artistic images. It is in phraseology that the linguistic creativity of a person (individual and society) is most vividly revealed [7].

The intensive development of phraseology at the turn of the century set scientists a task: to determine the criteria by which a particular verbal complex can be considered a phraseological neologism. E.A. Dobridneva made an attempt to qualify the combination of words as a newly created phraseology (according to the author's terminology, a "phraseological innovation") and identified the following features as

the most essential: the integrity of semantics, its metaphorical nature, reproducibility, independence from the context and not being fixed by dictionaries [3].

The considerations of V.M. Mokienko are relevant. Basing his opinion on the trends of the intensity and extensiveness of the spread of phraseological innovations in the languages of the new Europe, he emphasized the need for a detailed linguistic study of this phenomenon. Among the set of problems that arise in this case, noted V.M. Mokienko, the search for objective and adequate methods of frontal cross-linguistic comparison of phraseological neologisms is dominant [9]. At the same time, it is necessary to clearly define the scope of the concept of phraseological neologism.

Taking into account the general linguistic interpretation of the concept of neologism, V.M. Mokienko emphasizes the specificity (and the need to pay attention to it) of such a linguistic sign as a phraseology in comparison with a lexical unit. If the majority of lexical neologisms, as the author notes, are characterized by a semantic attraction to nominative spheres previously not reflected in the language (hence a significant number of terminological lexemes such as dolphinarium, ketchup, ecosphere, fire concrete, sonar, etc.), then for phraseological neologism it is easy to note the advantage of the already nominated semantic fields that require a new expression in speech, cf.: it is not yet evening, hold at anchor, burn with blue fire, etc. [7].

Thus, it can be concluded that with a general focus on the designation of the new (in a broad sense), lexical and phraseological neologisms differ in terms of the scope of nominated phenomena. Vocabulary covers almost all types of nomination (both denotative and connotative), phraseology is only connotative, with a significant preference for anthropomorphic semantic fields. However, denoting different objects of reality in different ways, lexical and phraseological neologisms harmoniously and fully fulfill the main function of neologism — to characterize the new world in new social conditions.

One of the main means of actualizing neo-phraseologisms is their de-phraseologisation, in which the components of an unarticulated stable conjunction

again acquire their original, literal meaning. Dephraseologizing is one of the most common means of forming phraseological puns [11].

The comic effect is created precisely by intentionally juxtaposing words of free and non-free use, for example: "They say, doctors know what to do when the roof is falling." And in my opinion, this is not true at all. Yes, in the ambulance building in Zhlobin, look — in fact, the roof will fall. And the doctors are raising their hands, what are you going to do here". In this text, the phrase-neologism *dach* goes, which has the meaning "someone is going crazy", is dephraseologized as a result of colliding the component word *dach* with the slang term *dach* meaning "brain".

In the new post-perestroika phraseology, the most noticeable formations are in the field of economy and trade, where sharp changes in relations require new terms and designations (address assistance, barter operations, shadow money, wooden currency, etc.). A significant part of the new phraseology is connected with domestic and foreign political activities, the new state-administrative system, the struggle of parties, parliamentary practice (fourth power, meeting without ties, the party of power, power structures, the vertical of power, the European House, etc.) .

Features of modern phraseology that have a significant impact on its functioning in speech are as follows:

1) "new" phraseology, which often uses the "old" one that was actively used earlier (tolerant policy, political stability) as a template, model;

2) the spread and assimilation of idioms is significantly influenced by the mass media, which sometimes create them themselves;

3) a number of neo-phraseologisms are closely related to certain political figures — creators of "winged expressions" (who is hu, the process is over, we have what we have);

4) part of stable phrases entered colloquial speech from jargon (make a rustle (rustle), shoot an arrow) [12].

Modern neophrases are associated with the following processes:

1) a general desire for a verbal renewal of fixed expressions: the form of many traditional expressions is changing (expressions of power bodies, power structures

instead of the usual power bodies, power structures); there is a synonymous replacement of one of the components of a stable unit (combination with the word legitimate instead of legal: legitimate head of state, legitimate producer);

2) the emergence of fixed expressions that include (fully or partially) foreign language elements (priority directions, price liberalization);

3) construction of unique systems and hierarchies: shadow economy, shadow business, state structures, commercial structures;

4) creation of fixed expressions according to the model, under which we understand the structural-semantic invariant of linguistic stereotypes that schematically reflect the relative stability of their form and semantics: war of laws / compromises / influences / authorities with the generalized meaning "struggle, hostile relations between someone or something "; new Ukrainians / Russians, where the semantic base of the lexeme "new" is "those who have successfully adapted to the new socio-economic conditions and secured a strong material position in a more or less legal way";

5) rethinking of language stereotypes of previous periods: superfluous people, servants of the people, troubled times [5].

Vocabulary and phraseology become the main representatives of neologization processes, although an adequate study of phraseological neologism in a wide Slavic area is impossible without a sufficient material base. Theoretically, even the basic concept of a neologism is constantly denied, changed and corrected, which affects both the volume and the quality of the corresponding material and its processing.

Special linguistic analysis often proves that the neological status of many neophrases, as well as the "exact" first chronological fixation in the dictionaries of "New Words and Meanings", are very relative. So, for example, the already mentioned turn of phrase to hang noodles on the ears "to deceive, misinform someone", which has become a negative symbol of our time, has quite old roots in jargon. The "extra-literary" phraseology is a particularly "strong nut" - colloquial, colloquial turns, jargonisms, vulgarisms, because such a group of phraseological neologisms is far from always being compared in different Slavic languages [9].

Undoubtedly, the fund of phraseological neologisms is replenished in traditional ways: reinterpretation of terms, deployment of metaphors, borrowing of ready-made images and structures, inclusion of spatial, slang, dialectal elements [9]. At the current stage, permanent fixation and the most complete lexicographical description of neophraseologisms are relevant. The need for such a description gives rise to a special branch of neology — neography, that is, "lexicographic modeling of language innovations, neological lexicography" [4].

