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Hybrid words of the mass media space as a problem of English-Ukrainian translation

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КУРСОВА РОБОТА

З ПЕРЕКЛАДУ

СЛОВА-ГІБРИДИ МАС-МЕДІЙНОГО ПРОСТОРУ ЯК ПРОБЛЕМА УКРАЇНСЬКОГО ПЕРЕКЛАДУ

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

студент 4 курсу Па 18-20 групи, факультету германської філології і перекладу КНЛУ спеціальності **035 Філологія**, спеціалізації **035.041 Германські мови та літератури (переклад включно)**, перша – англійська, освітня програма **Англійська мова і друга іноземна мова: усний і письмовий переклад**

Тема роботи: Слова-гібриди мас-медійного простору як проблема українського перекладу
Науковий керівник кандидат філологічних наук, доцент Катерина Никитченко

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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)

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**РЕЦЕНЗІЯ НА КУРСОВУ РОБОТУ
З ПЕРЕКЛАДУ З АНГЛІЙСЬКОЇ МОВИ**

студента(ки) 4 курсу групи Па 18-20 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

Притис Вікторія Миколаївна
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за темою Слова-гібриди мас-медійного простору як проблема українського перекладу

	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)	

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«На доопрацювання»

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INTRODUCTION

The current state of development of Ukrainian linguistics is interesting due to significant changes in the field of word formation. Given the activity of globalization, which is simply impossible to bypass, the language must meet the needs arising from the creation of new technologies, unprecedented integration of the information space, while preserving its identity, typological features and cultural features. The Ukrainian language cannot stand aside from global world processes. Any changes are reflected at the language level. Ukraine's openness to international integration in the cultural and informational spheres has caused a quantitative increase in the share of hybrid lexical units. The processes of hybridization have increased significantly during the last decades.

The study of language contacts, the phenomena and processes they generate have a long history and are traditional for linguistics. The analysis of the mechanisms and methods of adaptation of lexical borrowings from different languages occupies a leading place among the problems of linguistic science. The theoretical basis of this research was served by the works of such well-known domestic and foreign scientists as L. P. Kislyuk, N. F. Klymenko, R. Y. Vyshnivskyi, L. P. Terletska, K. G. Horodenska, V. G. Shemet, M. Ya. Plyusch, E. A. Karpilovska and others. In the works of O. G. Muromtseva, O. A. Styshov, and S. V. Semchinsky, an attempt was made to study the stages and degrees of adaptation of borrowed words.

The works of E. A. Karpilovska, L. P. Kislyuk, and N. F. Klymenko also analyzed the word-forming features of loanword behavior in the new linguistic and cultural space. The relevance of the work lies in the need to clarify new trends, to cover and systematize new categories of words, which were also caused by the Russian-Ukrainian war. In domestic science, there is a lack of qualitative and in-depth research devoted to the study of hybrid lexical units and their word-forming structure. New units require professional complex analysis, which determines the relevance of our research.

The **object** of the work is loanwords and hybrid words in modern English.

The **subject** of research is semantic, combinatorial and discursive features of

hybrid word formation in modern English.

The **research material** was selected from the texts of journalistic, advertising and scientific discourses, as well as from works of fiction.

The **purpose** of the study is to comprehensively analyze the process of hybrid word formation in modern English and to identify its discursive features.

In accordance with the purpose of the scientific work, the solution of the following **tasks** is provided:

- 1) find out the specifics of word-forming hybrids;
- 2) identify the factors influencing vocabulary hybridization;
- 3) to analyze strategies for learning borrowed vocabulary, as well as to analyze the word-forming potential of borrowings;
- 4) find out the functions of hybrids in artistic and journalistic discourses;
- 5) explain the role of hybrid innovations in the creation of a terminological system;
- 6) establish models of hybrid word formation;
- 7) distinguish thematic groups of hybrid words.

The following research methods are used in the work:

- 1) the descriptive method was used for the theoretical generalization of the research results, the creation of a classification of hybrid words and for forecasting the development of word formation;
- 2) the structural method allowed us to establish relationships and connections between language elements;
- 3) the method of morpheme analysis is used to select all living morphemes in a word from the point of view of synchronous word formation;
- 4) the method of word-formation analysis is applied to determine the word-formation method of a specific derived word and to identify the degree of its derivation;
- 5) the method of functional analysis made it possible to analyze the communicative and pragmatic load of hybrid words in the texts of different speech styles, translational analysis and the continuous sampling method, the method of

quantitative calculations.

The **theoretical significance** of the research lies in clarifying information about modern word-formation processes, namely the hybridization of borrowed lexemes.

The **practical value** of the research involves the use of its results for the further study of linguistic dynamics of derivation processes, in the teaching of the courses "Fundamentals of Terminology", "Vocabulary of the Modern Ukrainian Language", "Practical Stylistics" in institutions of higher education and for the preparation of new textbooks and manuals on morphology and word formation.

The **novelty** of the study is that it first analyzed the peculiarities of the use of hybrid words in various discourses and systematized the main models of hybrid word formation.

Structure of work. The work consists of a table of contents, an introduction, two chapters, conclusions, a list of used literature, a list of sources of illustrative material, and an abstract.

CHAPTER 1

HYBRID WORDS AS A LANGUAGE PHENOMENON AND TRANSLATION CHALLENGE

1.1 Definition and characteristics of hybrid words

1.1.1 Identification of different types of hybrid words in mass media context.

The concept of "hybrid" was first mentioned in the natural sciences, but later it became widely used both in social sciences, such as cultural studies and philosophy, and in the study of literature, folklore, works of art, and means of communication. Many scientists working in different fields of social science sometimes use different terminology of description and interpretation, but the actual research program remains general. The academic explanatory dictionary of the Ukrainian language provides the following definition of the word hybrid – "an animal or plant organism bred with the help of hybridization" [7].

1.1.2 Linguistic nuances between of hybrid words in English and Ukrainian

The term "hybridization" is used in a number of sciences, but it is most commonly used in natural sciences such as biology, chemistry, and biochemistry. One term can have different meanings depending on the field of use. The academic explanatory dictionary of the Ukrainian language defines hybridization as "the crossing of different species of plants and animals with the aim of obtaining qualitatively new, better offspring" [9]. We see that this definition also describes hybridization in the context of the natural sciences. However, the analyzed terms are also used in linguistics. Geopolitical processes and the impact of globalization change

models of interaction with the world and models of communicative strategies.

New understanding and use of the concept of hybridity are emerging in broadcasting. The expressions "hybrid war", "hybrid politics", "hybrid diplomacy", "hybrid culture", "hybrid writer", "hybrid article", "hybrid forms of energy", "hybrid engines" appear in Ukrainian usage. The popularization of the concept caused the need to clarify all its meanings and nuances. The study of linguistic features of the concept of "hybridity" is accompanied by the study of the functioning of the concept in various social and political spheres, which include: sciences of the natural history cycle, philosophy, sociology, psychology, pedagogy, international geopolitics.

