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ABBREVIATIONS AND OTHER ACRONYMS IN THE MODERN HOTEL
AND RESTAURANT BUSINESS AS A PROBLEM OF ENGLISH-
UKRAINIAN TRANSLATION

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КУРСОВА РОБОТА

З ПЕРЕКЛАДУ

АБРЕВІАТУРИ ТА ІНШІ СКОРОЧЕННЯ В СУЧАСНОМУ ГОТЕЛЬНО-РЕСТОРАННОМУ БІЗНЕСІ ЯК ПРОБЛЕМА АНГЛО- УКРАЇНСЬКОГО ПЕРЕКЛАДУ

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

студентка 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 у бізнес-комунікації**

Тема роботи Абревіатури та інші скорочення в сучасному готельно-ресторанному бізнесі як проблема англо-українського перекладу

Науковий керівник Никитченко Катерина Петрівна

Дата видачі завдання _____ листопад 2023 року

Графік виконання курсової роботи з перекладу

№ п/п	Найменування частин та план курсової роботи	Терміни звіту про виконання	Відмітка про виконання
1.	Аналіз наукових першоджерел і написання теоретичної частини курсової роботи (розділ 1)	1–5 листопада 2023 р.	
2.	Аналіз дискурсу, який досліджується, на матеріалі фрагмента тексту; проведення перекладацького аналізу матеріалу дослідження і написання практичної частини курсової роботи (розділ 2)	7–11 лютого 2024 р.	
3.	Написання вступу і висновків дослідження, оформлення курсової роботи і подача завершеної курсової роботи науковому керівнику для попереднього перегляду	28–31 березня 2024 р.	
4.	Оцінювання курсових робіт науковими керівниками , підготовка студентами презентацій до захисту курсової роботи	25–30 квітня 2024 р.	
5.	Захист курсової роботи (за розкладом деканату)	2-13 травня 2024 р.	

Науковий керівник _____ (підпис)

Студент _____ (підпис)

РЕЦЕНЗІЯ НА КУРСОВУ РОБОТУ З ПЕРЕКЛАДУ З АНГЛІЙСЬКОЇ МОВИ

студента(ки) 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 у бізнес-комунікації**

Ценко Аліси Дмитрівни

(ПІБ студента)

за темою Абревіатури та інші скорочення в сучасному готельно-ресторанному бізнесі як проблема англо-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)	

Усього набрано балів: _____

Оцінка:

«До захисту» _____

(42-70 балів)

_____ (підпис керівника)

«На доопрацювання» _____

(0-41 балів)

_____ (підпис керівника)

” ___ ” _____ 2024 р.

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INTRODUCTION

New opportunities for communication and certain changes in the international political arena are contributing to an increasingly active the interpenetration of words that in the recent past were characteristic only for certain social or professional groups. We are increasingly encounter all sorts of words, expressions and abbreviations that belong to different types of discourse, are used in different spheres of life and perform various functions.

An abbreviation, one of the specific units of language units of language, can now be found in texts and messages, regardless of their of their subject matter and the issues they cover.

The process of emergence of of any new language units not previously characteristic of the text, requiring detailed analysis and study, entails the emergence of new problems for translators. No wonder that today more and more attention is paid to to the study of the language's vocabulary and translation issues. The question of of the nature of the abbreviation of the translation of lexical units formed in this way is no exception. no exception, as it is one of the most pressing issues today.

The term paper is focused on studying the peculiarities of the functioning of abbreviations and other acronyms in the modern hotel and restaurant business, taking into account the problem of their English-Ukrainian translation.

The theoretical background of the paper are the works of both Ukrainian and foreign scholars, for example, Béchade, Hervé-D, Blois Jacques, Bar Marc, Gardes Tamine Joëlle, Grevisse Maurice , Kulgagova L.V., Kyrychenko O. M., Marckwardt A. H., Martinet André, Mencken H. L., Niklas Salminen Aïno, etc.

Topicality for the study is that abbreviations and acronyms are gaining popularity, especially in the mass culture of young people, who are the dominant part of native speakers.

The purpose of the study is to analyse the phenomenon of abbreviations and acronyms, their processes, popularity, and also to characterise the peculiarities of their functioning in the modern hotel and restaurant business, taking into account the problem of their English-Ukrainian translation.

Achieving this goal involves solving the following *tasks*:

- to characterise the studied concepts in the theoretical and linguistic dimension;
- determine the role and place of abbreviations and acronyms in scientific research;
- to study the functioning of abbreviations and acronyms in modern English;
- describe the specifics of analysing business discourse texts;
- to study the features of translation of abbreviations and acronyms in the texts of modern hotel and restaurant business

Object of the research is abbreviations and acronyms in the modern hotel and restaurant business.

The investigation subject is the problem of English-Ukrainian translation of abbreviations used in the texts of modern hotel and restaurant business.

Data sources: 50 sentences with abbreviations in English and their translation into Ukrainian.

The research methods used contributed to the successful implementation of the tasks set:

1. Theoretical: synthesis, analysis, deduction, induction, classification, generalisation.
2. Empirical: comparison, translation analysis.

The theoretical value of the work lies in expanding the understanding of abbreviations and acronyms, their basic processes of creation, specific characteristics, translation features, and the peculiarities of abbreviations in the modern hotel and restaurant business.

The practical value of the research lies in the fact that the materials can be used for writing scientific papers on the study of abbreviations in modern English, as instructional and auxiliary materials in research in linguistics, paraphrase studies and translation.

The study consists of an introduction, two chapters, conclusions, appendices, a review and a list of references. The total volume of the research is 52 pages, including

37 pages of the main text.

CHAPTER 1

THEORETICAL AND METHODOLOGICAL PRINCIPLES OF STUDYING ABBREVIATIONS

1.1 Abbreviations and reductions: definitions and classifications

It is worth noting that today one of the most noticeable trends of language development is the trend towards abbreviation. In the 20th century, this linguistic phenomenon became widespread. An active tendency to the widespread use of abbreviated lexical items that has appeared in many languages in the last 10 years is obvious and requires no proof. Shortened words are firmly established in modern languages. Their number of them is very large, they make up a significant part of the vocabulary, and they are

They are present at all levels of vocabulary and are widely used in both spoken and written language. The emergence of a large number of abbreviated lexical items in modern languages is one of the consequences of the scientific and technological revolution, which has led to the emergence of many new special concepts that need to be named, in order to fix them in the language.

Analysing the principle of acronym formation, some researchers note that "As for the type of word construction itself – from random parts morphemes and words that make up the complete designation, it is extremely old, in any case older than our alphabet (as can be seen from its designation by the names of the first two or three letters - abeced, abc), or even our era. At least, this method of constructing secret or technical words was already known to the first Christians" [2].

Some grammarians argue that it is not necessary to define a problem in order to solve it. In order to deal with a problem, it is first necessary to define the meaning of the concept to avoid possible confusion. Before studying any issue in detail, it is important to give at least a general definition, to determine a certain starting point. First, with regard to the abbreviation, we see that an abbreviation is a

way of creating new words. Secondly, we will try to identify and cite some of the most interesting opinions and definitions of linguists.

Today's grammar: an alphabetical guide to French linguistics by Michel Arrive tells us that "abbreviation is one of the procedures that competes with lexical neology. It consists in the expression of a linguistic unit by means of a sign that is formed as a result of amputation of one or more elements, which retains the original meaning of the lexical unit"[11]. An abbreviation has different forms. Thus, the term abbreviation refers to the following phenomena, such as an acronym, truncation or ellipse.

In "The Origin and Meaning of Words", G.-D. Béchad also works with abbreviations as with the process of creating new words and defines the formation of acronyms and truncations as variants of the abbreviation. According to him, truncation is "a phenomenon that occurs by shortening of a word" [13]. We can see that he prefers the term abbreviation to refer to abbreviation. In another work, "Phonetics and Morphology of New and Modern French" G.-D. Béchad uses the term: abbreviated word [14].

These definitions are quite convincing because they use the acronym as a set of abbreviated processes. Unfortunately, they are not deep enough and do not provide clear explanations. Other grammarians prefer the term shortness to refer to abbreviations, but they exclude acronyms from this definition. They see them as a different process.

As an example, let us mention André Martinet, who understands abbreviations as short phrase, and in his "Functional Grammar of the French Language" he essentially operates with two ways of abbreviation: abbreviation and acronym [21]. Indeed, abbreviation is considered as the process of creating an abbreviation, but an acronym is already the result of the abbreviation process. Similarly, according to the authors of the "Grammaire méthodique du français", the French language two processes are used to enrich the vocabulary: acronym and abbreviation. In addition, they argue that the abbreviation "causes the shortening of long words" and the word abbreviation is bolded to emphasise this special case of an acronym: "an abbreviation is a shortening of the word, but its meaning remains in principle unchanged. The

truncation of long words (more than three syllables) is most often done by deleting of one or more final syllables; two or three syllables are retained, sometimes only one" [24].

In his "Lexicology", Aino Niklas-Salminen successfully uses the term abbreviation and distinguishes between two methods of abbreviation: abbreviation and acronym formation. He states, that an abbreviation can be presented in various forms, of which truncation is a part. In addition, according to him, "abbreviations are often associated with colloquial language, which is rather abandoned, while acronyms seem to characterise standard language above all" [23].

Conversely, "La grammare" defines phonologie, morphologie, lexicologie as the formation of acronyms as a special form of abbreviation, which is a false statement, since the formation of acronyms is a process of creation that takes place with the help of an abbreviation [16].

Definitions that go a little further in their distinctions and are quite convincing, are presented in *Le Bon Usage*. Maurice Gravis makes a very clear distinction between an abbreviation and an acronym. He teaches us that "an abbreviation is a graphic process that consists in writing a word, using only part of its letters: M. for Monsieur; n° for number. There is no a special pronunciation for the abbreviated form, so it is rather inconvenient to use the word an abbreviation for another phenomenon that we call a contraction" [17]. He considers abbreviations and truncation as two different processes, according to him, abbreviation is a graphic phenomenon, while truncation is a lexical phenomenon. He further divides abbreviations into word abbreviations, i.e. truncation, expression reduction and syntagmatic reduction. On the other hand, in his definition he does not distinguish between abbreviation (the process of creating new words) and graphic abbreviation (the result of the abbreviation).