The concept of neologism is a chronological convention, therefore the process of neologization is a constant cyclical movement from the archaization of lexemes to their actualization ("revival" or reorientation) [4]. This understanding of neography is justifiably transferred to phraseology. Lexical and phraseological innovations appear in a number of traditional Neogene spheres (in politics and ideology, the financial sphere, production, culture, science, art, sports, etc.) under the influence of several factors, among which the most significant are the law of economy, the law of analogy, the law of differentiation, as well as the tendency to expressivity in the expression of linguistic meanings.

The main methods of replenishing nominative means of speech are:

- 1) derivation (semantic, transpositional, structural);
- 2) borrowing — both external (from other languages) and internal (from literary forms of the language — activation of the passive reserve, from non-literary forms — slang, colloquialisms, dialects) [8].

1.2 Theoretical foundations of translation of neophraseologisms

An increasing number of newspapers, magazines, TV and radio programs of English-speaking countries are translated into various languages of the world, including Ukrainian. In connection with their significance, content and communicative-pragmatic load, the functional purpose is the question of finding out

ways of translating phraseological units of English-language media discourse using the means of the Ukrainian language.

The complexity of the semantic structure, figurative character, degree of motivation, stylistic orientation, national-cultural specificity of the meaning of these units causes the difficulty of their transmission through foreign language means, putting the translator before the problem of choosing adequate methods of their translation. Although the controversial issues of determining the methods of translating phraseological units in general have gained a certain degree of completeness already in scientific works [3] and others, the problems of conveying the national cultural component of their meaning, finding phraseological equivalents, clarifying ways of translation depending on the structural-semantic design, context and purpose of their use remain open to this day.

The main task of the translation of neo-phraseologisms used in real speech and discourse is seen not only in the adequate transfer of the component composition of these units, reproduction of their structural-grammatical organization, but also in the ability of the translator to "completely reproduce their meaning and essence, convey the originality of meaning and figurative character from taking into account the communicative and pragmatic intentions of their application in a specific context" [7]. The possibility of achieving an adequate translation of neo-phraseologisms depends primarily on the existence of certain relationships between the means of their expression in the source language (the original language) and the target language (the translation language). From the translation point of view, all phraseological units are divided into two main groups - phraseological units that have equivalents in the target language, and non-equivalent phraseological units [6].

There are two types of phraseological equivalents. The first includes a constant equivalent counterpart, which is chosen regardless of the context and is considered the only possible means of translation. This type of translation was called "equivalent" [4] and "monoequivalent" [3].

In the translation language, there may also be two or more equivalents of the phraseology of the original language. If these counterparts are equivalent, the

translator's task in this case is to choose the most successful counterpart for a specific communicative situation or a certain type of discourse. According to O. V. Kunin, equivalents are divided into full and partial [4].

Full equivalents are units of translation, which are mostly monoequivalents of phraseological units of the source language, that is, their identical units. They coincide with them in terms of meaning, lexical composition, imagery, stylistic orientation, and grammatical structure. The number of such units is small. These include neo-phraseologisms with the components *as*, *as as*, *like*, *as well as* phraseological units of an international nature (biblical themes, from ancient mythology, Greco-Roman literature), for example: *as cold as ice* – *холодний як лід*; *Augean stable (s)* – *авгієві стайні*; *the salt of the earth* – *сіль землі*; *the ten commandments* – *десять заповідей*; *to cast pearls before swine* – *метати бісер перед свинями*; *Valaam's ass* – *валаамова ослиця*; *a Trojan horse* – *троянський кінь*; *you cannot serve God and mammon* – *не можна служити і Богові, і мамону (багатству), не можна служити двом господарям*.

Partial equivalents are units of the translated language that contain some lexical, grammatical or lexical-grammatical differences in the presence of the same meaning and stylistic direction with the corresponding phraseological units of the original language. According to the degree of translation adequacy, partial equivalents are equivalent to full equivalents. Partial equivalents, in turn, are divided into partial lexical and partial grammatical equivalents.

Partial lexical equivalents coincide in meaning, stylistic direction, are close figuratively, but differ in their lexical composition, for example: *as flies to sugar* – *як мухи на мед*, *to dance like an elephant* – *танцювати як відмідь*. Some proverbs are also translated using a partial lexical equivalent: *don't count your chicken before they are hatched* – *курчат по осені рахують*. Partial lexical equivalents are also equivalent phraseological units of the translated language, the same in meaning, stylistic orientation, but different in imagery. O. V. Kunin calls such units a phraseological analogue [3].

Examples of the use of Ukrainian phraseological analogues in the translation of English neo-phraseologisms are the following: *a drop in the bucket* – *крапля в морі*, *on the second Sunday of next week* – *коли рак свисне*, *we don't kill pig every day* – *не все коту масниця*. Partial grammatical equivalents include those phraseological units of the translated language that coincide with the corresponding units of the original language in terms of meaning, stylistic color and imagery, but differ from them in the grammatical category of the number of nouns, adjectives, which are components of these neo-phraseologisms, for example: *to catch old birds with chaff* – *провести старого горобця на полові*. Partial grammatical equivalents are also units of the target language that have differences in structure with the phraseology of the source language: *a hungry fox dreams about chicken* – *голодній лисиці все куриця сниться*.

Despite the existence of a full or partial equivalent, some phraseological units must be translated by tracing or literally. Tracing (literal translation) is a way of translating a phraseological (lexical) unit by replacing its component parts - words with their lexical equivalents in the target language [6].

Tracing assumes the existence of two-way cross-linguistic correspondences between elementary lexical units, which are used as "building material" to reproduce the internal form of the phraseological unit of the source language. Tracing allows you to convey the image embedded in neophraseology as accurately as possible. Changing or replacing this image with another in the translated language can lead to its destruction and misunderstanding of the general meaning of the phraseology itself, in particular: *a domino effect* – *ефект доміно*, *the lion's share* – *левина частка*, *crawl along like a turtle* – *повзти як черепаха*. A prerequisite for the use of tracing is a sufficient degree of motivation of the meaning of the neophraseology by the values of its components. Some proverbs and so-called international neo-phraseologisms are translated by tracing, as it was mentioned earlier. If the phraseological unit has no equivalent or analogue in the target language, and literal translation can lead to unclear literalism, descriptive translation is used, which involves explaining the content of the phraseological unit by means of the target

language [4]. For such an explanation, comparisons, descriptions, and even translation commentary can be used.