The identification of the meaning possibilities of the concept of "hybridity" in Ukrainian society is carried out with the help of the analysis of the definitions of the concept in the above-mentioned sciences. The basic law of genetics is H. Mendel's law of hybridization, which is based on the principle of variability, splitting and heredity. The scientific dictionary of genetics defines a hybrid as "a heterozygous individual obtained as a result of crossing genetically distinct parental forms", and hybridization involves "crossing two or more original parental forms that are hereditarily different in one or a set of traits".

In philosophical science, the concept borders on the notions of entropy and paradox. Against the background of improbability or improbability, the process of convergence or erasure of boundaries is activated. M. Bakhtin points out the difference between conditioned (or intentional) and natural hybridity of thought, giving natural hybridity the spontaneous evolution of thinking and perception of the world [8].

Literature and cultural studies, as areas that interpret the ethical and aesthetic interaction of man with reality, are formed under the influence of philosophical principles of interpretation of the world by man. The emergence of new concepts "hybrid discourse", "narrative hybrid", "genre hybridity" in the literary theory is connected with the emergence of new postmodernist and deconstructivist currents. Their birth was caused by the interpenetration of literary and philosophical trends and is characteristic of both world and Ukrainian literature. According to

M. O. Zubrytska, "hybrid discourse is a borderland territory in which it is impossible to forcefully, schematically, or mechanistically single out any areas, since the entire territory resembles a network of visible and invisible threads, vessels, arteries, which form a single and unique whole organism" [11].

The cultural meaning of hybridity implies the blurring of the boundary between central and marginal cultures and the absence of hierarchy. However, in Ukrainian speech there are not only the neutral terms "interpenetration", "assimilation", "interdependence", which are associated with the studied concept, but also lexical units with negative connotations - "otherness", "foreignness", "displacement". It is also worth mentioning the social and political sphere, because the concept of hybridity is often used in it.

Under the influence of internal and external political processes, concepts such as "hybrid politics", "hybrid war", "hybrid diplomacy" have come into wide use. Gradually, they turned into habitual forms of thinking of society and an object for the study of various discourses, including:

- 1) media;
- 2) political;
- 3) legal;
- 4) journalistic;
- 5) military-intellectual.

In the scientific and technical sphere, there are also expressions with the token "hybrid" - "hybrid fuel", "hybrid energy sources", "hybrid engines", "hybrid nanotechnologies". Taking into account the contexts of the use of these phrases, we can conclude that they are used to denote the latest progressive developments and ideas designed to contribute to the stable economic development of society. Their semantics have components of complexity, combination, progressiveness, efficiency and economy. E. A. Karpilovska classifies the analysis of new vocabulary as a solid basis for revising and improving fixed language norms, primarily lexical and word-forming [10].

Taking into account the fact that the new borrowed vocabulary is mostly

characterized by the design and structure of words that are not characteristic of the Ukrainian language, the recipient language activates the mechanisms of accelerating the processes of adapting foreign words in the form of hybrid word formation. N. Klymenko considers hybridization to be the ability to combine borrowed bases with specific words of the language. According to the scientist [8], a hybrid word is a complex word formed from components of different origins, one of which is native, the other is foreign and is perceived by speakers as borrowed.

Getting into the Ukrainian language, borrowings go through a difficult path of adaptation. Researchers distinguish its four stages:

- 1) entry;
- 2) adaptation;
- 3) rooting;
- 4) full development.

Due to the fact that the types of adaptation intersect and complement each other, all borrowings go through stages of adaptation in a different sequence. The importance of the phenomenon of hybridization is explained by the need to learn a foreign language term. Hybrid neology is found in various styles of the Ukrainian language. First of all, these are words to denote new technologies and terms, the language of media and advertising, as well as the dictionary of certain sociolects, first of all, the language of youth. The principle of analogy is applied in conjunction with the creation of derived words, that is, when building a term system. F. Nikitina [4] insists on the importance of similar transformations for the adaptation of foreign words. In particular, the scientist talks about the adaptation of borrowings thanks to the analogy of "fixing" suffixes by semantic groups.

N.F. Klymenko, E. A. Karpilovska and L. P. Kislyuk, who are also engaged in research on hybridization, agree with F. A. Nikitina, stating that hybrid words "are mostly formed by analogy, increasing the productivity of models of creating composites or abbreviations or compensating for the absence of composites of verbs by calling abstract actions nouns, and verb signs - verb adjectives" [11].

It is believed that "hybridization contributes to the enrichment of the language

(its conceptual field) and strengthens its sustainability, as it paves the way for the formation of new stable connections between the semantics of specific words, their word-forming and lexical series and lexemes of the mixed hybrid type, which name new concepts and realities ". [4]

Hybrid neoplasms create competition, variation or synonymous coexistence with already existing units at the level of derived lexemes and word-forming elements.

1.2 Linguistic challenges in translating hybrid words.

1.2.1 Morphological complexities.

Processes of language interference traditionally occupy a place of honor in linguistic research. This is understandable, because very often a certain set of linguistic units in the system of a given language is, if not the only, then at least a very important trace of once disappeared peoples. Several areas can be distinguished in the study of hybridization. All works in the field of language history shed light on the origins of hybridization to one degree or another. It turns out, for example, that there are no "pure" languages, and this situation is true in relation to such ancient languages as Hebrew, Aramaic, Sanskrit, etc.

Along with diachronic studies, synchronic studies are intensively developing. They observe an increasing role of the lexicographic vector of the problem. Lexicographers give other people's words a start in life. It is at this stage that the spontaneity of the process of language interference ends, and the regulatory factor comes into play. The lexicographer's headache is the frequency and normativity of the use of a language unit. With regard to frequency (and, consequently, the assimilation of a linguistic unit), there are significant differences between dictionary compilers. Even more discrepancies are found in such important issues as statistics regarding the general influx of new words into the English language and new borrowing words [6].

The range of discrepancies in the total number of neologisms entering the English dictionary is so large (they say from 1 to 20 thousand words per decade) that it is time for the highest authority (the Oxford Dictionary) to bring some order to this issue. With regard to normativity, the same discord is observed. It is enough to turn to the website www.bartleby.com (the full text of The American Heritage Book of English Usage), where you can find not only reasoned solutions, but also polemics between native English speakers. This refers to “real” English, and not that which is practiced in the Third World and often takes the form of “Pidgin English”. Synchronic studies of hybridization inevitably take the form of a struggle between apostles and opponents of linguistic innovation.

Scientists, governments and patriots are fighting against foreign borrowings. One of the smartest and brightest books written in defense of the Ukrainian language from the onslaught of foreign language inclusions, calls on the translator to be careful about the norms of the native language. “A translator is not allowed to forget a simple truth: words that exist in European languages in everyday life, in our country receive a different, official coloring, they sound “foreign”, “translated”, unnatural” [3].