In this regard, let us illustrate the problem of abbreviations and their definitions. The abbreviation in a broad sense, we should understand the set of reduced results, which will also be called abbreviations, in the narrow sense, there

are three processes of abbreviation (the process of abbreviations, acronyms and abbreviations), which allow to create four main forms of abbreviations: initials, acronyms, abbreviations (including graphic abbreviations) and truncations [11].

The classification of abbreviations is of great practical and theoretical importance for determining their status, as it makes it possible to study abbreviations in a systematic way. It should be noted that at present both the definition of abbreviations and the principles of their classification principles of their classification are numerous and heterogeneous, which is why different types of abbreviations are distinguished among the abbreviated units based on different features. This takes into account both the original unit (the basis from which the abbreviation is derived), and the finished (derived) unit, i.e. the abbreviation itself.

Scholar E. Dubenets believes that there are two main types of abbreviations: **graphic** and **lexical**. Graphic abbreviations, according to the researcher, are the result of abbreviating words and phrases only in written language, while in oral speech the corresponding full forms are used. They are used to save space and to make the writing more intense. [4, 256 c.]

According to L.V. Kulgavova, graphic abbreviations are abbreviations in writing. Graphic abbreviations are present only in written communication, while in oral they are replaced by the full form of the word or phrase, as in, for example, *bldg* (building), *govt* (government); graphic abbreviations of the days of the week are very common graphic abbreviations for days of the week (*Sun - Sunday*), months (*Feb - February*), American states (*Alas. - Alaska*), addresses (*Mr, Ms, Dr - Mister, Miss, Doctor*), military ranks (*Col. - colonel*), academic degrees (*BA - Bachelor of Arts*), units of time, length, weight (*sec - second, ft - foot/feet*), etc. [18, 512 c.]

However, the reading of some graphic abbreviations depends on the context, so you need to be careful when translating. For example, "*M*" can be read as: *male, married, man, metre, mile, million, minute*, l.p. can be read as long-playing, low pressure.

Examples of graphic abbreviations are *PhD, m, St., Mr.* These abbreviations are transferred to spoken language only in their full form. When translated into writing, the abbreviations *m, St.* can be translated by the corresponding abbreviations as million and saint, while *PhD* and *Mr.* need to be translated in their full form. In the oral speech of the target language in the target language, abbreviated units are also used only in their full form. According to L.V. Kulgavova, lexical contractions are abbreviations that can be present in both oral and written communication. A CRM system pulls all of this together, enabling you to track the organisations that you deal with, manage your contacts, log information and market to them more effectively. [5] CRM is an example of an abbreviation that is stored in abbreviated form both in written and spoken language. In the target language, it is stored in its original form, as it is widely used in this form in the language of translation.

An abbreviation usually refers to the process and the result of the process of creating of a word from the first letters or syllables of the components of a phrase or compound word:

- ***Initialisms***, which are read as a sequence of initial letters. As According to the observations of scientists, elements created by initial are not capable of acting as lexemes on their own, so they exist only in as part of abbreviations and compound words: *Police investigating the disappearance of student Libby Squire are examining CCTV footage which may show her getting into a car close to where she was last seen.* [1].

CCTV is an initialism that reads as a sequence of initial letters. The original form of the abbreviation is closed-circuit television. This initialism should be translated using the corresponding full form in the target language. form in the target language, system of security video surveillance, as this abbreviation is not quite clear to Ukrainians. is not fully understandable for the Ukrainian-speaking recipient of the text. In the event that this abbreviation will be used in the text in the future, it is possible to create abbreviated Ukrainian version of the SOVN and use it

further in the text.

- **Acronyms**, i.e. a sequence of sounds marked with letters, as if it were an ordinary word - this type of acronym has recently become very widespread in all spheres of human activity, especially in political and technical vocabulary: The photos include a "below the belt selfie" of the Amazon CEO, photos of him in tight boxer-briefs and wearing only a towel, and several revealing photos of Ms Sanchez, according to the emails he released [6].

In the emails he provided, you can see photos of the area "below the waist" of the Amazon CEO, in which he is wearing tight boxer shorts and a towel, and there were several nude photos of Ms Sanchez. An example of an acronym in this sentence is the abbreviation CEO, which in a spoken sentence is read as a sequence of sounds to form a word. In the translation sentence, this abbreviation is rendered as chief executive director, i.e. using the corresponding full form.

The full original form of the of the abbreviation is chief executive officer. Nevertheless, today it is increasingly common is increasingly used in the Ukrainian language in its original form. This is especially true in areas that are now actively developing and entering the international market, such as IT or marketing.

In addition, the sentence contains the abbreviation Ms, which was translated into the full and the abbreviation email, which is an example of blending, which has been translated with the full Ukrainian equivalent electronic letters.

- **Phonetic abbreviations** are another type of abbreviation. It is formed by replacing a component or a whole word with a letter/number, the lexicalised form of of which has the same (or similar) phonetic characteristics as the the replaced component. Quite often in online communication, users abbreviate simple English words even to a single letter or a number. For example, the word see is transformed into the letter C according to its sound to the letter C, the verb are is replaced by the letter R, the pronoun you is represented by the letter U, for example: *HRU - How are you? - And while Alex was sending texts 'I h8 u 4eva' to Jordan's no doubt pink crystallized phone, she was busy trotting in the snow, showing off her new equestrian range.* [9].

The above sentence contains three phonetic abbreviations, H8, U and 4eva. The verb "hate" is transformed into a combination of the first letter and the number 8 (eight), and the adverb "forever" is transformed into the number 4 (four) and the adverb forever is transformed into the number four and the letter combination eva, which as a result sounds the way it should. The pronoun you was represented by the letter U, which also has the required sound. In this case, to convey the meaning of the message to the reader, it is best to use the full Ukrainian equivalents, hate, always and you. This choice is explained by the fact that we do not have such phonetic substitutions in Ukrainian phonetic substitutions in Ukrainian.

Taking into account the structural heterogeneity of abbreviations, E. A. Duzhikova quite reasonably distinguishes three main types of abbreviation signs, which covering all the abbreviations of the modern English language:

1. abbreviations, which include a part or parts of only one word;
2. compound abbreviations, which include not only reduced parts of words, but also full words;
3. initials abbreviations that must consist of the initial letters of the words of the abbreviated word combination.

Within each type, subtypes are distinguished, and therefore classification becomes quite voluminous. [3] A detailed study of the phenomenon of abbreviation has shown that the term "abbreviation" and the corresponding method of word formation conceal various semantic and structural formations. At the same time, there is no consensus among scholars on their classification or they do not pay attention to this complex issue at all [5].

T. Maksymova's classification is quite similar to the previous classification we have considered and, at the same time, quite extensive in terms of practical application of abbreviations and acronyms. The vast majority of compound words are formed using the initial letters of long or complex words and phrases. Pronunciation of compound words causes some difficulties [5].

Depending on their pronunciation, they are divided into initialisms and

contractions. Initialisms are shortened words derived from the first letters of a compound phrase. They are divided into acronyms and abbreviations. An acronym is a word formed from the first letter or letters of a compound word or phrase: *MYRA = Multiyear Rescheduling Agreement, ECU = European Currency Unit, etc.* The resulting in this way is pronounced as a word, not individual letters, according to all the rules of reading in English language. Abbreviations contain mostly consonants and are pronounced as separate letters of the English alphabet: *IMF - International Monetary Fund* [1].

The actual abbreviations, or "truncations", are also heterogeneous in their structure. They are divided into syllabic and graphic. Truncations are read as words, while graphic abbreviations do not have their own have no sound form of their own. According to some linguists, new abbreviated words such as *stagflation = stagnation + inflation* or *advermation = advertisement + information*, *advertorial = advertisement + editorial* (an advertisement on a controversial issue in public life) are telescopic formations that are telescopic formations that have emerged due to the phenomenon of foreclosure [9]. This classification is called structural in linguistics.

Initialisms are traditionally capitalised. and the most frequent abbreviations are written with lowercase letters. Lexical abbreviations that function as independent words are capitalised without periods. Graphic abbreviations are traditionally lowercase, usually followed by a a full stop or other graphic symbols. The spelling of abbreviations needs to be unified based on their generally accepted classification.

The structural classification of abbreviated words we have outlined is useful, but it can hardly be considered universal in the study of abbreviated words in the modern English terminology. It is important to distinguish between acronyms and abbreviations, as there is a lack of literature with clear instructions on their pronunciation. The phenomenon of word shortening requires careful research and unification, especially in such practical sectors of the hotel and restaurant business.

1.2. Features of the functioning of abbreviations and reductions in the modern English language

An abbreviation performs specific tasks that are unique to it, to a large extent. It expands the derivational possibilities of the lexicon, and this is its value. If you refuse to use abbreviations, it can lead to a significant proliferation of written texts and sometimes even to a misunderstanding of their meaning. This is because some abbreviations are so ingrained in the language that no one remembers their full names.

Abbreviations are a rather ambiguous phenomenon, and different types of abbreviations perform different functions. The most common and important functions are as follows:

- nominative,
- compressive,
- cognitive,
- representative,
- communicative [12].

One of the functions of compound abbreviations is nominative. As a rule, they are used to denote the names of academic disciplines. For example: *math* = *mathematics*; *chemmy* = *chemistry*; *trig* = *trigonometry*; *bio* = *biology*; *geol* = *geology*. Their main function is marking the colloquial language style. It is worth noting that in the formal style, as a rule usually use the full forms of the given names, while in the colloquial style their reductions [15].