In a descriptive translation, the figurative meaning of the original neophraseological unit may not be preserved, but its general meaning is conveyed as briefly and clearly as possible, for example: the sixty-four dollar question – найважливіше, вирішальне питання. As a rule, descriptive translation is used for foreign language transmission of proverbs, sayings, other fixed expressions, for example: *to rob Peter to pay Paul* – *віддати одні борги, зробивши інші (взяти в одного, щоб віддати іншому)*; *to drive off like a bat out of hell* – *носнішати щодуху*; *to give somebody a lot of horse manure* – *дуже вихвалитися*; *to cook one's own goose* – *занапастити себе, підрубати сук, на якому сидиш*; *every dog is a lion at home* – *вдома й стіни допомагають*; *to burn the candle on both ends* – *працювати з раннього ранку і до пізнього вечора*.

Combined translation is used in those cases when, with the help of a literal translation, it is not possible to reproduce certain linguistic, cultural, ethno-specific or any other components of the meaning of the neophraseology of the source language in the translation language, or a similar analogue will not be understandable to the target addressee [4]. In this regard, along with the phraseological tracing, a descriptive translation, explanation, interpretation can also be submitted, for example: *to know a hawk from a handsaw* – *вміти відрізнити зозулю від яструба (розуміти що до чого)*. Adequate translation of sentences and texts of media and other types of discourse with neophraseology involves the creation of sentences and texts communicatively equivalent to their originals. A. Parshin believes that the communicative equivalence of the original and the translation is expressed in their communicative-pragmatic and substantive similarity, which ensures the understanding of communicators in specific communication conditions [5].

The adequacy and communicative equivalence of the translation of sentences and texts with neophraseological units can be achieved by applying various translation transformations, which are understood as "interlingual operations of content reexpression" [3], "technical techniques and methods of translation consisting

of replacing regular counterparts with irregular ones" [5]. The use of transformations in the translation of neo-phraseologisms is determined by several factors: the need to reproduce the complexity and specificity of the content of these units by the means of the Ukrainian language, as well as to adapt the translated units to its grammatical and orthoepic norms. In modern translation studies, there is a fairly large number of classifications of translation transformations.

According to A.Parshinin divides translation transformations into: lexical (transcription, transliteration, tracing); grammatical (syntactic assimilation, dismemberment, combination of sentences, grammatical replacement of the form of a word, part of speech, part of a sentence, etc.); lexical-grammatical (antonymic translation, explication, descriptive paraphrase, compensation); lexical-semantic (concretization, generalization, modulation, adding a word, removing it, replacing one part of speech with another, rearranging words) [5].

Many neo-phraseologisms of the English language are ambiguous, which also causes difficulties in their translation. The meaning of a phraseology can be determined not only by the context, but also by the field of its use. For example, in the social and political sphere, the expression to take the floor has the meaning "to take the floor, speak at a meeting", in the everyday - "to go dancing". Depending on the context of use, phraseological units can have the opposite evaluative meaning, for example: *to have the hell of a time* – *добре провести час; потрапити в халепу, мати великі неприємності*. The optimal translation solution when transferring a neophraseological unit of the source language is considered to be the search for an equivalent neophraseological unit. Such a unit functions in the target language in a ready-made form. In the absence of such a unit, the translator must choose the correct way of translating a neophraseology, which can be determined not only by its type and characteristics, but also by the context of application, the type of discourse in which it functions. The task of the translator in this regard is not only to determine and apply the correct way of translating a phraseological unit, but also to create a communicatively equivalent sentence, text with it.

The phraseological fund of any language is an inexhaustible source that constantly feeds its means of expression, gives it bright features of a national character, creates that unique flavor that distinguishes one language from another. Neophraseological units reflect the experience of native speakers, their perception of the world around them, and the uniqueness of their worldview. The source of appearance and the context of the use of phraseological units have always been colloquial speech, folklore, and fiction.

With the emergence and spread of new forms and types of communication, the processes of their creation take place, which contribute to the expression and drawing attention to the information presented in them. The wide use of neo-phraseological units in English-language publications is explained by the ability of these units to denote certain events and phenomena in an original way, to give them an assessment, to enliven the texts with familiar images, to give expressiveness to the author's speech, thereby attracting and holding the addressee's attention and forming a certain attitude in him to the presented information. The neo-phraseological richness of the English language, which became a reflection of the life of a modern person, constantly attracted and continues to attract the attention of both Ukrainian and foreign researchers (I. Rott, M. Khoi, N.M. Amosova, I.V. Arnold, O.S. Akhmanova, K.T. Barantsev, V.H. Collins, O.I. Smirnytskyi, L.P. Smith, etc.).

Over the past decades, a significant number of monographs, dissertation studies, and scientific works have been devoted to the topic of neophraseology. Thus, the structural-semantic and functional properties of English idioms are considered by R.S. Gamanko; I.I. Humeniuk investigates the structural and lexical-semantic features of phraseological units with coloratives in the English language; the monograph of N.S. Dementieva is devoted to the problem of translation of English phraseological units; ethnocultural features of the semantics of English idioms - the subject of research by O.O. Nagornoy; A.S. Mikoyan investigates the problems of translating mass media texts; English phraseology with a national and cultural component is the object of research attention of N.D. Petrova

Despite the numerous achievements of domestic and foreign researchers, the translational and pragmatic aspects, in particular the manipulative influence of neophraseological units of English-language journalism, remain poorly researched. Therefore, the purpose of our investigation is to clarify the nature and degree of manipulative influence of English-language neo-phraseologisms in the publications of modern British periodicals, as well as the reproduction of such manipulative constructions in their Ukrainian translations.

Manipulativeness within the framework of discourse is realized through the technologies of speech manipulation - a system of using a set of tools for its introduction into the text. Therefore, taking into account the discourse approach to the study of manipulation, the tools of speech manipulation in the English-language press should be considered together with media tools. The concept of "tools of speech manipulation" in the English-language press includes tactics, techniques, verbal means that implement strategies for creating illusions, generating emotional tension, heroization, discrediting, and so on [1].