The English language in terms of borrowings is the most democratic: it has always had an amazing vacuum cleaner ability and now continues to absorb thousands of other people's words. The 1998 Oxford Dictionary list of etymologies includes 350 languages. What is the value, for example, of the following statement: English speakers have not always been so Angst-free about this laissez-faire attitude to their language, so ready to present a façade of insouciance at the de facto acceptance of foreign words among their clichés, bon mots and other dicta [3]. *Angst* - German. *fear* *Laissez-faire* - fr. *non-interference, connivance* *Facade* – fr. *Insouciance* *façade* – fr. *carelessness, indifference* *Bon mot* - wit, apt word *Dictum* - lat. *saying, aphorism*.

1.2.2 Examination of translation challenges specific to hybrid words.

Hybridization is a natural result of the constant convergence of languages. By borrowing some units from each other, languages seem to get used to and adapt to each other for the purpose of effective information exchange. The history of the development of a language is the history of how it alternately acts as a beneficiary (using the riches of other languages) and as a beneficiary (donor). This phenomenon can be compared with children from mixed marriages with a “pleasantly dark” appearance, as Sholokhov’s Nagulnov put it.

Some languages are considered more susceptible to hybridization than others. Thus, French, Spanish, German and other languages easily absorb foreign words. Some languages are immune to foreign borrowings. The Icelandic language is cited as a classic example in this regard.

This is unlikely to be a matter of some internal properties of language. Most likely, the reasons should be sought in history, politics, geography, culture and other factors that are not directly related to the “biological” life of the language. “The real reason for the triumph of English is the triumph of the United States” [4]. It is difficult to disagree with this statement: probably, the United States “gives” English to all nations now more than Rome did in its time, to the same extent that the English colonialists turned out to be more skillful than the Roman ones. At the same time, we should probably pay attention to another factor that has a huge impact on the development of hybridization.

In a normal translation situation, transliteration, transcription and tracing still occupy an important place. Any campaign against language hybrids makes sense only as an ideological act, and nothing more. N. Gal severely criticizes translations with a noticeable admixture of anglicized or romanized Russian. Twenty years later, with no less pathos and skill, L. Visson attacks the so-called Moscow News English: Russified English [5].

Works representing the so-called cultural direction in translation studies give particular urgency to the discussion. A comparative analysis of various concepts clearly reveals the immutable fact that interlingual equivalence is a concept that covers an extremely narrow range of linguistic facts [6].

If at the same time we have to take into account such an ideological assault on the stylistic norms of the English language, which is undertaken within the framework of political correctness, then “interpreters and other baggage bastards” will find themselves in an even more unenviable position than the one that Peter the Great determined for them. Hybridization has a special character in business English, the reasons for which, in our opinion, are the following factors.

1) the sender of the message uses the most convenient description of the subject of the message for the addressee, using a communicative strategy known as “saving mental effort” with the actualization of the denotative function of language [7];

2) the sender of the message wants to win over the addressee, creating for him the most comfortable conditions of communication in his opinion with the actualization of the contact-establishing function of the language [8];

3) the sender of the message achieves communicative leadership with the actualization of the emotive function [9];

4) the addresser uses a hybrid inclusion as a stylistic device with the actualization of the expressive function [10].

The Dictionary of International English Idioms includes hybridized units as an exception: Normally, the company must give its employees one week’s notice of dismissal. However, you are dismissed, effective immediately. Here is one week’s pay in lieu of notice. Leave now [11].

The absolute predominance of the English-language picture of the world in the specified dictionary is indicated by the following units:

- paired synonyms (make or break);
- multifunctional cliches (in terms of);
- idiomatic use of high-frequency words (to do with);
- analytical constructions (for the most part);
- phrasal verbs (trigger off);
- terms (game plan);
- metaphors (So now the ball is in your client’s court).

It should be noted that there is a discrepancy between what business English looks like for philologists and what it really is. Hybridization in this functional style occupies a much more prominent place than is represented in dictionaries.

The translation problem is created not so much by foreign language inclusions (they play the role of an intermediary!), but by idiomatic phrases and the English-language picture of the world. In conclusion, it should be noted the place of honor that the problems of hybridization occupy at the Fedorov Readings.

Among the famous Ukrainian researchers and translation experts who were engaged in research and the specifics of artistic translation, we can single out the following: N. V. Gordienko, who studied the specifics of artistic translation of poetic works, O. I. Biletskyi, who studied the specifics of literary translation in his works, D. H. Palamarchuk, who studied the validity and differences in artistic translation, O. I. Svitlichnyi studied in his scientific research the structural features of the translation of artistic texts, and Yu.Ya.

Three main trends are distinguished in the theory of literary translation:

- 1) the main orientation is transferred from the original to the translated text;
- 2) the evaluative approach is replaced by a descriptive one;
- 3) from the text as a unit of language, the theory goes to the function of translation as part of the culture of the target language.

The modern theory of artistic translation is based on a number of provisions, the main of which is that "when a separate language element of the original work is formally intransmissible, its aesthetic function can be reproduced in the system of the whole and on the basis of this whole, and that the transfer of the function during translation constantly requires a change in the formal the nature of the element that is its carrier" [4].

The main principle of the theory of artistic translation is as follows: it is necessary to "consider each sentence as a part of the whole, convey not only what it says, but also work on creating an artistic image, general mood, characteristics of the atmosphere, characters, etc. Here it is important and the choice of a single word, syntactic structure, and other elements."

Comparing artistic texts with logical ones (any non-fictional texts), O. I. Cherednychenko singled out a number of differences. So, artistic texts differ:

1. By way of description of reality, which is presented in the form of an image in the artistic text.

2. The purpose of creating a text: in addition to the aesthetic impact on the reader, the artistic text is designed to shape the reader's attitude to the content of the artistic work.

3. The nature of the information that is transmitted. First of all, the artistic text is characterized by a high degree of imagery. [14].

"This property is manifested in the writer's ability to say more than the direct meaning of the words in their totality, to make the reader's thoughts, feelings, and imagination work." And, finally, within the limits of a literary text, language also becomes a carrier of information, therefore, a work of fiction is a repeatedly coded text, which determines its multiplicity of readings and interpretations.

4. The degree of activity of the reader: the artistic text involves a certain degree of "guessing", "co-creation" of the reader.

5. The presence of the author's position, the image of the author, which creates the internal unity of the artistic text.

6. Compositional diversity.

7. A high degree of national-cultural and temporal conditionality.

8. Self-sufficiency, since any work of art can be considered a work of art.

According to all these features characteristic of a work of art, the individual style of the writer is revealed, the preservation and transmission of which are the primary tasks of the translator. However, these tasks are extremely difficult, since any translation inevitably leads to the replacement of certain means of expression with others accepted in the literary tradition of the translated language, and the choice of a translation option is subjective in nature, focused on the personality of the translator [14].

In this case, a contradiction inevitably arises: on the one hand, in order to carry out artistic translation, the translator himself must possess literary talent, that is, in

essence, be a writer. On the other hand, to be a writer, one must have one's own aesthetic vision of the world, one's own style and manner of writing, which may not coincide with the author's [4].