In jargon, an abbreviation has a special meaning and function. It is a universal process caused by the continuous development of society. Therefore the creation of abbreviations is a requirement of society.

The compression function is one of the main functions performed by abbreviations. It helps to avoid wordy names. Therefore, the abbreviated name of slang phraseology often acts as a variant of an existing phrase. Sometimes one concept can include even more than ten words. According to the Guinness Book of Records, the longest abbreviation is "*SKOMKHPHKJCDPWB*" - the initial letters of the Malay name of a cooperative company, that conducts monetary transactions. Such an abbreviation requires an even longer abbreviation.

Therefore, the commonly used abbreviation is "*SKOMK*". The full name of "*Los Angeles is El Pueblo de Nuestra Senora la Reina de los Angeles de Porciuncula*" It consists of 55 The abbreviation of the city is LA [8].

Mixed-type abbreviations have a nominative function. In new words created by abbreviation often have a partial connotation of novelty. Often abbreviations are often created by advertising companies to draw consumers' attention to draw consumers' attention to new names of their products. For example, a well-known French company changed its name from Slando to the acronym *OLX* (*Off-Line eXpress*) in an attempt to attract to attract more people to their websites on the Internet. According to observations, the new acronym has had a significant impact on the site's popularity [22].

Sometimes the abbreviations are identical to ordinary words in the language. This is also a trick of advertising companies. Such abbreviations are quite understandable to ordinary consumers, who, judging by the name, can determine the meaning of the abbreviation through associations. For example, the abbreviation *SPACE*, *HISS* and others. The acronym *HISS* stands for "high intensity sound stimulator" and the word "hiss", which I coincides with it, in modern English also means sound [9, p. 90]. That is abbreviations are often created in order to convey literal information not only with lexemes, but also with similar acronyms.

The communicative function of language is used in disambiguation. To increase the influence on the interlocutor, abbreviations are often used, including their use in jargon and special translation is one of the ways to emphasise certain information.

The components of an abbreviation have a cognitive function, as they tell us a certain meaning about the object they stand for.

It is worth noting that borrowed abbreviations can perform several functions simultaneously. The most common is the combination of nominative and compressive functions [20]. For example, consider the following sentence: "*BOAC was the British state-owned airline established in 1940...*"[20]. This information is sufficient for the addressee to understand the text, but it is not clear to every native speaker which

company was established. Only the more knowledgeable Britons can recognise its real name here - "*British Overseas Airways Company*". That is, the English abbreviation *BOAC* is the name of the company and thus performs a nominative function. At the same time, it eliminates redundant information and performs a compressive function.

Despite the fact that the abbreviation is intended to shorten existing terms, the fact that already terms, the fact that the newly created abbreviations are still in use in the language proves that the process of abbreviation deserves an honourable place among the long-known word-formation processes. Acronymic abbreviations can be used in completely different discourses and by different social groups. For the correct understanding of a three- or four-letter slang abbreviation, it is necessary not only to not only be knowledgeable in the field, but also have a good understanding of the official language [19].

Abbreviations are translated in two stages:

- deciphering – identifying the initial English form or correlate;
- transfer of the correlate by means of the Ukrainian language, search for an equivalent Ukrainian form that most accurately conveys the revealed content.

The transfer of abbreviations and acronyms in Ukrainian can be carried out in the following ways:

- Full borrowing of English abbreviation in Latin letters. This path is usually used for the transfer of nomenclature designations. For example, *DVD - Digital Video Disk (digital video disk)*, in the Ukrainian language can be transferred as DVD.

- Transliteration - letters that make up an English word are transmitted using Ukrainian letters. Transcription is the transmission in Ukrainian letters not of the orthographic form, but of the sound of the English word. For example, the abbreviation *VDS (Virtual Disk Service)*, virtual disk service or VDS service.

- Tracing is a means of translating a lexical unit of the original by replacing its constituent parts (morphemes or words) with their lexical correspondences in the target language. For example, *LSI - Large Scale Integral (large integrated circuit — VIS)*.

- Explication (descriptive translation) is a lexical-grammatical transformation in which a lexical unit of the original language is replaced by a word combination that gives an explanation or definition of this unit. For example, *CSMA / CA - Carrier Sense Multiple Access / Collision Avoidance* (collective access with control of information carriers and removal of conflicts).

The given examples demonstrate that in modern English, polysyllabic computer lexical units and nominative phrases are most often subject to shortening.

Thus, initial abbreviations have recently become a quite sustainable and productive way of word formation. The lexical abbreviation took a strong position and continued to develop at a rapid pace. And finally, in recent decades a new way of abbreviation has emerged - acronyms, which consist in creating of abbreviated units whose phonetic structure coincides with the phonetic structure of commonly used words.

Acronyms were positioned as a "reaction of the language" to the increase in the amount of information, the emergence of many terms in connection with the scientific and technological revolution, and the widespread use of mass media. communication.

The rapid development of specialised vocabulary has provoked linguists to talk about the "explosion of language", "terminological explosion" (terminological explosion); in this regard, the problem of abbreviation, which which is responsible for the emergence of many new words, has received more attention.

1.3. Specifics of business discourse texts

In the process of communication, there is a constant exchange of textually organised semantic information, which is carried out in a certain socio-economic and cultural context, and the products of such activity - texts of business discourse, including abbreviations, become part of the subject world that surrounds a person, an integral element of their professional experience and the basis of their practical activities.

Business discourse is a complex object with a number of institutional, cognitive

and linguistic features that distinguish it from all other types of discourse. Business discourse is a process of creative direction of rules and norms, which is dictated and cognised through a complex and multidimensional "professional" world view, actualised through the basic concepts of business culture, professionally oriented ideas and culture, professionally orientated ideas and concepts, norms of institutional and interpersonal behaviour that determine business communication, value orientations; schemes, formulas; a special thesaurus (e.g., signal words). All this knowledge is verbalised in texts professional texts at the linguistic and cognitive level. Business discourse is a purposeful status-role speech activity of people whose common feature is business relations (production of goods, financing of this production, granting of money loans, trade, insurance, commerce, sale of products and various services, such as accounting, distribution and repair of goods, purchase, sale of goods or services, preliminary negotiations for these types of business relationships), covering not only organisations within organisations, but also the links between organisations, as well as communication between organisations and individuals, based on the norms and rules of communication accepted in the business community [7].

The peculiarities of business discourse include stability, tradition and standardisation, since its scope is business relations between people, institutions and states. As already mentioned, business discourse is characterised by strict accuracy, objectivity, specificity, conciseness, lack of imagery and emotionality, the choice of means for it will be determined by the same features. In particular, the use of international lexical items will not be dictated by the desire to realise basic pragmatic attitudes, since in a business style the content should exclude ambiguity and the possibility of misinterpretation.

Thus, the following main features of English business discourse can be distinguished:

1. Logical basis. The most important features are consistency and accuracy of the facts, documented, objective assessments, clarity, emotional and expressive

neutrality of statements.

2. This discourse is distinguished by strict requirements for vocabulary and phraseology (wide use of professional terminology, clericalism, abbreviations, absence of dialectisms, jargon, colloquialisms, words with suffixes of subjective evaluation, etc.)

3. A business text is characterised by an increase in the standardisation of language (the use of well-established verbal formulas, frequent repetition of words, phrases and constructions) and a peculiarity of syntax (direct word order: subject before the predicate and as close as possible to the beginning of the sentence; definition - before the predicate; apposition - after the control word; circumstantial words - as close as possible to the explanatory word as close as possible to the thing being explained; introductory words are used at the beginning of the sentence, etc.)

4. A high degree of uniformity, standard form, strict regulation of the placement and structure of the text [10, p. 124].

Terms are a characteristic feature of the lexical structure of business discourse. In addition to terms, at the lexical level in each of the types of institutional English discourse, there is commonly used and special vocabulary (words and phrases that do not have the property of a term to identify concepts and objects in a particular field, but are used exclusively in this area of communication).

Special vocabulary may include both words derived from terms and a number of commonly used words that function exclusively in fixed phrases, thus being considered specialised.

Another feature of English business discourse that is manifested at the morphological level is the word-formation model of the business language based on business terminology, which manifests four main ways of morphological word formation: affixation, word compounding, conversion, abbreviation (lexical and graphic) and synonymy as a semantic phenomenon, which is considered one of the most important system-forming categories in the lexicon of English business discourse.

In order to produce a comprehensive analysis of the investigated linguistic phenomenon its functioning in a certain discourse must be taken into consideration, as each discourse dictates the communicative function and the choice of vocabulary which it will be performed with. Approaches towards analyzing political discourse differ among scholars.

In English-speaking oral institutional business discourse, emphatic constructions are widely used to emphasise and give an emotionally expressive character to a statement. Inversion can be conveyed syntactically (by re-arranging the sentence) and lexically (by using various reinforcing words, e.g. "only", "very", "enough", "too much"), grammatical constructions with *It*, which at the beginning of the sentence, constructions with the so-called Condensed Relative with the relative pronoun *what* in subordinate clauses or additional clauses. The most common cases of negative emphatic constructions with *no* before nouns.

TEXT ANALYSIS

Idiostyle parameters outlined, we can proceed to the analysis of a text sample, and its stylistic and linguistic characteristics. The text under consideration is "*Types of Hotel*" taken from *ESL Hotel Reading Comprehension Passage* (see Annex 2). As a text for reading, it belongs to the business discourse and is a representative of modern hotel and restaurant business texts, since we could read about the types of hotels.

The study has brought into view the following characteristic features of business discourse as the overflowing use of stylistic devices, namely epithets (word-perfect, fear-of-becoming-jowly, strong delusional), metaphors ("*varied choice of fresh food beautifully presented in a dining area with lovely views*") and acronyms or abbreviations ("There is also a choice of single, double or family rooms to book. ").As can be seen from the citations, in texts of contemporary hotels and restaurant business narration is full of veiled words and neologisms, e.g., "*The more stars, the higher the standards*".