Since manipulative actions belong to the social sphere, they can be called universal social tactics. Among the main tactics are the following: overemphasis (silencing), pasting labels, accusations, hints or intrigue, playing with a motive. The most common methods of speech manipulation in the English-language press are: use of rumors, creation of contrast, ridicule, distraction, understatement (context), frankness of the statement, information noise, frightening topics, distortion and construction of facts.

To assess the effectiveness of manipulative techniques, without which no mass media can do, to follow the perception of psychological "traps" in the text at all stages of its creation and to give a comprehensive analysis of all textual levels of manipulation is possible only by turning to rhetoric. One of the most powerful tools of speech manipulation in the English-language press is neophraseology [2].

Phraseological innovations today have acquired a symbolic meaning, because they generalize human archetypal and prototypical consciousness. Neo-phraseologisms have a cultural connotation, which is an indicator of the culture of a

linguistic sign that arises in the process of comparing the imagery of a neophraseologism with cultural and national standards and stereotypes [1]. The construction of the linguistic picture of the world or its change can take place under the conditions of intensive use of neo-phrasologisms, which, forming the background, remain key. Their use with increasing frequency has a marked effect on the worldview and worldview of native speakers.

Readers tend to perceive neo-phrasologisms that do not cause any suspicion of manipulation of their consciousness: *They are used to getting what they want, but we will fight their tooth and nail for the money* [3] – «Вони звикли отримувати все, що забажають, але ми будемо з ними боротися за гроші до останньої краплі крові» [4]. In this sentence, the author wants to emphasize that there will be no concessions and the company will not back down. Using the neo-phrasological phrase "fight their tooth and nail", the author wants to intimidate readers, to show that such a strong organization should not be tried to deceive.

In the Ukrainian message, the translator managed to achieve the same reaction in the audience by translating the structure with its functional counterpart., *Fearing a heartbreaking train wreck, Joel Madden is urging twin brother Benji to put the brakes on his fast-moving romance.*" [5] – «Побоюючись краху надій та душевних ран, Джоель Мадден благає свого брата-близнюка Бенджі пригальмувати стрімкий роман» [6]. This example vividly depicts the manipulation of the word game. The author of the publication wants to draw the reader's attention to the text, interest him. The translator resorted to an equivalent translation of the English structure in order to convey the entire essence of the message. *„While Susan insisted Robin was sober before he died, a conflicting report said he fell off the wagon last year.“* [7] – «Поки Сьюзен наполягала, що Робін дотримувався тверезого способу життя до самої смерті, у суперечливій доповіді стверджується, що він почав пиячити знов у минулому році» [7]. In this case, the author resorted to the manipulation of the accusation, using neophrasology. The translator found a successful functional analogue in the translation language.

But frequent use of neo-phraseologisms as a tool of influence leads to the automation of their perception, which significantly reduces the expressive properties and informational value of this linguistic unit. If we consider speech techniques as pragmatically motivated deviations from the norm, then the number of techniques increases significantly. Deviation from the norm in the case of phraseological units opened an inexhaustible source of emotionality, originality, imagery, expressiveness of speech - phraseological deformation. Such deformations became the reason for the formation of neophraseological units. Go/walk down the aisle – to get married: „With a possible baby bump that will get harder to hide, they are ready to race down the aisle!“ [3]. Lock horns – to argue or fight with someone: „On May 10: the two were spotted locking lips at Nobu restaurant in Malibu“ [3]. In the first example, a hint of the reason for the rush to get married is implemented due to phraseological deformation, and in the second - to passionate feelings reminiscent of a struggle.

The use of deformed neophraseology gives the manipulative process certain advantages: the possibility of creating a linguistic picture of the world; high level of emotional impact; powerful manipulative power due to expressive and evaluative parameters; implementation of the principles of commercialization, economy of language resources; orientation towards irrationalism.

After analyzing the publications of the most popular modern English-language publications, we were able to select and systematize examples of neo-phraseologisms that authors use to implement the main strategies of manipulation, namely: re-emphasis (silence), labeling, accusation, hint or intrigue [8].

Overemphasis: *as white as curds* – дуже білий, білосніжний; *weak as water* – слабенький; *neat as wax-work* – новенький, чистенький; *milk brain* – відчуття дезорієнтації і сповільнення розумової діяльності; *motherhood statement* – приємні для слуху тривіальні фрази (які захоплюють свідомість слухача); *bloody rocket syndrome* – тенденція працівників не сповіщати про травмування на роботі; *to run away with a show* – мати великий успіх; *to do something fair and square* – робити щось по-чесному; *force somebody's hand* – примушувати

людину розкрити свої плани; *cause a headache* – викликати занепокоєння [5], [6].

Sticking labels: to look as if butter would not melt in one's mouth – мати невинний, смиренний вигляд; *spotlight effect* – впевненість в тому, що насправді люди приділяють більше уваги зовнішньому вигляду, ніж це здається на перший погляд; *grey nomad* – пенсіонер, який часто подорожує; *to look as if one stepped out of a bandbox* – бути чисто, охайно одягненим; *anchor baby* називають дитину емігранта в США; *office park dad* – одружений чоловік у віці 25-40 років, який займається інтелектуальною працею і мешкає в приміських районах; *to rip one's face* – досягти успіху завдяки привабливій зовнішності [5], [6].

Accusation: artful as a cart-load of monkeys – дуже хитрий; *nutty as a fruitcake* – чокнутий, психований, з привітом; *miscis trooper* – хворий групом службовець, який приходить на роботу і працює; *sleep camel* – людина, що хронічно недосипає протягом робочого тижня і тому компенсує потребу у сні у вихідні дні; *salt the cow to catch the calf* – досягти мети манівцями; *beat smb out of one's track* – примусити когось змінити свій план дій; *take the airline* – піти найкоротшим шляхом; *beat the rap* – уникнути покарання; *put up a job on smb* – розіграти, надурити когось; *have it in for* – бажати помсти [5], [6].

A hint or an intrigue: plain as a pike-staff – ясний, як день, цілком очевидний; *pleased as punch* – дуже радий, задоволений; *lipstick effect* – тенденція купувати недорогі, але вкрай потрібні товари під час економічного спаду; *to get one's hammer out* – ставитися з ворожістю; *to go up in the air* – нервувати, драгуватися; *play possum* – удавати щось; *double-cross someone* – видати когось [5], [6].