Thus, as the famous scientist and translation expert V. Sdobnikov claims in his work entitled "Artistic Translation at the Crossroads of Cultures", during translation there is a collision of two creative personalities, which implies either cooperation or conflict. In order for it to become a collaboration, the translator must "not just delve deeply into the author's aesthetics, his image of thoughts and the way of their expression, he must get used to them, make them his own for a certain time. A full-fledged translation requires in-depth knowledge of the author's entire work and all the circumstances of the creation of the translated work."

As noted by A.S. Nazin, "the translated text contains a kind of markers, based on which one can draw a conclusion about the personal characteristics of a person. Any translator of a literary text has his own, "favorite", most frequent methods for him. The same metaphor can be translated in different ways, and this does not necessarily affect the quality of the translation."

According to the linguist N. V. Gordienko, when translating a literary text, it is necessary to take into account the pragmatic task of translation, which consists in achieving the desired communicative effect on the reader. After reading a literary work in translation, the reader should feel the power of the literary talent of the author of the original. If the translator managed to achieve this, we can talk about an adequate reproduction of the communicative effect of the original. "In fact, what in everyday life is often called literary and, in particular, artistic translation, is actually a communicative translation that takes into account - or programs - the pragmatics of the recipient" [4].

Taking into account the pragmatic aspect of the translation of an artistic text, by an artistic translation we will understand a type of translation activity, the main task of which is to create a work in the language of translation capable of exerting an artistic and aesthetic effect on the recipient of the translation, equal to the effect exerted by an artistic work in the original language .

A distinctive feature of artistic translation is that during translation there is a collision of two cultural systems, which inevitably creates a mixing of cultural trends. Each translation, to a greater or lesser extent, reflects this contradiction, which is indicated in the framework of translation communication by the term "interspatial factor in translation" [14].

So, summing up in this subsection, it should be noted that the specifics of literary translation should be based on the principles of conveying the main idea of the author and the concept and main idea of the work. In order to create an adequate translation, the translator is forced to convey all the author's intentions in the translation, that is, to make a similar ideological and emotional impact on the reader, to preserve the imagery, color, and rhythm of the original work in the translation [14].

1.3 Specifics of mass media discourse text analysis

Language is realized in oral and written forms. Linguistic style is a set of means, the choice of which is determined by the content, purpose and character of the statement.

Analyzing style in a functional and dynamic aspect, we note that it means a conscious and unified way of using language. That is, this is the principle of choosing and combining linguistic means, which is realized in the form of an internal dynamic form and enables the expression of emotional and evaluative content and the realization of the desired effect. The essence of the style is determined by the basis, and its nature and specificity is determined by the condition of communication.

Functional style is a set of lexical, morphological, syntactic, phraseological and orthographic means that are characteristic of a certain sphere and form of communication between speakers. In addition to specific specific elements, functional styles also have general linguistic means inherent in several styles, because their functions are often intertwined. All styles are divided into two main groups - written language and oral language. The group of written forms includes: scientific,

journalistic, informative, artistic, official-business, production-professional, epistolary and confessional.

The group of oral form is divided into only two styles: colloquial and oratorical. All of them can be expressed both orally and in writing. Each one stands out:

- 1) sphere of distribution;
- 2) functional purpose;
- 3) the system of language means;
- 4) characteristic features;
- 5) the presence of underlays.

A special place in the system of styles of literary language is occupied by journalistic language. Its importance is justified by the fact that in most cases it recycles texts created within other styles. Journalistic texts are focused not only on the intellectual reflection of reality, but also on the emotional one.

Journalism (from the Latin *publicum* - "public" is a direction of literary and journalistic creativity that effectively investigates, summarizes and explains from one's own point of view important socio-political issues with the aim of influencing public opinion and existing political institutions, using at the same time means of logical thinking and emotional influence. First of all, the journalistic style is used in the mass media, and therefore it is necessarily connected with social and political life. The scope of its implementation is quite wide - the texts of newspapers and social and political magazines, the language of television and radio, speeches during political speeches.

The author of a journalistic text not only describes or combines data, communicates certain information, he explains and convinces, discusses and evaluates, urges and pushes to a certain decision or conclusion. We can conclude that the main purpose of the journalistic style is to explain and clarify the problems of the socio-political sphere, to influence readers or listeners, to campaign and promote socio-political and educational ideas. That is why the texts are characterized by a combination of linguistic and figurative features of scientific research, the casual

liveliness of colloquial speech and the clear orderliness of literary speech.

Journalistic style performs two main functions - informative and influencing. Since the informative function is strongly connected with influence, journalistic texts are used for influence, mainly ideological, and are actively used to form stable socio-political stereotypes. The impact on the reader's consciousness begins from the moment of selecting information for publication. The facts that are described and reported are necessarily commented on, and therefore receive an interpretation and evaluation, in particular, a socio-political one.

The features of journalistic style impose specific requirements on texts:

- 1) a clear presentation of information, which makes it possible to quickly perceive the message;
- 2) brevity and comprehensibility;
- 3) use of socio-political vocabulary;
- 4) use of emotionally colored words;
- 5) evaluative type of speech.

Science is an integral part of journalism. The combination of science and journalism is realized in the work of journalists who strive to comprehensively consider the issue being discussed and give it a reasonable assessment. Authors of journalistic texts try to prove to each reader and/or listener the correctness of their views and convince him by providing not only evidence, but also numbers and logical confirmations based on accurate data and reliable primary sources. It is the presence of an author's assessment that distinguishes a journalistic style from an exclusively scientific one. Another distinctive feature is the lack of a clear structure, in contrast to the texts of scientific and official-business styles. The choice of the type of vocabulary depends on the topic and the target audience of the text, which means that the author can use different types of vocabulary - from neutral to official business [9].

H. P. Kalantaevska also emphasizes the role of the author in the journalistic text, asserting that "the author's principle is manifested in the form of a certain ideological and aesthetic concept. In the image of the author of a journalistic work,

the author's idea, the author's position, and the introduction of the author into the composition of the actors are concentrated. Unlike a work of fiction, in which the real author and the author as a lyrical hero do not coincide, in a non-fiction work the author-narrator and the author-real person are one and the same." [7]

The potential reader must consciously or subconsciously share the opinion of the author. It should be noted that the genre variety of journalistic works depends on the sphere of social problems covered by publicists. The actual content of the text, that is, its content, determines the nature and form of the work itself. When classifying works, attention is paid to the object or subject of analysis, the purpose of the material, the scale of coverage of the problem, and the nature of literary and stylistic means.

Journalistic works can be divided into three main genres:

- 1) informative (report, interview, note, reportage, informational correspondence, etc.);
- 2) analytical (comment, article, review, letter, review, appeal, etc.);
- 3) artistic and journalistic (sketch, essay, conversation, confession, essay, feuilleton, parody, pamphlet, journalistic story, epigram, etc.).