In the gender-oriented analysis such no sex features were distinguished as speaking in italics, the usage of rhetoric questions, complex grammar, the frequent

use of emotive language, comments and signs of doubt. This is quite logical, since the texts of such a discourse are aimed at a reader of any gender.

The general characteristics of this extract common for most fictional works is complex grammar and typical lexicon: “A menu is supplied in the room from which guests can order. When the food is ready, a member of staff will bring it to the room”. At the same time, the text uses specific vocabulary to denote objects of the hotel and restaurant business, names of rooms, dishes, apartments and conditions.

The study also concerned the appearance of you-related vocabulary (appeal to the reader), the connection between concepts of the hotel and restaurant business is expressed through an official business and journalistic style.

All the general characteristics of business discourse combined with this reading passage features determine our target audience and the key message of the text, therefore setting a purpose for using relevant transformations.

CHAPTER 2

PRAGMATICS OF TRANSLATION OF ABBREVIATIONS AND REDUCTIONS IN THE MODERN HOTEL AND RESTAURANT BUSINESS

2.1. Features of translation of abbreviations in the texts of contemporary hotel and restaurant business

Abbreviation is an integral part today lexical composition of the language. Economy of language resources, avoidance of excess information, repetitions are the main factors influencing formation abbreviation The functioning of the abbreviation is discursively oriented and are used in journalistic and official business texts.

It is clear that abbreviations that do not have equivalents in another language, require a full explanation of their meaning. Comparison of an article in an English-language periodical with a Ukrainian-language the translation speaks of the synthesis of methods of transmission of the original as a finding counterpart or equivalent. It appears in the style of the English-language press particular brevity, therefore the main task in translation is clear conveying the content to the reader in the most understandable, clear and familiar form.

Note that the unity of form and content, that is, the connection between sound and meaning, a lot matters in solving the problem of abbreviation. This connection is in that the meaning of the original phrase is fixed as abbreviation in general. as well as for each of its components - sound or by the sound combination highlighted in the abbreviation. Specifics of abbreviations reveals a tendency to eliminate the "internal form". It is known that in abbreviations do not have a root, affixes, i.e. such grammatical elements that characterize the word as a special linguistic unit. So, the abbreviation of on the formal side, it ceases to be an ordinary word. Abbreviations for each sound hides the meaning of the whole word, while in an ordinary word each sound does not have such semantic independence, and the meaning is fixed only by in a word.

The stage of "deciphering abbreviations" is important. It is used for this context

analysis. The vast majority of abbreviations and acronyms are usually accompanied by decryption, and that is why this method requires acquaintance not only with the first, but also with the following sections of the text. It is especially important to familiarize yourself with the entire text, if decoding abbreviations are not given.

From the 50 sentences analyzed by us, we can conclude that the translation of abbreviations requires a detailed analysis, since only 2 of the total array of studied materials have full or partial preservation of the abbreviation during translation, 1 - replacement with an identical one, and 47 - decoding and translation by components. In percentage terms, it looks like this:

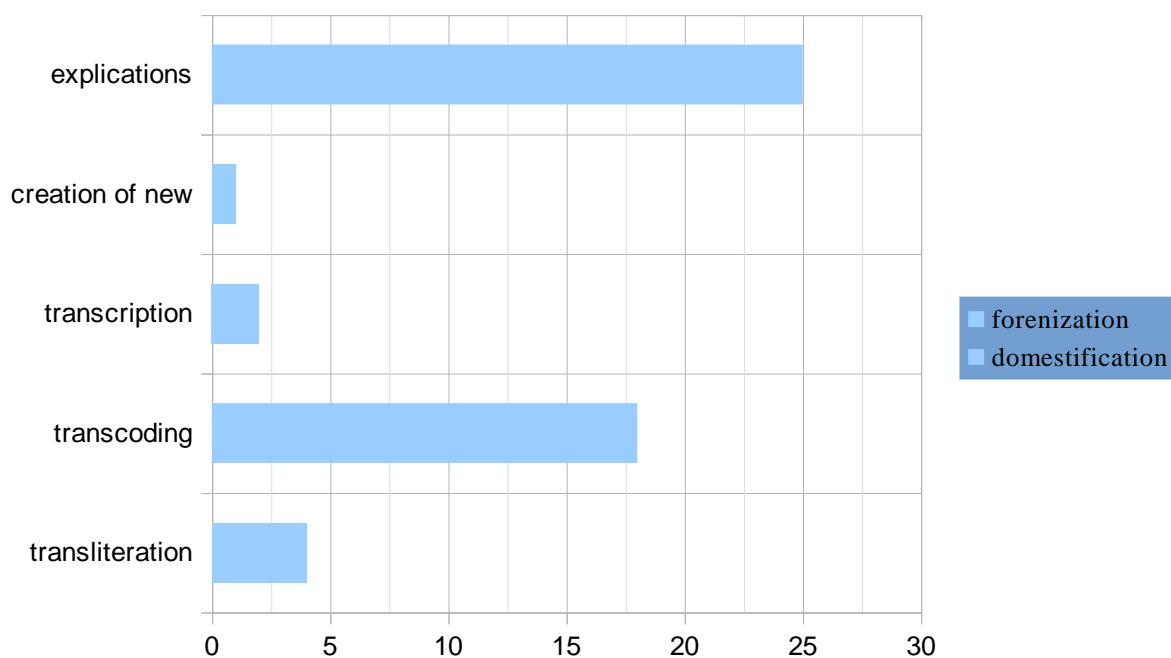


Diagram 1: methods of translation of the studied abbreviations

It absolutely is justified, because the realities of the country whose English-language sources we used for analysis, differ from the realities of Ukrainian-speaking countries, which means not always have abbreviated equivalents that are clear to us. Despite the fact that internationalisms are actively spreading in Ukrainian broadcasting today, the globalization of many spheres is taking place, due to which more and more are being reduced units become clear in the original form for certain circles of people, everything as well as the majority of abbreviations and acronyms, both long-standing and newly formed, need some explanation for Ukrainian-speaking

recipients.

It is helpful to use dictionaries of abbreviations and other references materials. Each large dictionary has appendices that form specific mini-dictionaries: dictionary of neologisms, dictionary of proper names, dictionary of names and surnames and a dictionary of abbreviations. The main most used modern abbreviations and other abbreviations are always fixed in such an application, so the translator has I will be able to consult and decipher lexical formations. Definition meaning of abbreviations with the help of dictionaries would seem to be the most reliable and the most effective way, in fact it has its serious limitations, as dictionaries of abbreviations become obsolete much faster than other linguistic dictionaries In this regard, in the literature you can find a lot of abbreviations, no after finding their explanations in existing dictionaries. In case there is no abbreviation recorded in the dictionary, it is necessary first of all to refer to the context and try to decipher it yourself.

In this context, it will be appropriate to consider the ways of translating the studied abbreviations in more detail:

- ***forenization (zero transcoding)*** is a strategy of preserving the information of the original text, which implies a deliberate violation of the norms of the language of translation Necessary emphasize that strategies of domestication and foreignization take into account the impact cultural and ideological factors on translation. In addition, they determine impact of translations on readers and the culture of the translated language. For example: “*we must look at this seriously, it is not possible that travelling, especially from remote and isolated places, be considered in any way as a form of cat De Luxe*” [29] - *ми повинні дивитися на це серйозно, неможливо, щоб подорожі, особливо з віддалених і віддалених місць, розглядалися як форма категорії De Luxe* або “*Nowadays, these hotels are also attracting the MICE (meeting, incentives, conferences, and exhibitions) segment*” [28] - *Сьогодні ці готелі також приваблюють за сегмент MICE (зустрічі, інсентиви, конференції та виставки).*

Forenization also includes the following varieties:

- ***transliteration.*** When translating English abbreviations are used

transliteration, if the abbreviation is transcribed using Ukrainian means alphabetical system, for example: *Some prefer a hotel with a spa and gym facilities, denoted as SPA and GYM, respectively [27] - Деякі віддають перевагу готелю зі спа-центром і тренажерним залом, які позначаються як СПА і спортзал відповідно. "FF" (Family-Friendly) denotes a restaurant suitable for families with children, while "VIP" (Very Important Person) may refer to exclusive treatment or special amenities offered to preferred guests [29] - Дружній для сімей із дітьми - позначає ресторан, який підходить для сімей з дітьми, тоді як "ВІП" може вказувати на ексклюзивне лікування або спеціальні зручності, які пропонуються бажаним гостям.*

- **transcoding** is usually provided transcription and transliteration as the most concise methods of reproduction abbreviation. Thanks to them, a certain expressive potential is created: in the context words of the Ukrainian language, the transcribed word stands out as foreign. Otherwise in other words, it gives the object it signifies the connotations of the unusual and originality (There are no examples among the units studied by us).

- **transcription**. Note that the term "transcription" refers to selection of the most accurate match possible by recording the sound of words of the source language with graphemes of the receiving language. Transcription is related to exact (as far as possible) by transferring the sound of a foreign word (There are no examples among the units studied by us).

The opposite strategy to forensicization is **domentification**: adaptation English abbreviation, i.e. providing it on the basis of English material features of the Ukrainian word:

- **explication**. It should be noted that translation strategies and tactics reproduction of abbreviations involves the use of linguistic and cultural ones models of the recipient and a clear pragmatic orientation of the translation texts its foreign-language and foreign-cultural audience. To such strategies and the tactic belongs to explication or descriptive translation, for example, almost all the samples translated by us during the research: *Despite its busy inner urban location in South Melbourne,*

HV1. Hotel offers enhanced acoustic performance for a quieter experience [26]. - Незважаючи на жваве розташування в південному Мельбурні, готельний комплекс першої категорії пропонує покращену акустику для більш тихої роботи; Other abbreviations like "DF" (dairy-free) and "NF" (nut-free) cater to various dietary needs and allergies [29]. - Інші аббревіатури, такі як «DF» (без молочних продуктів) і «NF» (без горіхів), відповідають різноманітним дієтичним потребам і алергіям.

