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Yuliia BOBKO

Research supervisor:

Nataliia HOLUBENKO

Candidate of Philological

Sciences

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**Специфіка українського перекладу неологізмів та оказіоналізмів у творах
жанру фентезі (на матеріалі творів сучасних американських авторів)**

Бобко Юлія

Студентка групи Па 05-20

Керівник курсової роботи _____

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кандидат філологічних наук

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INTRODUCTION

An important characteristic of the modern stage of the development of the science of interpretation is the allocation in it of two research paradigms: substitutively-transformational and communicative-activity. Interpretative principles of interpretation are gaining an understanding, among which the factors of understanding and explanation are of prime importance. Such an approach based on the principles of a holistic, semantic communicative modification in many respects denies structural and linguistic comparison and structural and linguistic correlation of individual facts of interpretation at the sign level, the possibility of interpreting through the set of substitutions and transformations. The task of the interpretation is decided on the scale of the statement, and not on the scale of individual notations. Thus, in many respects the criteria of transformation analysis, which form the basis of the scientific approach to the interpretation of representatives of the first research paradigm, are denied.

In the context of this problem, the development of the principles of a holistic interpretation analysis is essential, which requires an increase in the criteria for analysis, taking into account not only the internal structural and semantic components of individual equivalent decisions, but also the characteristic features of text discourse in general, referring to the general discursive deployment of the text under consideration as a process of successive transition from utterance to expression.

From this point of view, it is important to consider the distinction between language and discursive forms in the interpretation on the basis of the analysis of the individual facts of the interpretation in their general conditional meaning of the statement of expression. The combined study of the facts of interpretation from the point of view of the interaction of speech and discourse formed by them will help a productive solution to a number of problems in the field of the intrinsic definition and analysis of the facts of interpretation in their general conditionality with the semantic task of utterance.

The present work is devoted to the comprehensive study of the peculiarities of the interpretation of Ukrainian and English neologisms as ways of finding interpreted correspondences. This reveals the theoretical scale and relevance of this study.

The object of the study was neologisms and their interpretation transformations, developed both at the level of individual definitions, and on the scale of the statement.

The subject of the study was characterized by equivalent signs of compression and compensation in the facts of the interpretation of Ukrainian and English neologisms.

The purpose of the study was to generalize the principles of translation of neologisms of modern American fantasy as a way to search for interpreted correspondences and the basis of a comprehensive solution to the problem of interpretation equivalence on the scale of utterance.

To achieve the goal, it was necessary to solve a number of interrelated tasks, which include the following:

- 1) General consideration and theoretical assessment of existing approaches to the solution of the problem of equivalence in modern interpretation, and in particular, the establishment of reasons that hinder a comprehensive, equivalent analysis of the facts of interpretation;

- 2) General definition of language criteria for the analysis of the facts of interpretation (language parameters of interpretation transformations);

- 3) Detection and analysis of compression and compensation parameters in the interpretation of neologisms;

- 4) Selection of the body of meaningful interpretation examples in terms of selected structural and linguistic and discursive criteria;

- 5) Internal analysis of translation transformations from the point of view of the interconnection of creatorial variants and invariant features in their determinants by structural and linguistic and discursive factors.

To solve the problems, a comprehensive research methodology is used, which includes: a comparative method; structural and context types of analysis.

The practical significance of the study is due to the possibility of using its materials in further studies devoted to this topic.

The structure of work is determined by its purpose and tasks. The study consists of an introduction, two chapters, conclusions and references.

CHAPTER 1. LINGUISTIC AND TRANSLATION ASPECTS OF THE STUDY OF NEOLOGISMS AND OCCASIONALISMS

1.1. The concept of neologisms and occasionalisms in linguistics

Neologisms and occasionalisms in Ukrainian linguistics were studied by N. Piletska [13], N. Rizvanly [14], and O. Selivanova [15].

Assimilation of a foreign language is more successful if its features are studied in comparison with the facts of the native language. Some cases of differences in the lexical characteristics of the English and Ukrainian languages can be said in detail. At some of them we will stop now.

Comparison of structurally-semantic systems of two languages can be carried out in two directions: it is possible to compare 1) the means of designating the same objects in different languages; and 2) the structural-semantic features of the vocabulary units having the same substantive significance. A comparative analysis of the lexical systems of the English and Ukrainian languages, as T. Kyryak notes, reveals the existence of differences in both plans [6].

Objective reality is reflected in the minds of people united by the cultural-historical community and those who speak the same language, and in different ways presented in the language. Objects of objective reality are united in languages on different grounds, and for the names of the same objects different numbers of words that do not coincide in terms of volume and content of meaning are used. For example, a building for lifting and descent in the Ukrainian language is called the same in all cases: a staircase (from a lizard) - a staircase in the house, a staircase, a fire ladder, stairs. In English, for the designation of different types of such a facility, there are several words with a more narrow meaning: stair case, ladder, stairs, fire escape, outside of the building, ramp, stairs for boarding and landing from an airplane).