M. Navalna is engaged in researching trends in the development of the vocabulary of Ukrainian-language periodicals, taking into account social dynamics. The philologist notes the active use in the language of printed editions of words that were characteristic only for oral speech or for certain social groups. According to the researcher, "a distinct group of lexical units in terms of emotional and expressive saturation in socio-political texts are lexemes that denote objects, actions and states that characterize specific politicians, state and public figures." [6]

Significant enrichment of the language of the mass media with new lexical units is connected with the difficult political and military situation in the East of the country - "due to the complication of relations between Ukraine and Russia, as well as their characteristics, journalists use criminal slang, which gives the texts a tone of contempt, condemnation, dissatisfaction, objections, etc." [3]

Moreover, the number of war-related words and words denoting aggression

and hostility has increased. The presence of both neologisms and already known words and phrases, but with extended semantics, is observed. Undoubtedly, journalistic texts reflect all processes occurring in language. They confirm its multifunctionality and constant development. All stylistic and vocabulary changes are immediately embodied in journalistic texts.

The modern press is looking for new expressive language means of expression. They include words, sayings, and stylistic techniques. The appearance of new elements is connected with the need to have an emotional impact on the recipients and stimulate their interest. All of the above factors make journalism an important source for studying language processes. Journalism and mass media are the first to react to the course of events in society and respond to its changes. These facts explain the growing role of these functional styles in language dynamics. Generally recognized interpretations of the journalistic style from among the features inherent in this style single out those that have an emotional impact on the reader/listener and convey the author's attitude.

Analysis of the vocabulary of journalistic texts helps to find new individual aspects of conceptualization and categorization of the world, which are revealed in speech. In addition, it is possible to trace the designation of both new linguistic realities and those already known to Ukrainian society, but which were reinterpreted and changed under the pressure of socio-political events and received new expressive and evaluative meanings. This is due to the fact that the object and subject of journalistic texts, as well as the potential recipient, encourage the use of a wide range of linguistic units, which are characterized by various functional and content properties. Linguists resort to the analysis of the texts of newspaper and magazine publications and mass media texts in general to study the dynamics of the development of the modern lexicon of the Ukrainian language [11].

The work of native speakers who work professionally with the word, consciously create new nominations or communicative units, helps to understand the state of modern language practice. The active search for new expressive ways of using the lexicon is accompanied by the strengthening of its expressive and

evaluative potential, which reflects the frequency of fluctuations in the language preferences of modern society, the entire volume of discussions concerning the normativity of controversial language units, namely their compliance with the new image of language at the current stage of development Ukrainian society.

We can say that "it is journalism that leads the way in the creation of modern Ukrainian "Newspeak". It can be considered one of those powerful "crucibles" in which today a new literary model of the Ukrainian language, a new model language norm, in particular, lexical and word-forming, is "cooked". [5]

It is the expressive expressive and evaluative nature of the texts of the journalistic style of the modern Ukrainian language that makes it useful for the analysis of word-forming processes. The author's creativity and skill confirm the multi-layered use of nominations at the content level.

CHAPTER 2

THE IMPACT OF HYBRIC WORDS IN TRANSLATION

2.1 Strategies employed by translators to address the challenges of translation hybrid words

In the English language, the creation of hybrid words was a productive way of word formation in all periods of its historical development. The desire for brevity and expressiveness, as well as the special passion of the English for linguistic ingenuity led to the appearance of words that Lewis Carroll (the author of chortle and slithy himself) called "purse words". Two (or more) meanings are "packaged" in such words.

At the same time, it should be noted that in recent decades there has been a steady trend towards a significant increase in units of this type among English neologisms. Hybrid words are created to verbalize new complex, multidimensional concepts, to denote animal and plant hybrids, new artifacts and trademarks :

stagflation - період економічного застою при одночасній інфляції *stagnation* + *inflation*; *beefalo* - 'суміш бика і буйвола' <*beef* + *buffalo*>; *potato* - 'гібрид картоплі та томату' <*potato* + *tomato*>; *breathalyser* - 'прилад, що вимірює вміст алкогольних пар з дихання водія' <*breath* + *analyser*>; *Callanetics* - 'авторська система фізичних вправ, розроблена Каллан Пінкні' <*Callan [Pinckney]* + *athletics*>. This type of word formation is an inexhaustible source for creating linguistic puns. The authors of "words-purse" are convinced that the listeners/readers will correctly "solve" and appreciate the linguistic "quirky»: *millionerror* — 'небажана дитина в сім'ї мільйонерів' <*millionaire* + *error*>; *frankenfood* - 'генетично модифіковані продукти харчування' <*Frankenstein* + *food*>.

The uniqueness of the described phenomenon is that the integration process is no longer random or spontaneous, but is regulated by certain features of the components. The initial components of hybrid words must match each other in several parameters — phonological, semantic, grammatical — and have a high linguistic creative potential. Some hybrid words may contain elements of foreign origin: *coffnoscenti* <*coffee* + *cognoscenti*>; *priviligentsia* <*privilege* + *intelligentsia*>; *Fraingalise* - 'розмовна французька мова, в якій використовується багато англійських слів' <*Francaise* + *Anglaise*>. Hybrid words can belong to different lexical and grammatical categories: nouns (*zootoque* - 'невеликий зоопарк з екзотичними та рідкісними видами тварин' <*zoo* + *boutique*>), verbs (*medevac* - 'евакуювати постраждалих до доколишнього шпиталю' <*medical* + *evacu*>), adjective (*tizzy* - 'металевий, дзижчить (про звук)' <*tinny* + *buzzying*>). At the same time, the highest productivity of units of this type is manifested among nouns.

2.2 Translation transformations in translating hybrid words

In the modern world, artistic translation plays an extremely important role in

the context of the development of the native language and the preservation of national culture. In our opinion, artistic translation is a great human asset, because with the help of artistic translation, we can understand and preserve the cultural, moral and spiritual heritage of our people. Artistic translation of prose and poetic children's works in the modern world is becoming an integral part of national culture.

At the present stage, an important component of artistic translation is the preservation of the main idea of the original work, for the transmission of those values and norms that were laid down by the author in the original works. The translator is forced in his work to convey all the moods and thoughts of the author, in order to reproduce and preserve the identity of the artistic work, thereby forming the cultural heritage of our people.

Traditionally, the analysis of the structure of hybrid words was based on the account of the combinatorial features of their morphological composition. John Algeo, for example, singles out the following groups of hybrid words:

1) units with complete or partial overlap of individual elements of the original components and their overlap: *strimmer* <*string*+*trimmer*>; *slanguage* <*slang* + *language*>;

2) units with initial or final truncation of the structure of one of the initial components while preserving the full structure of the other initial component: *fanzin* - 'журнал для шанувальників акторів і співаків або спортивних уболівальників' <*fan* + *magazine*>; *paratroops* - 'повітряно-десантні війська' <*parachute* + *troops*>;

3) units with initial and/or final truncation of the structure of the two original components: *transputer* <*transistor* + *computer*>; *Singlish* — 'спрощений варіант англійської мови, якою розмовляють жителі Сінгапуру' <*Singapore* + *English*>;

4) units with overlap and overlap of individual elements of the original components and truncation: *numeracy* <*number* + *literacy*>.

John Algeo's classification is based on taking into account the features of the changes occurring in the structure of the initial components of hybrid words, and allows us to distinguish 16 basic structural types. The complexity of modeling and

the extraordinary structural diversity of these lexical units is a consequence of the unpredictable nature of the process of their formation, for example, the truncation of one of the initial components is sometimes reduced to one style or even sound.