It is impossible not to pay special attention to the fact that the description, explanation or interpretation as a translation technique is usually used in cases where when there is no other way: a concept that cannot be conveyed by transcription, just have to explain: *In terms of meal courses, abbreviations such as "A la carte" (A la carte) indicate individual menu items priced separately, allowing diners to customize their meal selections [27] - Що стосується страв, такі аббревіатури, як «A la carte» (A la carte), позначають окремі позиції меню, вартість яких окрема, що дозволяє відвідувачам персоналізувати свій вибір страв.*

- **creation of new Ukrainian abbreviations.** The latest trend translation of abbreviations into Ukrainian is the creation of an abbreviation from Ukrainian equivalent terms (There are no examples among the units studied by us).

Abbreviations are widely used in many languages of the world. In English, as in Ukrainian, there are a large number of abbreviations. They can be to be called a separate phenomenon in linguistics, which is in constant change and development Most of the abbreviations are borrowed or translated from the English language, therefore common abbreviations related to the hotel and restaurant business cannot be deciphered without knowledge of the English language. Sometimes knowledge of abbreviations and, accordingly, their correct interpretation is simply necessary, as it facilitates reading text and virtual communication, and also saves time when exchanging information The main reason for the emergence of abbreviations is provision accuracy, speech and graphic economy, that is, space, time and speaking efforts of the speakers, while the full meaning is preserved.

Very often, the translation of abbreviations can be quite difficult for written or

oral interpreter due to the wide use of various abbreviations in the English language, because there are many homonymic abbreviations that require the translator relies on the context: 1. I booked a SC room at the hotel for our upcoming business trip to Seattle [25] - Я забронював номер на маленьку дитину та одного дорослого у готелі для нашого майбутнього відрядження до Сіетла. 2. We enjoyed our stay at the SC room in hotel, which offered stunning ocean views and excellent amenities [25] - Нам сподобалося перебування в номері на дитину від 6 років та дорослого у готелі, звідки відкривався приголомшливий вид на океан і чудові зручності.

The most appropriate way to translate from English to Ukrainian is search full form of abbreviation (tracing) or decoding of the abbreviation for using a free combination of words (explication), since the reduction is not are as common and popular in the Ukrainian language as in English.

2.2.The main tendencies in the translation of reductions in the texts of contemporary hotel and restaurant business

The term abbreviation refers to the process and method of forming abbreviated names for those concepts and realities that were originally denoted by a detailed structure, and the abbreviation is the result of such a process. Researchers consider abbreviation as part of the general tendency of languages to compress the means of expressing information, but the term abbreviation in Western linguistics is usually replaced by the term acronym. Therefore, in general, the term acronym is used for abbreviated names in two senses: first, as any abbreviation based on the initial letters or sounds of the words of the original phrase, and second, as only such abbreviations that are pronounced as complete words, not as a sequence of letter names.

In order to achieve the communicative equivalence of the translation of the original the business text must undergo a number of lexical, grammatical, lexical-grammatical and stylistic transformations. When translating such texts it is necessary to carry out lexical-semantic substitutions for the correct transmission of the content statement. Therefore, when working with the texts of military discourse and with all specific linguistic phenomena, which include lexical contractions units, translators resort to using a number of translation transformations. There are extensive

classifications in translation studies translational transformations, which also help to preserve the linguopragmatic function of this or that phenomenon.

Having analyzed the works of Ukrainian and foreign scientists, that is based on the theoretical basis of possible methods of reproduction abbreviations in the translation language, consider the trends in their use, taking into account the classification of abbreviations defined in the second chapter and their use in military discourse texts, in particular articles in online publications.

Having decided on the main concepts of transformations and their features, we consider it expedient to conduct a full analysis of strategies translation of abbreviations in sentences of military discourse. Transformational translation can involve a number of strategies. In our study, we distinguish lexical, lexical-semantic and lexical-grammatical transformation:

- (1) cat (category) De Luxe - категорія De Luxe: *We must look at this seriously, it is not possible that travelling, especially from remote and isolated places, be considered in any way as a form of cat De Luxe (LD)* - Ми повинні дивитися на це серйозно, неможливо, щоб подорожі, особливо з віддалених і віддалених місць, розглядалися в будь-якому випадку як форма категорії De Luxe; way of the translation – transliteration;

- (2) cat (category) A - першокласний (категорії A): *Essentially a cat A establishment with comfortable but sometimes simple accommodations – Public areas may be limited (CoD)* - По суті це першокласний заклад із зручними, але інколи простими номерами – кількість місць загального користування може бути обмежена; way of the translation – transcoding;

- (3) HV.Hotel – holiday village - готельний комплекс: *Enter HV.Hotel, a sustainable accommodation concept in South Melbourne (CaD)* - Завітайте у готельний комплекс екологічну концепцію розміщення в південному Мельбурні; way of the translation – transcoding;

- (4) HV1.Hotel - holiday village of the first category - *готельний комплекс першої категорії: Despite its busy inner urban location in South Melbourne, HV1.Hotel offers enhanced acoustic performance for a quieter experience (CaD)* -

Незважаючи на жваве розташування в південному Мельбурні, готельний комплекс першої категорії пропонує покращену акустику для більш тихої роботи; way of the translation – transcoding;

- (5) HV2.Hotel - holiday village of the second category - готельний комплекс першої категорії: *Many of these design features are integrated into HV2.Hotel projects, like tilt and turn windows, energy recovery ventilation systems and top-down bottom-up blinds (CaD)* - Багато з цих конструктивних особливостей інтегровано в проекти готельних комплексів другої категорії, як от поворотні вікна, системи вентиляції з рекуперацією енергії та жалюзі з видом зверху вниз знизу вгору; way of the translation – transcoding;

- (6) DBL - double - Двомісний номер стандарт: *DBL Standart room (MD)* - Двомісний номер Стандарт; way of the translation – explication;

- (7) SGL - Single - Одномісний стандарт: *SGL Standart room (MD)* - Одномісний стандартний номер; way of the translation – explication;

- (8) EXB – extra bed: *If you need EXB room, we`ll provide you (MD)* - Якщо вам потрібна кімната із додатковим ліжком, ми її надамо; way of the translation – explication;

- (9) MICE (meeting, incentives, conferences, and exhibitions) - сегмент MICE (зустрічі, інсентиви, конференції та виставки): *Nowadays, these hotels are also attracting the MICE (meeting, incentives, conferences, and exhibitions) segment (CoD)* - Сьогодні ці готелі також привабливі за сегмент ЗІКВ (зустрічі, інтенсиви, конференції та виставки); way of the translation – creation of new Ukrainian abbreviations; іншим різновидом перекладу може бути також Сьогодні ці готелі також привабливі за сегмент MICE — transcription;

- (10) queen-size - двоспальне ліжко: *A queen room has a queen-size bed (MD)* - У номері королівського розміру є двоспальне ліжко; way of the translation – explication;

- (11) BO (RO) – breakfast only (room only) — кімната та сніданок (без харчування): *I stayed at the luxurious BO (RO) hotel last weekend, and the service was exceptional (LD)* - Я зупинявся в розкішному готелі без включеного

харчування минулих вихідних, і обслуговування було винятковим; way of the translation – explication;

- (12) Sc room – номер для маленької дитини та дорослого: *I booked a Sc room at the hotel for our upcoming business trip to Seattle* (LD) - Я забронював номер на маленьку дитину та одного дорослого у готелі для нашого майбутнього відрядження до Сієтла; way of the translation – explication;

- (13) SC room – номер для дорослої дитини та дорослого: *We enjoyed our stay at the SC room in hotel, which offered stunning ocean views and excellent amenities* (LD) - Нам сподобалося перебування в номері на дитину від 6 років та дорослого у готелі, звідки відкривався приголомшливий вид на океан і чудові зручності; way of the translation – explication;

- (14) B&B - bed and breakfast – кімната із включеним сніданком, SC - self-catering — без забезпечення їжею або власна кухня: *Some travelers prefer the cozy charm of a bed and breakfast (B&B), while others opt for the flexibility of self-catering (SC) accommodations like apartments or villas* (LD) - Деякі мандрівники віддають перевагу затишному шарму типу «ліжко та сніданок», тоді як інші обирають гнучкість розміщення з власною кухнею, як-от апартаменти чи вілли; way of the translation – explication;

- (15) AI – all-inclusive-все включено: *For those seeking a more all-inclusive (AI) experience, hotels that provide meals and activities might be ideal* (B) - Для тих, хто шукає більше досвіду «все включено», готелі, які пропонують харчування та розваги, можуть бути ідеальними; way of the translation – explication;

- (16) AC - air conditioning- кондиціонер: *When selecting a hotel, amenities play a crucial role. Many guests look for features such as Wi-Fi, AC (air conditioning), and a TV in their room* (B) - При виборі готелю зручності відіграють вирішальну роль. Багато гостей шукають у своїй кімнаті такі зручності, як Wi-Fi, кондиціонер і телевізор; way of the translation – explication;

- (17) SPA – СПА, GYM – спортзал: *Some prefer a hotel with a spa and gym facilities, denoted as SPA and GYM, respectively* (CoD) - Деякі віддають перевагу готелю зі спа-центром і тренажерним залом, які позначаються як СПА і

спортзал відповідно; way of the translation – transliteration;

- (18) R/B – restaurant or bar - ресторан або бар: *On-site dining options, such as a restaurant or R/B, can enhance the overall experience (MD)* - Заклади харчування на території, такі як ресторан або бар, можуть покращити загальне враження; way of the translation – transcoding;

- (19) PL or BCH – place hotel or beach hotel - розташований поблизу популярних пам'яток або пляжів: *Hotels situated near popular PL or BCH may offer convenience and picturesque views (MD)* - Готелі, розташовані поблизу популярних пам'яток або пляжів, можуть запропонувати зручність і мальовничі краєвиди; way of the translation – transcoding;