The results of the linguistic analysis of manipulative strategies and tactics made it possible to determine the manipulative potential of neophraseological units used by modern English-language mass media. Manipulative strategies consist in imperceptibly evading the realities of social and political life, which the mass media cover, this happens, first of all, with the help of the vocabulary used in the message.

The selection of neo-phraseological units that hide phenomena and events unpleasant for the political elite can completely change the perception of the message, which acquires other evaluative accents.

The substitution of concepts occurs due to the use of phraseological units with a positive connotation to indicate negative phenomena. The opposite mechanism is used in the implementation of the labeling tactic, when the addressee's negative emotions, causing a neo-phraseology with negative meanings, spreads to the denotation. The use of neo-phraseologisms, which are based on already existing lexemes with certain evaluative values, acts as a manipulative tactic of evading the truth or overemphasizing it. It is this manipulative strategy that is most often used in political discourse. After all, by applying this strategy, the mass media cause the reaction they need to the material they present.

CHAPTER 2 FEATURES OF THE TRANSLATION OF NEOPHRASEOLOGISMS

2.1 Use of neophraseologisms and analysis of their translation

Neo-phraseologisms, first of all, should be considered as something new that has recently entered the speech of one or another people. At the same time, neo-phraseologisms are different in their historical heritage. That is, some of the new phraseological units once existed, but for some reason were forgotten by the people, and in the modern world have found their purpose again in expressive reproduction. As a result, they can differ in composition or in meaning, and then they are considered new and modern, and therefore - neo-phraseologisms.

So, we can divide the neo-phraseologisms of the modern English language into:

1. Modern neo-phraseologisms
2. Neo-phraseologisms, updated according to their semantic composition

From the perspective of translation studies, such a historical boundary is of great importance, because the version of the translation of certain neo-phraseologisms will change depending on the era of their appearance, the subject of the translated text and the year of writing the text.

Let's consider several examples. *But it is there, accessible to all. Google is your friend, another friend often tells me, a very real one [2]. Але воно є, доступне для всіх. Гугл - твій друг, часто мені каже інший, цілком справжній друг.* The given neophraseology belongs to the highest level of neophraseology, because it was still unknown, and only in the last decades it came into use. According to neophraseological dictionaries, *Google is your friend is translated as Пошукай у гуглі.*

Nevertheless, taking into account the novelty and wide aspect of the application of this neophraseology, it is worth citing existing translations, such as: *Гугл твій друг, Гугл має відповіді на всі питання, спитай в Гуглу, загугли.* Among all possible variations of the translation of this neo-phraseology in the given context, it was chosen «Гугл – твій друг», де застосований переклад слово в слово.

Finally, he undertook the pilgrimage that he had been advised to to Whiteherne: there he confessed for the first time since his misfortune, and received absolution from an old monk who subsequently died in the odor of sanctity. [1]. Нарешті, він здійснив паломництво, яке йому рекомендували у Вайтхерні: там він покався вперше після свого нещастя і отримав відпущення від старого ченця, який згодом помер у зеніті слави.

The meaning of the constant expression is determined by the context, because in the 17th century the given phraseology had the meaning of being canonized as a saint and only in the modern world acquired the status of a phraseological construction, which, in turn, directly affected its translation, because now, taking into account the trends in speech and the use of this phraseology, for its transfer into Ukrainian, we reformulate the neo-phraseologism according to its meaning, getting to be at the zenith of glory.

2.2 Variability of translation of neophraseologisms

Despite the fact that idioms have long become a popular object of research, there is still no single definition of this concept. The question of whether to include non-idiomatic established sayings, proverbs, sayings, or to consider only idioms remains debatable. The difference in approaches may depend not only on the views of individual scientists, but also on the country in which they work. In Ukraine, proverbs and sayings are the object of paremiology research.

In Ukraine, phraseology traditionally includes idiomatic and partially idiomatic units. Thus, O. Selivanova proposes to understand phraseologism as "in a broad sense, stable, connected by the unity of content, constantly reproduced in speech, phrases or expressions that are based on stereotypes of ethno-consciousness, are representatives of the culture of the people and are characterized by imagery and expressiveness" [5].

Based on the definition of neologisms described above and proposed by D. Steffens as words and phrases that arose or were used in a new meaning in a certain segment of language development, became widespread and established as a linguistic norm, phenomena that do not yet belong to the system at the beginning of the fixation period, and at the end are generally accepted constituent parts of the system [6], by neophraseologism we mean an idiomatic or partially idiomatic stable expression that arose in a certain period of language development, became widespread and established as a generally accepted component of the system, a phenomenon whose novelty is recognized by native speakers.

We consider non-idiomatic units to be permanent expressions of the non-phraseological type.

The frequency of use of phraseological units depends both on the type of text (artistic, journalistic, scientific, etc.) and on the subtype within the same type. Like any type, mass media texts are not homogeneous. Inhomogeneity is caused by the subject matter, structure, function of the text, as well as the choice of linguistic means, which include phraseology. According to V. Fleischer, "phraseologisms can to some extent determine the "modality parameters" of the text and its isotopy" [7].

Depending on the way the phraseology is used (the usual variant is transformation), its expressiveness can increase. According to the degree of idiomaticity, all types of neo-phraseologisms are represented in the texts of the English mass media: idiomatic (eg, false nine; would have, would have, bicycle chain; to be (someone's) latte; until it squeaks), partly idiomatic (e.g., alternative fact, Arab Spring, confidential birth, go viral), as well as permanent expressions of the non-phraseological type (e.g., autonomous weapon system, green smoothie, free

wedding ceremony). M. Skog-Sedersved claims that verbal phraseology is most often used in the texts of the English print media, which, in her opinion, can be caused by their richness and diversity from the point of view of morphosyntax and semantics, she notes at the same time that a detailed analysis by time periods was not carried out [8].

In view of this statement, the fact that among idiomatic neo-phraseologisms in general and used in electronic publications of mass media in particular, substantive units were the largest group, and among partially idiomatic neo-phraseologisms and fixed expressions of the non-phraseological type, almost purely substantive ones were represented. The reason for this may be the fact that new units are often formed to denote new objects, phenomena (eg, Hartz IV, confidential birth, Arab Spring, bloody dismissal, flying buffet), characteristics (eg, an elephant in the room, great tennis, a wasted day, generation silver, generation internship).