The morphological structure of fusion words, thus, turns out to be not as important as its sound envelope. "Sound chain", that is, the external form of a hybrid word, can "lead" the reader or listener to the correct understanding of the meaning of the entire unit, which is semantically and formally connected with its lexemes. This allows us to consider the structure of hybrid words not from morphemes or "fragments" of morphs of the original components, but from full-valued lexemes represented by separate fragments.

Further, in the process of communication, the reader/listener restores these fragments completely, which is a necessary condition for recognizing the meanings embedded in the meaning of the lexical unit. Based on the above, S. Kemmer proposed a typology of hybrid words based on phonetic and semantic criteria. S. Kemmer divided these lexical formations into three large groups:

1) units with overlap (overlap blends), which included units of the glitterati type <*glitter* + *literati*>;

2) units with substitution (substitution blends):

a) whole lexeme (lexeme substitution): *carjacking* <*car* + *hijacking*>;

b) morphemes (morpheme substitution): *andropause* <*andro-* + *menopause*>;

c) languages (syllable substitution): *digerati* <*digital* + *literati*>;

d) segment of a sound chain (segment string substitution): *smog* <*smoke* + *fog*>;

3) a group of "rare blend types" units:

a) hybrid words formed from three original components (3-source blends): *turducken* - 'індичка, фарширована м'ясом качки та курча' <*turkey* + *duck* + *chicken*>;

б) «orthographic mergers» (orthographic blends): *pharming* - 'розведення генетично модифікованих тварин' <*pharmaceutical* + *farming*>;

в) hybrid words with "inclusions» (intercalative blends): *chortle* <*chuckle* + *snortle*>, *slithy* <*slimy* + *lithe*>.

Linguistic research in recent years, carried out in the direction of a cognitive approach to the analysis of linguistic phenomena, has made it possible to consider the formation of hybrid words as the result of a complex cognitive process of concept integration (conceptual blending) that occurs at the linguistic level.

One of the most controversial issues related to the formation of hybrid words in the English language is the determination of the status of serial units: *Contragate*, *Monicagate*, *Camillagate*, *Notting Hillgate*; *workaholic*, *chocaholic*, *shopaholic*, *computerholic*; *cheeseburger*, *baconburger*, *tofuburger*, *veggieburger*; *glitterati*, *chatterati*, *Britpoperati*, *soccerati*, *luncherati*; *advertisement*, *scientific*, *edutainment*. It is obvious that during the creation of the first words in these series, the above-described process of fusion of the original components took place at the conceptual and linguistic levels, which, due to its success, was appreciated by those who speak, became widely exploited and led to the creation of a whole series of words by analogy.

Separate fragments isolated from the *Watergate*, *alcoholic*, *hamburger*, *literati*, *entertainment* units acquired the meaning of a full-fledged lexical unit - 'скандал', 'фанат', 'бутерброд', 'знатне суспільство', 'приємна розвага' (in accordance). This remark is extremely important, because some linguists are convinced that in this case we are dealing with a semantic reinterpretation and the appearance of new affixes or semi-affixes that coincide in form with this fragment of a complex word. As a result, in their opinion, new words are formed within the framework of another word-forming process — affixation. However, it should be remembered that the meanings of affixes are usually more abstract, as opposed to the above examples, and require an understanding of the reconstruction of the form and meaning of the entire lexical unit.

Hybrid words are bright, extraordinary units in terms of their form and semantics. A significant increase in the number of hybrid words on the pages of the English-language press over the past few years allows us to consider the phenomenon

of their creation as a manifestation of the impressive flexibility and mobility of language in depicting an extremely complex image of the modern world.

Analysis of the actual material of the material that the choice of the contextual equivalent of the word can occur as a result of using the following transformations:

- concretization as a result of which "a word of broader semantics in the original is replaced by a word of narrower semantics" [15, p. 39] in translation, for example:

It found depression was less common among parents whose children lived further away, compared to parents whose children lived locally. Depression was highest among parents of poorer families with all their children still living in the local area, the study showed «З'ясовано, що депресія загалом менше властива тим батькам, чиї діти живуть досить далеко, аніж тим, чиї діти залишаються жити поруч. Дослідження виявило, що найвищий рівень депресії серед людей у бідних сім'ях, де всі діти проживають неподалік від батьків».

The concretization of the meaning, as can be seen from the given example, also requires a number of grammatical transformations. It is clear that this method of translation is more common when words with a very broad meaning are translated, such as thing, matter, piece, affair, unit, claim, concern, fine, good, to be, to do, to get, to come etc [14 , with. 40]:

- generalization, as a result of which the translation is used with a wider meaning, depending on the original text, the translator often uses a hyponym [14, p. 45]. At the same time, it should be obvious to avoid loss of accuracy of information, for example:

A grandmother survived 11 days at the bottom of a ravine after getting lost on a rambling holiday in the Spanish Pyrenees by sipping rain water and nibbling wild herbs (DT, 09.07.09)

«Заблукавши під час прогулянки в Іспанських Піренеях, жінка провела 11 днів на дні ущелини, п'ючи лише дощову воду й харчуючись дикими рослинами».

Stylistic norms of English information speech are effective for the use of conversational elements, but this is not characteristic of Ukrainian informational

texts, which is determined in the considered context of the application of the generalization method.

Regarding the last factor, the following sentence can be an example:

The toddler was strangled by the snake in the town of Oxford... (DT, 01.07.09)

«Змія задушила дитину в містечку Оксфорд...».

English toddler means "a small child who is learning to walk": "youngest child: a small child who is learning to walk" [42].

The Ukrainian language does not have a lexeme that would name a child in this period of its development.

-semantic development, which involves contextual substitution, the use of a word that has the meaning of the logical development of a unit in the original text. The use of semantic development is often caused by differences in speech norms and traditions in the original and translation languages [14, p. 28].

Therefore, the translation of journalistic texts requires the use of translational lexical transformations. In the processed material, the specification and generalization of the meaning, semantic development, antonymic translation, addition and removal of words, complete rethinking are recorded. This is caused mainly by differences in the lexical-grammatical systems of the two languages, differences in their stylistic norms, rules of syntagmatic lexemes.

Analysis of actual material, which includes the following grammatical transformations most commonly used when translating English-language journalistic texts into Ukrainian:

- Replacement of one set, for example:

To diminish infant and child mortality (DT, 01.07.09).

Reduction of infant mortality and child mortality.

- Replacing parts of speech, for example:

... to this end, State Parties shall promote the conclusion of bilateral or multilateral agreements or accession to existing agreements (DT, 09.07.09)

З цією метою держави-учасниці сприяють укладанню двосторонніх чи багатосторонніх угод або приєднуються до чинних угод.

In this case, the English noun "accession" was replaced by the verb "to join" in the Ukrainian language.