- (20) PT – public transport – громадський транспорт - *Conversely, others may prioritize proximity to PT for easy exploration of the area (MD)* - Навпаки, інші можуть надавати пріоритет близькості до громадського транспорту для легкого дослідження місцевості; way of the translation – explication;

- (21) MTL – Motel – Мотель, RST (Resort) — курорт: *Whether you're looking for a budget-friendly option like a MTL or a luxurious experience at a RST, there's something for everyone (B)* - Незалежно від того, чи шукаєте ви недорогий варіант, як-от мотель (MTL), чи розкішний курорт (RST), кожен знайде щось для себе; way of the translation – transcoding;

- (22) AMN – зручності: *Before booking, it's important to check the AMN offered by the hotel (B)* - Перед бронюванням важливо перевірити зручності, які пропонує готель; way of the translation – transcoding;

- (23) DBL or TPL – double or triple - двомісний номер або тримісний номер: *For couples or those seeking more space, DBL or TPL options may be available, accommodating two or three guests respectively (B)* - Для пар або тих, хто шукає більше місця, можуть бути доступні варіанти двомісний номер або тримісний номер, що вміщає двох або трьох гостей відповідно; way of the translation – transcoding;

- (24) STE or an EXEC - люкс або президентський номер: *Guests looking for a touch of luxury might opt for a STE or an EXEC (B)* - Гості, які шукають

розкоші, можуть вибрати люкс або президентський номер; way of the translation – explication;

- (25) PV, OV, or CV – pool view, ocean view or city view: *When it comes to room views, abbreviations like PV, OV, or CV indicate the type of scenery visible from the room's window or balcony (MD)* - Що стосується видів кімнати, такі аббревіатури, як вид на басейн, вид на океан або вид на місто, вказують на тип пейзажу, який видно з вікна або балкона кімнати; way of the translation – transcoding;

- (26) ADA-compliant — умови для людей із особливими потребами: *For travelers with specific accessibility needs, ADA-compliant (ADA) rooms are designed to accommodate individuals with disabilities (MD)* - Для мандрівників з особливими потребами в доступності спеціальні номери (для людей з особливими потребами) номери розроблені для людей з обмеженими можливостями; way of the translation – transcoding;

- (27) RT - Round Trip – подорож туди і назад: *One essential abbreviation is RT when booking flights (MD)* - Під час бронювання авіаквитків одним із основних скорочень є подорож туди і назад; way of the translation – transcoding;

- (28) «V» - vegetarian options - вегетаріанські страви; «GF» - gluten-free - страви без глютену: *For instance, "V" often denotes vegetarian options, while "GF" signifies gluten-free dishes suitable for those with dietary restrictions (LD)* - Наприклад, «V» часто позначає вегетаріанські страви, тоді як «GF» означає страви без глютену, які підходять для тих, хто має обмеження в харчуванні; way of the translation – explication;

- (29) "DF" – dairy-free - без молочних продуктів and "NF" – nut-free- без горіхів: *Other abbreviations like "DF" and "NF" cater to various dietary needs and allergies (LD)* - Інші аббревіатури, такі як «DF» (без молочних продуктів) і «NF» (без горіхів), відповідають різноманітним дієтичним потребам і алергіям; way of the translation – explication;

- (30) "A la carte" – окрема вартість: *In terms of meal courses, abbreviations such as "A la carte" indicate individual menu items priced separately, allowing*

diners to customize their meal selections (LD) - Що стосується страв, такі аббревіатури, як «A la carte», позначають окремі позиції меню, вартість яких окрема, що дозволяє відвідувачам персоналізувати свій вибір страв; way of the translation – transliteration;

- (31) TM - Tasting Menu - фіксована ціна: *Set menus may be denoted as "Price Fix" or "Tasting Menu" (TM), offering a curated selection of dishes at a fixed price (CaD)* - Комплексні меню можуть позначатися як фіксована ціна, пропонуючи вибір страв за фіксованою ціною; way of the translation – explication;

- (32) HB - house beer – власне пиво у закладі, HW - house wine - власне вино у закладі: *When ordering beverages, abbreviations like "HB" or "HW" refer to the establishment's own branded alcoholic beverages (CoD)* - При замовленні напоїв такі аббревіатури, як домашнє пиво або домашнє вино, стосуються алкогольних напоїв власних брендів закладу; way of the translation – explication;

- (33) BYOB – bring your own beer - можна зі своїм алкоголем: *"BYOB" indicates that guests can bring their own wine or liquor to enjoy with their meal, often subject to a corkage fee (B)* - Принесіть свою власну пляшку означає, що гості можуть принести власне вино чи лікер, щоб насолодитися ними разом із їжею, за що часто стягується плата за пробку; way of the translation – transcoding;

- (34) FF – Family-Friendly – для сімей із дітьми, VIP - Very Important Person – дуже важлива людина (спеціальні умови): *"FF" denotes a restaurant suitable for families with children, while "VIP" may refer to exclusive treatment or special amenities offered to preferred guests (B)* - Дружній для сімей із дітьми - позначає ресторан, який підходить для сімей з дітьми, тоді як “ВІП” може вказувати на ексклюзивне лікування або спеціальні зручності, які пропонуються бажаним гостям; FF - way of the translation – transcoding; “ВІП” - way of the translation – transliteration;

- (35) AS - airport shuttle service - послуги трансферу до/з аеропорту: *We provide airport shuttle service (AS) for convenient transportation to and from the airport (LD)* - Ми надаємо послуги трансферу до/з аеропорту для зручного

переміщення; way of the translation – explication;

- (36) PF – pet-friendly - розміщення з домашніми тваринами: *Our hotel is pet-friendly (PF), allowing guests to bring their furry companions along (LD)* - У нашому готелі допускається розміщення з домашніми тваринами, що дозволяє гостям брати з собою своїх пухнастих супутників; way of the translation – explication;

- (37) CC - credit cards - кредитні картки: *All major credit cards (CC) are accepted for seamless transactions (MD)* - Усі основні кредитні картки приймаються для безперебійних операцій; way of the translation – explication;

- (38) IRS - in-room safe — сейф у кімнаті: *Secure your valuables in IRS for added peace of mind (B)* - Захистіть свої цінні речі в нашому сейфі для додаткового спокою; way of the translation – transcoding;

- (39) FD - front desk - стійка реєстрації: *Contact our front desk (FD) for assistance with sightseeing recommendations or transportation arrangements (LD)* - Зверніться до нашої стійки реєстрації, щоб отримати рекомендації щодо огляду визначних пам'яток або організації транспорту; way of the translation – explication;

- (40) 24/7 – цілодобово: *Take advantage of our 24/7 room service for any dining preferences or special requests during your stay (B)* - Скористайтеся нашим цілодобовим обслуговуванням номерів, щоб задовольнити будь-які страви чи особливі побажання під час вашого перебування; way of the translation – transcription;

- (41) OBS - online booking system - система онлайн-бронювання, RD - reservation desk - служба бронювання: *Make reservations through our online booking system (OBS) or by calling our reservation desk (RD) directly (CoD)* - Зробіть бронювання через нашу систему онлайн-бронювання або зателефонувавши безпосередньо до нашої служби бронювання; way of the translation – explication;

- (42) BL – bar-lounge – лаунж-бар: *Unwind at our BL, offering a variety of cocktails, cocktails, and artisanal drinks (MD)* - Відпочиньте в нашому лаунж-

барі, де пропонують різноманітні коктейлі, безалкогольні коктейлі та кустарні напої; way of the translation – explication;

- (43) HH - Happy Hour - щасливу годину: *Join us for Happy Hour (HH) from 4 PM to 7 PM, featuring discounted drinks and appetizers (CoD)* - Приєднуйтеся до нас на щасливу годину з 16:00 до 19:00, де пропонують напої та закуски зі знижкою; way of the translation – explication;

- (44) OBS - online booking system - система онлайн-бронювання, RSVP – Reservation — бронювання: *Make a reservation through our online booking system (OBS) or by calling our RSVP hotline (CaD)* - Зробіть бронювання через нашу систему онлайн-бронювання або зателефонувавши на гарячу лінію бронювання; way of the translation – explication;

- (45) BDP - Birthday Party Package - пакунки для святкування дня народження: *Celebrate special occasions with us; we offer customizable party packages like BDP (CaD)* - Святкуйте з нами особливі події; ми пропонуємо настроювані вечіркові пакунки (пропозиції), такі як пакунки для святкування дня народження; way of the translation – transcoding;

- (46) RP - rooftop pool - басейну на даху: *Unwind by the RP and enjoy panoramic views of the city skyline (B)* - Відпочиньте біля басейну на даху і насолодіться панорамним видом на міський пейзаж; way of the translation – explication;

- (47) G&T - gin and tonic - джин і тонік, Chard – Chardonnay — шардоне: *Pair your meal with a refreshing G&T or a crisp Chard (Chardonnay) from our extensive wine list (CaD)* - Поєднайте свою їжу з освіжаючим джином і тоніком або хрустким мангольдом (шардоне) з нашої великої винної карти; way of the translation – transcoding;

- (48) P - pepperoni – пепероні, M – mushrooms – гриби, O - onions – цибуля: *Customize your pizza order with toppings like P (pepperoni), M (mushrooms), and O (onions) to create your perfect pie (CoD)* - Налаштуйте своє замовлення піци за допомогою таких начинок, як пепероні, гриби та цибуля, щоб створити ідеальний пиріг; way of the translation – transcoding;

- (49) BOGO - buy one, get one - купіть один, отримайте один: *Don't miss out on our BOGO (buy one, get one) offer on select appetizers during special promotions (B)* - Не пропустіть нашу пропозицію купіть один, отримайте один на вибрані закуски під час спеціальних акцій; way of the translation – transcoding and explication;

- (50) BLT - bacon, lettuce, tomato - бекон, листя салату, помідори: *Try our signature BLT sandwich, a classic favorite among our patrons (MD)* - Спробуйте наш фірмовий сендвіч бекон, листя салату, помідори, класичний фаворит серед наших клієнтів; way of the translation – transcoding and explication.