Phraseologized names of individual objects are formed in various spheres (e.g., social life, sports, medicine, banking) and do not have a stylistic color (e.g., *free wedding ceremony* – конфесійно нейтральна урочиста церемонія укладення шлюбу, що проводиться поза церквою незалежним теологом або розпорядником (вислів утворився на початку XXI ст.), *toxic paper* – токсичні активи, токсичні цінні папери (вислів утворився наприкінці першого десятиліття XXI ст.), *green recipe* – «зелений рецепт» – рекомендація, яку лікар виписує пацієнту, застрахованому в системі державного медичного страхування, для придбання ліків власним коштом (вислів утворився на початку XXI ст.)).

On the other hand, part of the substantive neo-phraseologisms contain a characteristic of the object, such units can be both stylistically colored and stylistically neutral (e.g., *a used day* – (розм.) невдалий день, *big tennis* – (розм.) щось надзвичайне, (ірон.) щось незначне; *an elephant in the room* – *there is a problem that has to be explained*, *Generation Silver* – срібне покоління (покоління людей, яким за 50 років, які мають гарний фізичний стан і гарне фінансове становище), *Generation internship* – покоління практикантів (вікова група

молодих людей, які після закінчення (вищого) навчального закладу отримують від роботодавців лише пропозицію пройти практику або стажування замість постійного робочого місця). It is noticeable that stylistically neutral nominative units occur both among idiomatic and partially idiomatic neo-phraseologisms (e.g., false nine/false nine – “false girl” – the center of the field, which is the superintendent of the time To the area of the living zone for attacks by the graves (ідіома); *Arab Spring* – арабська весна; *bloody discharge* – випуска з лікарні з фінансових причин, хоча лікування після операції ще не завершено (partly idiomatic neo-phraseologisms).

Denotations of different generations also belong to nominative units (*Generation Facebook* – покоління Facebook, *Generation 50 plus* – покоління «50 plus», *Generation Silver* – срібне покоління, *Generation Internship* – покоління практи кантів/стажерів, *Generation Z* – люди, народжені орієнтовно з 1997 по 2012 рр.). However, each designation contains not only a name, but also a characteristic of the corresponding generation. So, for example, the letter Y in the expression Generation Y (the generation born from the beginning of the 1980s to the end of the 1990s, corresponds to the Ukrainian concept of "millennials") is pronounced as the English "Why" due to the propensity for clarification inherent in this generation [9].

In contrast to substantive ones, most verbal neo-phraseologisms are stylistically and/or expressively colored and contain an assessment of actions, situations (напр., *until the doctor comes* – (розм.) до нестями, до упаду; *the drops are sucked* - (розм.) справу зроблено, нічого змінити не можна; *know where the frog has the curls* – (розм.) знати, що до чого, розбиратися в чому-небудь).

Analysis of the use of phraseology in mass media texts involves the study of their functioning in various types of journalistic texts. Klaus Brinker defines the concept of "text" as a linguistic and at the same time communicative unit, i.e. as a limited, grammatically and thematically coherent sequence of language signs that realizes a recognizable communicative function (text function) [12]. Among the main

functions of the text, he includes informative, appellative, binding, contact and declarative functions [12].

Depending on the performed function, the texts are divided into types. The main types of journalistic texts include an informative message, an analytical article, a report, a commentary, an interview (informative, analytical). The main function of information messages and interviews, as well as reports, is to inform about events; a comment, an analytical article, and an analytical interview are characterized by both informative and appeal functions. The analysis of mass media texts gives reason to claim that nominative units in view of their content capacity also perform a simplifying function in the text, i.e. the function of simplifying the presentation of information, create the possibility of concise formulation of complex concepts. For example, Non-stop malpractice, useless operations, “bloody dismissals” and massive profit pressure are turning our healthcare system into a health trap [13].

The use of stylistically and expressively colored neo-phraseologisms is characteristic of analytical articles, comments, columns, interviews, blogs, that is, analytical types of texts, the authors of which not only inform, but also comment, analyze, evaluate phenomena and events, try to influence their evaluation by readers. The component of phraseology can become the basis for word play, its meaning can be opposed to the direct meaning of the word.

In contrast to the usual established sayings, neophraseologisms rarely undergo transformations in the text. Their isolated cases concern the replacement of the singular by the plural, the article by the pronoun, etc. This can be explained, on the one hand, by the novelty, on the other hand, by the peculiarity of the structure of many units. However, some of them have variants that can be seen both in different texts and in one, as can be seen from the penultimate example.

In conclusion, it can be stated that neo-phraseologisms are an integral part of the texts of the English mass media. Their feature is that a significant number of them belong to substantive units. Their main functions are nominative and expressive. Nominative units perform a simplifying function, and expressiveness is provided primarily not thanks to transformations, but thanks to the novelty of the unit itself.

An important and often used technique for attracting the attention of the reader is to put an established statement in the title. If a unit is repeated in the text, it becomes the basis that serves to organize the text. Neo-phraseologisms are used mainly in texts that perform not only an informative, but also an appellative function, serve to create and strengthen a pragmatic effect. Given the potential of English neo-phraseologisms, it seems appropriate to further investigate the possibility of their reproduction in translation.

The emergence of new words and concepts is inevitable, because the world is constantly developing and new inventions, technologies, situations that need names appear. Previously, in the English language, names were created by the method of word formation or simply by borrowing from another language. According to Doris Steffens, new vocabulary arises due to the expansion of the range of meanings of lexemes and the formation of phraseological units [7].

There are many terms used to define new lexemes in modern linguistics. The following synonymous terms are most often used: "innovation", "new formation", "innovation" and "neologism". The most used term "neologism" still does not have a single universal definition among modern researchers. Some linguists interpret it as words, meanings or combinations of words that denote a new reality and exist in the language for a short time [6], others define them as words that have not yet entered wide use. Phraseological neologisms are the latest level of neologisms created in the modern language. Basko mentions in his book that "the formation of neologisms is determined by both extra-linguistic and intra-linguistic factors. They appear in the language in connection with the social need of the language collective to name new phenomena and processes in society. The intra-linguistic factors that create prerequisites for the appearance of neologisms in the language are the tendency to economize linguistic means, expressive-emotional, stylistic expressiveness of new language units" [2].