We also recorded transformations related to structural changes in the original text. During the analysis, we recorded the following changes in the structure of the original text:

- Changing the order of words in a sentence, for example:

State Parties shall take all appropriate measures to ensure to women, on equal terms with men and without any discrimination, the opportunity...(DT, 09.07.09).

Держави-учасниці вживають усіх відповідних заходів, щоб забезпечити жінкам можливість на рівних умовах з чоловіками і без будь-якої дискримінації...

During our research, we analyzed ways of reproducing not only lexical and grammatical, but also lexical and stylistic features of English-language journalistic texts. Such adaptation is caused not only by language differences.

Stylistic adaptation during translation may also be necessary in relation to those stylistic features that are simultaneously present both in the original language and in the translated language. One and the same stylistic feature can be manifested in different degrees in each of the languages, and its presence in the original does not mean that it can simply be reflected in the translated text [16, p. 129]. Very often, during translation from English to Ukrainian, there is a need to use such a transformation as extraction.

Words that are semantically redundant, i.e. words that express a meaning that can be obtained from the text without them, are to be removed. One of the examples of redundancy is the use of so-called paired synonyms of words that are used in parallel, have the same or similar referential meaning, and are most often united by the union and [10, p. 228]. This technique is found in English-language materials of the journalistic genre, this phenomenon is not characteristic of the Ukrainian language at all. Example:

The bold and courageous struggle carried the day (G, 18.07.09)

Мужня боротьба завершилася перемогою.

Eliminating semantically redundant elements of the source text gives the translator the opportunity to perform what is called text compression, i.e. reducing its overall volume.

This often turns out to be necessary because during the translation process, numerous additions and explanatory phrases introduced by the translator for greater clarity often threaten the translated text with excessive swelling for pragmatic reasons. Therefore, in order to balance this tendency, the translator should strive wherever possible within the linguistic and stylistic norms of the translation language to omit semantically redundant elements of the source text

Among the widely used translation transformations, we can also include the choice of the counterpart in the translation language, for example: mothballing – консервація об'єкту, to be clear as day – ясно як божий день.

Contextual substitution is also quite often used:

Tax dodgers are in for some unpleasant surprises (DT, 09.07.09)

Любителів "тіні" чекають величезні штрафи.

As we can see, the application of generalization (45%) is conditioned by the advantages of the stylistic norms of the English and Ukrainian languages, differences in the syntagmatic conjugation of the counterparts in both languages, as well as differences in the lexical-semantic systems of the languages.

The analysis of the actual material determines the following grammatical difficulties in the translation of journalistic texts, which necessitate the use of certain transformations during translation.

So, the most typical grammatical difficulties in the translation of English informational texts are the translation of passive, infinitive and adverbial constructions. The lexical and grammatical meaning of English verb forms, their syntactic function, inclusion in inflections, contextual environment, grammatical features of the Ukrainian verb, norms of the translation language determine the amount of grammatical transformations that affect both the morphological characteristics of words and the syntactic structure of sentences in general (33%).

The study showed that a widely used method of translation is the

transformational tandem of tracing in combination with transcoding. Quite often they are used independently (22%).

CONCLUSIONS

The presence and formation of the system of various areas of word formation, which are characterized by clearly defined tasks, defined tools for solving them and the subject of research, indicate the active development of derivation. The analysis of the word-forming potential of borrowed words gave reasons to state the accelerated pace of their assimilation in the modern Ukrainian language and its significant replenishment with derived units formed from previously acquired borrowings.

A hybrid word-form is the process of the emergence of new lexical units by combining elements of different languages. Taking into account the fact that the new borrowed vocabulary is mostly characterized by the design and structure of words not inherent in the Ukrainian language, the recipient language activates the adaptation of foreign words in the form of hybrid word formation.

A hybrid word is a word formed from components of different origins, one of which is native, the other foreign. Such a word mainly corresponds to the grammatical system of the English language and at the same time retains a semantic connection with a component of another linguistic culture. One of the most representative environments for the emergence and popularization of hybrids is the journalistic style, because the sphere of its functioning is quite wide - the texts of newspapers and socio-political magazines, the language of television and radio, speeches during political speeches. Stylistic and vocabulary changes are immediately reflected in journalistic texts, which makes them a useful source for studying language development.

The study of various discourses of the English language made it possible to reveal new trends in the development of the lexical system, namely, the active creation of homonymous evaluative names from the surnames of political leaders, the internationalization of terminology, the involvement of abro-components in derivational processes, the intensification of juxtaposition and the creation of words based on abbreviations. Therefore, contemporaries have a need to mark new objects and reflect the events of recent years.

The use of hybrids in a journalistic style is due to the desire of the authors to

draw attention to urgent problems or issues of society, to reflect new trends in its development, in particular, innovations in education, culture, science, economy, tourism, etc. The scientific style is distinguished by the presence of a large number of innovations, due to the rapid pace of scientific and technical progress. The active development of the English language is accompanied by the constant replenishment of entire layers of borrowed vocabulary in various spheres of social life. Hybrid nomination is a total process that permeates not only journalism, but also advertising, artistic creativity and science.

Innovations perform a certain function in each industry. In artistic texts, hybrid innovations create a certain color and comic effect, and also name concepts characteristic of another culture. Therefore, the use of hybrid units by the authors is fully justified, because these words make the artistic space more original, colorful, close to the problems of today. In advertising texts, hybrid derivatives help to achieve pragmatic goals, impress the target audience, and ensure its uniqueness. Since the main goal is to establish an emotional connection with the recipient, the language should be unusual and unique.

Hybrid units make slogans easier to remember. Mixed terms in scientific terminology arise to avoid descriptive constructions, differentiation and detailing of new concepts. Their emergence is inevitable, because international scientific ties are constantly strengthened and expanded, which also affects the constant replenishment of the vocabulary of the language. Adherence to the national specificity of individual term systems remains an important condition for a positive impact on the overall language development.

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ANNEX

<p><i>It found depression was less common among parents whose children lived further away, compared to parents whose children lived locally. Depression was highest among parents of poorer families with all their children still living in the local area, the study showed (DT, 01.07.09)</i></p>	<p>«З’ясовано, що депресія загалом менше властива тим батькам, чиї діти живуть досить далеко, аніж тим, чиї діти залишаються жити поруч. Дослідження виявило, що найвищий рівень депресії серед людей у бідних сім’ях, де всі діти проживають неподалік від батьків».</p>
<p><i>A grandmother survived 11 days at the bottom of a ravine after getting lost on a rambling holiday in the Spanish Pyrenees by sipping rain water and nibbling wild herbs (DT, 09.07.09)</i></p>	<p>«Заблукавши під час прогулянки в Іспанських Піренеях, жінка провела 11 днів на дні ущелини, п’ючи лише дощову воду й харчуючись дикими рослинами».</p>
<p><i>The toddler was strangled by the snake in the town of Oxford... (DT, 01.07.09)</i></p>	<p>«Змія задушила дитину в містечку Оксфорд...».</p>
<p><i>Schools, for instance, will only be closed if too many teachers are off sick to keep classes going... (G, 07.07.09)</i></p>	<p>«Школи, наприклад, будуть закриватися тільки якщо більшість учителів через хворобу не зможуть продовжувати проводити заняття».</p>
<p><i>NHS East of England said a swab test confirmed Day had also contracted the H1N1 virus, but the exact cause of death will remain unknown until the coroner's report (G, 13.07.09)</i></p>	<p>«Державна служба охорони здоров’я східної частини Англії заявила, що аналіз підтвердив, що Дей був заражений вірусом H1N1, але точна причина смерті буде встановлена після розтину».</p>
<p><i>Such systems allow elderly or handicapped people to interact with the world through signals from their brains,</i></p>	<p>«Подібні системи дозволять старим людям або людям із фізичними чи розумовими вадами взаємодіяти з</p>