So, lexical-semantic transformations involve transformations at the level meaning of the lexical unit. Therefore, such translation strategies are used in the case the need to modify the meaning of an abbreviated language unit or its component according to which pragmatic function it should perform.

During translation, the main task of the translator is achieving semantic equivalence of the original text and the text translation To achieve this goal, it is necessary to use a variety translation transformations, and at the level of component equivalence - transformation The reason for the need to use transformations is that each language has its own, peculiar structure, and it should take into account during translation. In order to quickly choose the right one translation option, the translator needs to know all types of transformations:

Lexical transformations, lexical-semantic transformations, lexical-grammatical transformations. At the same time, special attention must be paid to structural and lexical-semantic discrepancies between languages The transformational-semantic model is oriented towards existence direct connection between structures and lexical units original and translation.

CONCLUSIONS

In modern English, such a phenomenon as contraction progresses rapidly. Lexical abbreviation has taken a strong position and continues to develop in fast pace. The analysis carried out in this work made it possible to generalize the conclusion that contractions occupy a significant place among other lexical units and are represented by a rather large variation of species.

This work analyzed and determined the peculiarities of abbreviations and acronyms as problems of English-Ukrainian translation in the modern English-speaking sphere of the hotel and restaurant business. It was also investigated basic strategies for translating English abbreviations in the texts of this discourse. All set research tasks have been completed.

Modern English-language acronym and abbreviation innovations, involved in the modern hotel and restaurant discourse, demonstrate the possibility of replacing forms of complex words of the syntactic type for the satisfaction of situational needs. Perception of the word in its abbreviated form occurs without decoding conditions of widespread distribution and with long-term use, which reduction often uses persuasion, a characteristic feature of which is compact presentation of a large amount of information. It has been proven that brevity, economy, semantic capacity and informativeness are the most characteristic features of abbreviated units. However, research has shown that the most effective option for translating abbreviations is decoding.

In the first, theoretical section of the work, having worked out a number of scientific works, came to the conclusion that by definition reduction is a broader concept, rather than an abbreviation or acronym. Abbreviations function in texts independently and often even become more famous than their sources. It was also proved that hotel and restaurant vocabulary plays an important role in the formation of the modern English language and is a complex system, the components of which develop separately and affect development of each other.

During translation, the main task of the translator is achieving semantic equivalence of the source text and the translated text. In order to quickly choose

the right translation option, the translator it is necessary to know all types of transformations: lexical, lexical-semantic and lexical and grammatical.

In the second section of the work, we came to the conclusion that the specific complexity for translation is also the fact that a significant number of abbreviations used in the English sphere of the hotel and restaurant business does not go beyond its limits. a transformational-semantic study was conducted analysis of the use of translation strategies based on examples from English speakers online publications. As a result, it was determined which translation tool has to be used most often when translating such material.

We can conclude that in the linguistic aspect the processes abbreviations that develop in modern languages should be considered in relation to all existing problems of the word: the problem of the meaning of the word, the problem semanticization of the internal form of words, their paradigmatic, motivational and derivational relations, informational and discursive conditionality.

Prospects for further research are in the analysis of the methods of correctness and accurate translation of abbreviations and systematization of abbreviations other thematic groups.

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ANNEX 1

SENTENCES WITH ABBREVIATIONS

Original text	Translated text
1. <i>We must look at this seriously, it is not possible that travelling, especially from remote and isolated places, be considered in any way as a form of <u>cat De Luxe</u> (LD)</i>	Ми повинні дивитися на це серйозно, неможливо, щоб подорожі, особливо з віддалених і віддалених місць, розглядалися в будь-якому випадку як форма <u>категорії De Luxe</u> .
2. <i>Essentially a <u>cat A</u> establishment with comfortable but sometimes simple accommodations – Public areas may be limited (CoD)</i>	По суті це <u>першокласний</u> заклад із зручними, але інколи простими номерами – кількість місць загального користування може бути обмежена.
3. <i>Enter <u>HV.Hotel</u>, a sustainable accommodation concept in South Melbourne (CaD)</i>	Завітайте у <u>готельний комплекс</u> - екологічну концепцію розміщення в південному Мельбурні
4. <i>Despite its busy inner urban location in South Melbourne, <u>HV1.Hotel</u> offers enhanced acoustic performance for a quieter experience (CaD)</i>	Незважаючи на жваве розташування в південному Мельбурні, <u>готельний комплекс першої категорії</u> пропонує покращену акустику для більш тихої роботи.
5. <i>Many of these design features are integrated into <u>HV2.Hotel</u> projects, like tilt and turn windows, energy recovery ventilation systems and top-down bottom-up blinds (CaD)</i>	Багато з цих конструктивних особливостей інтегровано в проекти <u>готельних комплексів другої категорії</u> , як-от поворотно-поворотні вікна, системи вентиляції з рекуперацією енергії та жалюзі з видом зверху вниз знизу вгору.
6. <i><u>DBL</u> Standart room (MD)</i>	<u>Двомісний</u> номер Стандарт.
7. <i><u>GL</u> Standart room (MD)</i>	<u>Одномісний</u> стандартний номер.
8. <i>If you need <u>EXB</u> room, we'll provide you (MD)</i>	Якщо вам потрібна <u>кімната із додатковим ліжком</u> , ми її надамо.
9. <i>Nowadays, these hotels are also attracting the <u>MICE</u> (meeting, incentives, conferences, and exhibitions) segment (CoD)</i>	Сьогодні ці готелі також привабливі за сегмент <u>ЗІКВ</u> (зустрічі, інсентиви, конференції та виставки).
10. <i>A queen room has a <u>queen-size</u> bed (MD)</i>	У номері королівського розміру є <u>двоспальне ліжко</u> .
11. <i>I stayed at the luxurious <u>BO</u> (RO) hotel last weekend, and the service was exceptional (LD)</i>	Я зупинявся в розкішному готелі <u>без включеного харчування</u> минулих вихідних, і обслуговування було

	ВИНЯТКОВИМ.
12. <i>I booked a <u>Sc</u> room at the hotel for our upcoming business trip to Seattle (LD)</i>	Я забронював номер <u>на маленьку дитину та одного дорослого</u> у готелі для нашого майбутнього відрядження до Сіетла.
13. <i>We enjoyed our stay at the <u>SC</u> room in hotel, which offered stunning ocean views and excellent amenities (LD)</i>	Нам сподобалося перебування в номері <u>на дитину від 6 років та дорослого</u> у готелі, звідки відкривався приголомшливий вид на океан і чудові зручності.
14. <i>Some travelers prefer the cozy charm of a bed and breakfast (<u>B&B</u>), while others opt for the flexibility of self-catering (<u>SC</u>) accommodations like apartments or villas (LD)</i>	Деякі мандрівники віддають перевагу затишному шарму типу <u>«ліжко та сніданок»</u> , тоді як інші обирають гнучкість <u>розміщення з власною кухнею</u> , як-от апартаменти чи вілли.
15. <i>For those seeking a more <u>all-inclusive</u> (<u>AI</u>) experience, hotels that provide meals and activities might be ideal (B)</i>	Для тих, хто шукає більше досвіду <u>«все включено»</u> , готелі, які пропонують харчування та розваги, можуть бути ідеальними.
16. <i>When selecting a hotel, amenities play a crucial role. Many guests look for features such as <u>Wi-Fi, AC (air conditioning), and a TV in their room</u> (B)</i>	При виборі готелю зручності відіграють вирішальну роль. Багато гостей шукають у своїй кімнаті такі зручності, як <u>Wi-Fi, кондиціонер</u> і телевізор.
17. <i>Some prefer a hotel with a spa and gym facilities, denoted as <u>SPA</u> and <u>GYM</u>, respectively (CoD)</i>	Деякі віддають перевагу готелю зі спа-центром і тренажерним залом, які позначаються як <u>СПА</u> і <u>спортзал</u> відповідно.
18. <i>On-site dining options, such as a restaurant or <u>R/B</u>, can enhance the overall experience (MD)</i>	Заклади харчування на території, такі як <u>ресторан або бар</u> , можуть покращити загальне враження.
19. <i>Hotels situated near popular <u>PL</u> or <u>BCH</u> may offer convenience and picturesque views (MD)</i>	Готелі, <u>розташовані поблизу популярних пам'яток або пляжів</u> , можуть запропонувати зручність і мальовничі краєвиди.
20. <i>Conversely, others may prioritize proximity to <u>PT</u> for easy exploration of the area (MD)</i>	Навпаки, інші можуть надавати пріоритет близькості до <u>громадського транспорту</u> для легкого дослідження місцевості.
21. <i>Whether you're looking for a budget-friendly option like a <u>MTL</u> or a luxurious</i>	Незалежно від того, чи шукаєте ви недорогий варіант, як-от <u>мотель</u> , чи