Recently, European languages are subject to such an influential "neogenic" factor that linguists had to distinguish a new field - neology, and within its limits - phraseological neology or neophrasemics, the subject of which is the identification of

new phraseological units and their meanings, the analysis of their use in speech, and as well as the structuring of phrase-forming models and mechanisms, and the creation of the principles of phraseographic neology [1]. Phraseological neologisms appear in the language in order to meet the needs of the linguistic society in naming new objects and phenomena. "The mechanism of formation of neophrases [...] is not new. New are the very images of phraseology, brought to life by various changes in modern society" [2].

Phraseological neologism is diverse both in form and in semantic content, which creates many difficulties in identifying neophrases and distinguishing them from other possible innovations. One of the factors in the emergence of a new phraseology is, of course, the formation of a new concept by concentrating the semantic load of symbolic discourse. At the same time, "the mandatory condensing of the symbol into a new concept is an essential feature of the symbol itself" [4].

A phrase-making concept, as a rule, has a frame structure. Such a "concept develops only with a constant change in the form of its embodiment: being successively represented in an image, concept and symbol" [5]. Neo-phraseologisms originating from slang serve more often as a means of expressive self-realization than as signs of social belonging. So, to explicate the concept of "reliability" in the English language, the word "elk test" recently appeared, which became part of the jargon "*pass the moose test*" - *to be subjected to a strict test, to withstand a strict test (lit. «здаму лосів тест»)*.

The English expression is only a neologism and has not yet been recorded in any phraseological dictionary. Only in some explanatory dictionaries the lexeme "elk test" is reflected in a direct specialized meaning. In the speech of motorists, it means checking the reliability of the car under the conditions of its sharp turn at high speed without braking. The expressiveness of a word very often becomes the reason for its phraseologisation. This is exactly what happened with the word "elk test". It instantly became a component of some idioms, including the phrase "be a moose test for the ears", which is a neologism [1].

Reproduction of phraseological units in the target language is a very difficult task. Phraseologisms give expressiveness and originality to speech. When translating stable phrases, one should take into account the specifics of the context in which they are used. In order to accurately and adequately translate a phraseology, the translator needs to convey its meaning by finding a similar expression in the target language and not omitting the stylistic function of the phraseology.

If there is no identical image in the translated language, the translator is forced to resort to searching for an approximate counterpart, or to use one of the translation methods:

1. Phraseological equivalents are phrases that have equivalent counterparts in the target language, but differ in lexical composition and figurative structure.

2. Tracing – copying a foreign word using one's own, non-borrowed material.

3. Literalism – literal translation, copying the constructions of the original language without taking into account syntactical logical connections in the translated language.

4. Descriptive translation is an interpretation, explanation of an expression, but stylistic and informational losses may occur during such a translation.

During the translation, it is necessary to preserve the meaning of the phraseology, its emotional-expressive and functional-stylistic content. In the future, the study of neophrasemics is aimed at reflecting in our consciousness the dynamics of the renewed image of the world in which we live. Therefore, the dynamic development of the world picture determines constant transformations in the language system. Phraseological neologisms represent a new level of new formations created in the modern language.

Neophrases appear in the language in order to meet the needs of the language society in the name of new objects and phenomena. The translator may encounter certain difficulties during translation - national and cultural differences between neophraseological units that are close in content in different languages. Most often, phraseological units that coincide in content in the original and translated languages have a different emotional function or stylistic coloring.

The translator must be able to convey their stylistic color, the natural correspondence of the cultural background. For the correct and adequate translation of phraseological units, it is necessary not only to possess considerable lexical material, but also to use various specialized dictionaries and to choose the most successful way of translation for a certain phraseme [3].

2.3 Application of translation transformations in the process of reproduction of neophraseological expressions

Phraseologisms belong to those language units that most clearly express an evaluative attitude towards certain objects, actions, events. Due to this property, they were quite often the object of research. However, the language is not static, it constantly develops and is enriched with new words and expressions that are actively used in texts of various genres. The need to reproduce neologisms, in particular, neophraseology, in translation encourages further research in this area.

In Ukraine, the attribution of non-idiomatic phrases to phraseology is often questioned, therefore, neo-phraseologism is understood as an idiomatic or partially idiomatic fixed expression that arose at a certain stage of language development, became widespread and established as a generally accepted component of the system, a phenomenon whose novelty is recognized by native speakers.

A feature of English neo-phraseologisms is the presence of a significant number of substantive units that have a nominative character and serve to denote various objects, phenomena, characteristics, such as:

1. Realities (e.g., green recipe);
2. Phenomena of social life and everyday life (eg, confidential birth, Arab Spring, bloody dismissal);
3. Professional jargon (eg, toxic paper, false nine/false nine);
4. Designation of generations (eg, Generation Silver, Generation Alpha, Generation Greta);

5. Evaluative characteristics (eg, a used day, big tennis, an elephant in the room).

From the point of view of difficulty for reproduction in translation, these units can be divided into internationalisms and local expressions, characteristic only for the English-speaking area. Internationalisms are present in many languages, therefore, despite their novelty, they have counterparts, although their component composition may differ somewhat (e.g., *Arab Spring* – *арабська весна*; *alternative fact* – *альтернативний факт*; *toxic paper* – *токсичні активи, токсичні цінні папери*). The possibilities of reproducing realities vary depending on their type. Nominative designations that do not contain an evaluative component can be scaled, provided that an explanation is entered at the first mention: *If the doctor gives you a green prescription, it can be expensive* [4]. – *Якщо лікар виписує зелений рецепт, це може бути дорого* ("green prescription" is a recommendation that a doctor prescribes to a patient insured in the state health insurance system to purchase medicine at his own expense).