<i>without having to give voice commands... (DT, 01.07.09)</i>	навколишнім світом за допомогою сигналів мозку, не вдаючись до голосових команд...».
<i>The quake was followed by eight aftershocks (DT, 09.07.09).</i>	Після основного поштовху сталося ще вісім слабких
<i>Investigators are still uncertain why the Airbus A330 fell from the sky after taking off from Brazil (DT, 09.07.09)</i>	«Слідчі ще не можуть точно назвати причину падіння Аеробуса А-330 відразу після зльоту в Бразилії».
<i>Players who fell short of Wimbledon glory (G, 03.07.09)</i>	Гравці, котрі не досягли Уїмблдонського тріумфу.
<i>To diminish infant and child mortality (DT, 01.07.09).</i>	Зниження рівня смертності немовлят і дитячої смертності.
<i>... to this end, State Parties shall promote the conclusion of bilateral or multilateral agreements or accession to existing agreements (DT, 09.07.09)</i>	З цією метою держави-учасниці сприяють укладанню двосторонніх чи багатосторонніх угод або приєднуються до чинних угод.
<i>State Parties shall take all appropriate measures to ensure to women, on equal terms with men and without any discrimination, the opportunity...(DT, 09.07.09).</i>	Держави-учасниці вживають усіх відповідних заходів, щоб забезпечити жінкам можливість на рівних умовах з чоловіками і без будь-якої дискримінації...
<i>... which has the effect or purpose of impairing or nullifying the recognition, enjoyment or exercise by women...(G, 18.07.09)</i>	... спрямовані на зменшення чи зведення нанівець визнання, користування або реалізацію жінками...
<i>The provision for the reduction of inc stillbirth-rate and of infant mortality for the healthy development of the child and the improvement of all aspects of environmental and industrial hygiene (DT, 09.07.09).</i>	Забезпечення скорочення мертвонароджуваності та дитячої смертності і піклування про здоровий розвиток дитини. Поліпшення всіх аспектів гігієни зовнішнього середовища і гігієни праці в

	промисловості.
<i>The prevention, treatment and control of epidemic, endemic, occupational and other diseases. The creation of conditions which would assure to all medical service and medical attention in the event of sickness (DT, 09.07.09)</i>	Запобігання і ліквідування епідемічних, ендемічних, професійних та інших хвороб і боротьби з ними, як і створення умов, які б забезпечували надання всім медичної допомоги і медичного догляду в разі хвороби
<i>The bold and courageous struggle carried the day (G, 18.07.09)</i>	Мужня боротьба завершилася перемогою.
<i>Tax dodgers are in for some unpleasant surprises (DT, 09.07.09)</i>	Люби-телів “тіні” чекають величезні штрафи.
<i>The implementation of the European language charter in Ukraine is on the agenda (G, 18.07.09)</i>	Тобто імплементація Європейської мовної хартії в Україні – це питання порядку денного
<i>Donors promised to fully fund Shelter 2, now referred to as the safe confinement (DT, 01.07.09).</i>	Донори обіцяли повністю профінансувати Укриття-2, яке зараз називають безпечним конфайментом.
<i>Numerous black swans are now swimming in the global economic lake (G, 18.07.09).</i>	Незліченні чорні лебеді сьогодні плавають у глобальному економічному озері.
<i>As traditional wisdom goes, all that glitters is not gold (DT, 01.07.09).</i>	Як говорить народна мудрість: надів жупан.
<i>He is a brilliant pianist, but most importantly, his way of thinking is complex, nonconventional(G, 18.07.09)</i>	Він блискучий піаніст, а головне, складно і неординарно мислить.
<i>stagflation</i>	<i>період економічного застою при одночасної інфляції stagnation + inflation</i>
<i>beefalo</i>	<i>'суміш бика і буйвола' <beef + buffalo</i>
<i>potato</i>	<i>'гібрид картоплі та томату' <potato</i>

	+ <i>tomato</i> >;
<i>breathalyser</i>	'прилад, що вимірює вміст алкогольних пар з дихання водія' < <i>breath</i> + <i>analyser</i> >;
<i>Callanetics</i>	'авторська система фізичних вправ, розроблена Каллан Пінкні' < <i>Callan [Pinskney]</i> + <i>athletics</i> >.
<i>millionerror</i>	'небажана дитина в сім'ї мільйонерів' < <i>millionaire</i> + <i>error</i> >;
<i>frankenfood</i>	'генетично модифіковані продукти харчування' < <i>Frankenstein</i> + <i>food</i> >.
<i>Fraingalise</i>	'розмовна французька мова, в якій використовується багато англійських слів' < <i>Francaise</i> + <i>Anglaise</i> >.
<i>zootoque</i>	'невеликий зоопарк з екзотичними та рідкісними видами тварин' < <i>zoo</i> + <i>boutique</i> >
<i>medevac</i>	'евакуувати постраждалих до довоклинного шпиталю' < <i>medical</i> + <i>evacu</i> >
<i>tizzy</i>	'металевий, дзижчить (про звук)' < <i>tinny</i> + <i>buzzying</i> >

РЕЗЮМЕ

Про активний розвиток деривації свідчить наявність і сформованість системи різноманітних напрямів словотвору, які характеризуються чітко визначеними завданнями, визначеними засобами їх розв'язання та предметом дослідження. Аналіз словотвірного потенціалу запозичених слів дав підстави стверджувати про прискорені темпи їх засвоєння сучасною українською мовою та значне її поповнення похідними одиницями, утвореними з раніше набутих запозичень.

Гібридний словотвір — це процес утворення нових лексичних одиниць шляхом поєднання елементів різних мов. Зважаючи на те, що нова запозичена лексика здебільшого характеризується оформленням і структурою слів, не властивих українській мові, мова-реципієнт активізує адаптацію іншомовних слів у формі гібридного словотворення.

Гібридні одиниці полегшують запам'ятовування гасел. Змішані терміни в науковій термінології виникають з метою уникнення описових конструкцій, диференціації та деталізації нових понять. Їх виникнення неминуче, тому що міжнародні наукові зв'язки постійно зміцнюються і розширюються, що також впливає на постійне поповнення словникового складу мови. Важливою умовою позитивного впливу на загальний мовний розвиток залишається дотримання національної специфіки окремих терміносистем.

Ключові слова: *слова-гібриди, словотвір, публіцистичний стиль, гібридизація, англійська мова.*