<i>experience at a <u>RST</u>, there's something for everyone (B)</i>	розкішний курорт, кожен знайде щось для себе.
<i>22. Before booking, it's important to check the <u>AMN</u> offered by the hotel (B)</i>	Перед бронюванням важливо перевірити <u>зручності</u> , які пропонує готель.
<i>23. For couples or those seeking more space, <u>DBL</u> or <u>TPL</u> options may be available, accommodating two or three guests respectively (B)</i>	Для пар або тих, хто шукає більше місця, можуть бути доступні варіанти <u>двомісний номер</u> або <u>тримісний номер</u> , що вміщає двох або трьох гостей відповідно.
<i>24. Guests looking for a touch of luxury might opt for a <u>STE</u> or an <u>EXEC</u> (B)</i>	Гості, які шукають розкоші, можуть вибрати <u>люкс</u> або <u>президентський номер</u> .
<i>25. When it comes to room views, abbreviations like <u>PV</u>, <u>OV</u>, or <u>CV</u> indicate the type of scenery visible from the room's window or balcony (MD)</i>	Що стосується видів кімнати, такі аббревіатури, як <u>вид на басейн</u> , <u>вид на океан</u> або <u>вид на місто</u> , вказують на тип пейзажу, який видно з вікна або балкона кімнати.
<i>26. For travelers with specific accessibility needs, <u>ADA-compliant</u> (<u>ADA</u>) rooms are designed to accommodate individuals with disabilities (MD)</i>	Для мандрівників з <u>особливими потребами</u> в доступності спеціальні номери (для людей з особливими потребами) номери розроблені для людей з обмеженими можливостями.
<i>27. One essential abbreviation is <u>RT</u> when booking flights (MD)</i>	Під час бронювання авіаквитків одним із основних скорочень є подорож <u>туди і назад</u> .
<i>28. For instance, "<u>V</u>" often denotes vegetarian options, while "<u>GF</u>" signifies gluten-free dishes suitable for those with dietary restrictions (LD)</i>	Наприклад, « <u>V</u> » часто позначає <u>вегетаріанські страви</u> , тоді як « <u>GF</u> » означає <u>страви без глютену</u> , які підходять для тих, хто має обмеження в харчуванні.
<i>29. Other abbreviations like "<u>DF</u>" and "<u>NF</u>" cater to various dietary needs and allergies (LD)</i>	Інші аббревіатури, такі як <u>без молочних продуктів</u> і <u>без горіхів</u> , відповідають різноманітним дієтичним потребам і алергіям.
<i>30. In terms of meal courses, abbreviations such as "<u>A la carte</u>" indicate individual menu items priced separately, allowing diners to customize their meal selections (LD)</i>	Що стосується страв, такі аббревіатури, як « <u>A la carte</u> », позначають окремі позиції меню, вартість яких окрема, що дозволяє відвідувачам персоналізувати свій вибір страв.
<i>31. Set menus may be denoted as "<u>Price</u></i>	Комплексні меню можуть позначатися

<i>Fix" or "Tasting Menu" (TM), offering a curated selection of dishes at a fixed price (CaD)</i>	як <u>фіксована ціна</u> , пропонуючи вибір страв за фіксованою ціною.
<i>32. When ordering beverages, abbreviations like "HB" or "HW" refer to the establishment's own branded alcoholic beverages (CoD)</i>	При замовленні напоїв такі абрєвіатури, як <u>домашнє пиво</u> або <u>домашнє вино</u> , стосуються алкогольних напоїв власних брендів закладу.
<i>33. "BYOB" indicates that guests can bring their own wine or liquor to enjoy with their meal, often subject to a corkage fee (B)</i>	<u>Принесіть свою власну пляшку</u> означає, що гості можуть принести власне вино чи лікер, щоб насолодитися ними разом із їжею, за що часто стягується плата за пробку.
<i>34. "FF" denotes a restaurant suitable for families with children, while "VIP" may refer to exclusive treatment or special amenities offered to preferred guests (B)</i>	Дружній для сімей із дітьми - позначає <u>ресторан, який підходить для сімей з дітьми</u> , тоді як "ВІП" може вказувати на <u>ексклюзивне лікування</u> або спеціальні зручності, які пропонуються бажаним гостям.
<i>35. We provide airport shuttle service (AS) for convenient transportation to and from the airport (LD)</i>	Ми надаємо послуги <u>трансферу до/з аеропорту</u> для зручного переміщення.
<i>36. Our hotel is pet-friendly (PF), allowing guests to bring their furry companions along (LD)</i>	У нашому готелі допускається <u>розміщення з домашніми тваринами</u> , що дозволяє гостям брати з собою своїх пухнастих супутників.
<i>37. All major credit cards (CC) are accepted for seamless transactions (MD)</i>	Усі основні <u>кредитні картки</u> приймаються для безперебійних операцій.
<i>38. Secure your valuables in IRS for added peace of mind (B)</i>	Захистіть свої цінні речі в <u>нашому сейфі</u> для додаткового спокою.
<i>39. Contact our front desk (FD) for assistance with sightseeing recommendations or transportation arrangements (LD)</i>	Зверніться до нашої <u>стійки реєстрації</u> , щоб отримати рекомендації щодо огляду визначних пам'яток або організації транспорту.
<i>40. Take advantage of our 24/7 room service for any dining preferences or special requests during your stay (B)</i>	Скористайтеся нашим <u>цілодобовим</u> обслуговуванням номерів, щоб задовольнити будь-які страви чи особливі побажання під час вашого перебування.
<i>41. Make reservations through our online</i>	Зробіть бронювання через нашу

<i>booking system (OBS) or by calling our reservation desk (RD) directly (CoD)</i>	систему онлайн-бронювання або зателефонувавши безпосередньо до нашої <u>служби бронювання</u> .
<i>42. Unwind at our BL, offering a variety of cocktails, cocktails, and artisanal drinks (MD)</i>	Відпочиньте в нашому <u>лаунж-барі</u> , де пропонують різноманітні коктейлі, безалкогольні коктейлі та кустарні напої.
<i>43. Join us for <u>Happy Hour (HH)</u> from 4 PM to 7 PM, featuring discounted drinks and appetizers (CoD)</i>	Приєднуйтеся до нас на <u>щасливу годину</u> з 16:00 до 19:00, де пропонують напої та закуски зі знижкою.
<i>44. Make a reservation through our online booking system (OBS) or by calling our <u>RSVP</u> hotline (CaD)</i>	Зробіть бронювання через нашу <u>систему онлайн-бронювання</u> або зателефонувавши на <u>гарячу лінію (бронювання)</u> .
<i>45. Celebrate special occasions with us; we offer customizable party packages like BDP (CaD)</i>	Святкуйте з нами особливі події; ми пропонуємо настроювані вечіркові пакунки (пропозиції), такі як <u>пакунки для святкування дня народження</u> .
<i>46. Unwind by the RP and enjoy panoramic views of the city skyline (B)</i>	Відпочиньте біля <u>басейну на даху</u> і насолодіться панорамним видом на міський пейзаж.
<i>47. Pair your meal with a refreshing <u>G&T</u> or a crisp <u>Chard</u> (Chardonnay) from our extensive wine list (CaD)</i>	Поєднайте свою їжу з освіжаючим <u>джином і тоніком</u> або хрустким мангольдом (<u>шардоне</u>) з нашої великої винної карти.
<i>48. Customize your pizza order with toppings like <u>P</u> (pepperoni), <u>M</u> (mushrooms), and <u>O</u> (onions) to create your perfect pie (CoD)</i>	Налаштуйте своє замовлення піци за допомогою таких начинок, як <u>пепероні</u> , <u>гриби</u> та <u>цибуля</u> , щоб створити ідеальний пиріг.
<i>49. Don't miss out on our <u>BOGO</u> (buy one, get one) offer on select appetizers during special promotions (B)</i>	Не пропустіть нашу пропозицію <u>купіть один, отримайте один</u> на вибрані закуски під час спеціальних акцій.
<i>50. Try our signature <u>BLT</u> sandwich, a classic favorite among our patrons (MD)</i>	Спробуйте наш фірмовий сендвіч <u>бекон, листя салату, помідори</u> , класичний фаворит серед наших клієнтів.

ANNEX 2
TEXT FOR ANALYSIS
Types of Hotel

There are many types of hotel, big and small. Big hotels, which are part of a 'group', offer guests a standard that does not vary from one location to another. Hotels can be awarded 'Stars' if their facilities match the Tourist Boards specifications. The more stars, the higher the standards. There is also a 'Red Star' accolade awarded for excellent cuisine.

People expect rooms with ensuite facilities. There is also a choice of single, double or family rooms to book. Hotels in large busy cities often have triple glazed windows to help reduce the noise of passing traffic.

When you stay in a hotel, the facilities are reflected in the price of the accommodation. Many establishments have swimming pools, squash courts, health clubs, gymnasiums and indoor play areas for young family members. Some of these activities can be used by non-residents, providing they pay the subscription fee. There are hotels with golf courses in their grounds. Some have lakes that are offered to guests who wish to fish or take out a boat to fill their leisure time.

A good hotel with pleasant helpful staff contributes to making a holiday enjoyable and encourages return visits. Christmas cards are sent to regular guests from the hotel management. A varied choice of fresh food beautifully presented in a dining area with lovely views, all add to the holiday experience.

If the guests do not wish to dine in the restaurant, room service is an alternative. A menu is supplied in the room from which guests can order. When the food is ready, a member of staff will bring it to the room. If the guests have to leave early in the morning before the dining room is serving breakfast, an order can be placed the night before leaving and breakfast will be delivered to the room at the desired time. There is always a list of the restaurant opening times in the room.

Most hotels ask their guests to vacate their rooms by 10 o'clock on the day of their departure. This is so the staff have enough time to clean the room, make up the

bed and generally tidy the area, before the next occupants arrive. New visitors to a hotel do not usually have access to their room until after mid-day.

РЕЗЮМЕ

Наукове дослідження присвячено вивченню абревіатур та скорочень у сучасному готельно-ресторанному бізнесі крізь призму проблеми їх англо-українського перекладу. У ході роботи висвітлено основні етапи наукової думки в галузі мовознавства (лексикології зокрема), описано відомі дефініції й визначення абревіатур та скорочень, їх класифікаційні особливості, а також специфіку сучасної англійської мови із огляду на функціонування у ній такого типу слів, проаналізовано зразок тексту бізнес дискурсу і здійснено перекладацький аналіз фактичного матеріалу дослідження (абревіатур дискурсу готельно-ресторанний бізнес, усього 50 одиниць).

Ключові слова: переклад, перекладацький аналіз, лексикологія, абревіатура, скорочення, готельно-ресторанна справа. сучасна англійська абревіація, бізнес дискурс.