If the nominative designation contains an evaluative component, tracing may lead to an excessive increase in expressiveness due to the unusualness of the expression. In the case of a discrepancy between the degree of expressiveness and the color of the text, in general, it seems appropriate to replace the expressive component with a more neutral one: *Critics speak of a bloody dismissal. The sooner hospitals discharge patients, the more costs they can save* [5]. – *Про дострокову виписку говорять критики. Чим раніше клініки виписують пацієнтів, тим більше коштів вони заощаджують*. The expression *bloody discharge* means discharge from the hospital for financial reasons, although the treatment after the operation has not yet been completed. In the text, the purpose of which was a business assessment of the situation, *a literal translation «кривава виписка»* would look inappropriate. Evaluation units can be reproduced with the help of free phrases, expressiveness is somewhat lost, but the evaluation is preserved (e.g., *a used day* – *невдалий день*; *great tennis* – *надзвичайна подія*).

CONCLUSIONS

The world of neophraseology is large and diverse, and every aspect of its study certainly deserves due attention. In neophraseology, as in any science, there are controversial issues that are still relevant today. Of particular interest are the studies of neo-phraseological units, which vividly reveal the distinctiveness of the people's lifestyle and culture. There is no single generally accepted definition of neo-phraseologism shared by linguists of different schools. However, when defining neophraseologism, the following main aspects can be distinguished: over-wordiness or polylexemy, integrity of meaning, stability, idiomaticity and imagery.

Neo-phraseologisms are considered the most specific and nationally distinctive units of any language. Denoting both universal and ethno- and nationally-specific concepts and phenomena, these units become one of the sources of culturally significant interpretation of the world and its individual communities. Many works of domestic and foreign scientists are devoted to the study of neo-phraseologisms.

Recently, separate groups of neo-phraseologisms are increasingly studied in linguistics, their comparative analysis is carried out in different languages, and neo-phraseological units of various types of discourse are studied. The traditional debatable questions of phraseology are also not left out of the attention of linguists: the classification of neophraseological units, signs and criteria for their identification, the relationship of neophraseologisms with other parts of the language. There is no single generally accepted definition of neo-phraseologism shared by researchers of different schools. Scientists consider the main categorical features of these units to be: over-wordiness, relative constancy of their component composition, semantic integrity of meaning, constancy of grammatical structure, figurative character, reproducibility, idiomaticity.

Neo-phraseological units are important components of English-language media discourse, represented by oral and written texts created by journalists that are disseminated in the English-speaking world and beyond through mass media and the

Internet. The use of various types of neo-phraseological units gives the media discourse expressiveness and influence, allows to present this or that information to the mass addressee in a new way, which contributes to its better understanding and memorization. Imagery, picturesqueness of neo-phraseologisms, their expressiveness and living internal form make media discourse capacious, relaxed, and apt.

The influence of the countries of the English-speaking world, their priority positions in the international community, as well as the factors of globalization and the need for constant exchange of information determine the need to translate English-language media discourse into different languages, including Ukrainian. The difficulties of translating neo-phraseological units of English-language media discourse are related not only to the complexity of their semantic structure, the degree of motivation, the nature of imagery, the national and cultural specificity of their meaning, but also to the communicative and pragmatic intentions of their use by the author in a specific context of media discourse.

Such a task presupposes the choice of the correct method of translation of neo-phraseologisms in view of their contextual environment, the application of certain translation transformations to reproduce the author's intentions and adaptation to the norms of the translation language of the neo-phraseological units themselves and the sentences of the English-language media discourse with them. Given the degree of representation of neo-phraseologisms in the target language, these units are traditionally divided into equivalent and non-equivalent units.

Summarizing different approaches to the definition of transformation methods, we distinguish the following types of its structural and semantic changes: spread of the component composition of stable word combinations, replacement of a component or components in the composition of stable word combinations (substitution), reduction, hint, contamination.

Thus, speech manipulation in the English-language press consists of tactics, techniques and linguistic devices. Neophraseologisms are currently of greatest interest for research, especially linguistic research. After all, the manipulative characteristics of deformed neo-phraseologisms ensure their functional universality,

i.e. competitiveness, compatibility with any tactic, respectively, with any strategy of speech manipulation in the English-language press.

So, when translating English neophraseology, it is worth paying attention to the type of its novelty, because according to the conducted research, neophraseology of the modern English language is divided into actually new and updated according to the semantic structure, which directly affects the result of translation and the application of transformations.

Summarizing what has been said, it can be noted that the nominative nature of English substantive neo-phraseologisms makes it possible to reproduce a significant part of them with the help of tracing, which ensures the preservation of imagery and evaluative connotations; another way of translation is to replace it with free phrases, while imagery is lost, evaluative connotations can be preserved.

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РЕЗЮМЕ

Світ неофразеології великий і різноманітний, і кожен аспект його вивчення, безумовно, заслуговує належної уваги. У неофразеології, як і в будь-якій науці, існують дискусійні питання, які актуальні й сьогодні. Особливий інтерес становлять дослідження неофразеологічних одиниць, які яскраво розкривають своєрідність побуту та культури народу. Єдиного загальноприйнятого визначення неофразеологізму, яке поділяють лінгвісти різних шкіл, не існує. Однак при визначенні неофразеологізму можна виділити такі основні аспекти: надбагатослівність або полілексемність, цілісність значення, стійкість, ідіоматичність та образність.

Неофразеологізми вважаються найбільш специфічними і національно самобутніми одиницями будь-якої мови. Позначаючи як загальнолюдські, так і етно- та національно-специфічні концепти та явища, ці одиниці стають одним із джерел культурно значущої інтерпретації світу та його окремих спільнот. Дослідженню неофразеологізмів присвячено багато праць вітчизняних і зарубіжних учених.

Останнім часом у мовознавстві все частіше досліджуються окремі групи неофразеологізмів, проводиться їх порівняльний аналіз у різних мовах, досліджуються неофразеологічні одиниці різних типів дискурсу. Не залишаються поза увагою лінгвістів і традиційні дискусійні питання фразеології: класифікація неофразеологічних одиниць, ознаки та критерії їх ідентифікації, співвідношення неофразеологізмів з іншими частинами мови. Єдиного загальноприйнятого визначення неофразеологізмів, яке поділяють дослідники різних шкіл, не існує. Основними категоріальними ознаками цих одиниць вчені вважають: надсловесність, відносну сталість їх компонентного складу, семантичну цілісність значення, сталість граматичної будови, образність, відтворюваність, ідіоматичність.

Ключові слова: переклад, перекладацький аналіз, фразеологія, неофразеологізм, фразеологічні одиниці