The colors of the spectrum, located between the green and violet, in the Ukrainian language are denoted by two adjectives: blue (etymologue, color of the neck of a dove) and blue (etymologist, shady). The English use one adjective blue,

and shades denote complex words with the same root: sky-blue blue, navy-blue navy blue, royal blue bright blue.

In the Ukrainian language, as T. Pan'ko, I. Kochan and H. Matsiuk note, the same word can be applied to all types of oils (animal, vegetable, machine) - butter (from lubricate, lubricate), oil. In the British, liquid butter (vegetable, animal) is oil (from Greek, Elaia, olive) but butter (from the Greek Boutyron Cow's Cheese) [12].

For the transfer of the same concepts in English, words can be used, and in Ukrainian it is a phrase, and vice versa. For example: to sightsee to explore sights; technical-minded with the technical makeup of the mind, to kneel to knees, convergent converge at one point, and so on.

In English, there are no special vocabulary units that correspond to the meaning of the Ukrainian words, the epoch, the decade, the zametl, the minor, and others. To convey these concepts to the Englishman, you need a few words: day - day and night, twenty four hours; decade - ten days, and with approximate counting - a fortnight; blizzard - snow storm; minor - under age

Ukrainians have a concept of a person who lives in the suburbs, but works in the city; a person who goes to work in the city by a suburban train or bus, but there is no special word for naming such a category of people in the Ukrainian language. In English, as T. Kyyak notes, this notion is expressed by the word commuter (from that commute to make regular trips (by train, steamer, etc.) [5].

The volume of dictionary nests in Ukrainian and English does not match. The set of concepts, which in one language is expressed by related words, in another can be transmitted with *raznokorenevymi* words, as well as variables and phraseological combinations.

The meaning of a word determines not only its correlation with the signified, that is, with the objects of objective reality, but also its connection with other elements of the lexical system – words and phrases, its position in the microsystem, which is formed by lexical units, interconnected semantically, structurally and functionally. In the course of the historical development of languages, as N. Piletska notes, not only are established special connections between the words of each of them

and the real reality, but also a special relationship between the vocabulary units of each language [13].

Semantic differences between languages are clearly manifested in the comparison of their nominative units (words and phrases), namely, when comparing systems of multivalued words that coincide in separate vocabulary values; in the analysis of component composition, compatibility and functional-stylistic features of semantic units with the same subject matter. The word as a unit of reading in a different language, in addition to the word, as O. Martyniak notes, may correspond: the dictionary meaning of a multi-valued word; combinatorial value; phrase [10]. The dictionary value, in addition to the vocabulary and the individual word, may correspond to combinatorial meaning and phrases, etc. In other words, the parallel matching word – a word, a phrase – a phrase, a dictionary meaning – a dictionary meaning, a combinatorial meaning – combinatorial meaning in different languages does not exist.

For example, the English noun driver in combinatorial values may correspond to Ukrainian nouns driver, chauffeur, caravan; the combinatorial meaning of the word vehicle corresponds to the nouns of a wagon, a cart, a wagon, an airplane, a car. Each of the vocabulary values of a multivalued noun in the English language, as I. Kochan notes, corresponds to an independent lexical unit: the railway ticket office – the ticket office – the box office, the theatrical office – theater agency, the cashier in the shop (cash register) – cash register, cash at the bus, tram, trolleybus – till, fare box (am.) [9]

Multidimensional words that coincide in one of their vocabulary values, but in most cases do not coincide in others, that is, are multilingual (Ukrainian-English) partial synonyms.

Words that interpretate each other in direct values may not coincide with the portable, since the basis of the transfer of the name may lie different signs. Thus, the figurative value of the noun hawk is clearly negative: a supporter of the war, while the corresponding Ukrainian nouns are falcon, the hawk in its portable use has a positive meaning. The noun hare has a portable value without a passive passenger,

but the corresponding hare does not have such a derivative value in the direct sense of the English noun hare. Ukrainians call the monkey a man who blindly copies something. As J. Ahmad notes, the portable value of the corresponding English word monkey is somewhat different [24]. The monkey in the figurative sense is a fool, a fool (a joke, or a nonsense), and the value of a related verb to monkey is to fool, to fool, to engage in non-serious or meaningless work.

The indiscriminated approach to the Anglo-Ukrainian partial synonyms, which consists in the fact that, based on the coincidence of meaningful words in one sense, the wrong conclusion is drawn about the coincidence of others, leads to vocabulary errors.

Errors are also possible when interpreted into Ukrainian. For example, the phrase frosted cherries in the sentence "In honor of my visit, the baker had made a special sponge cake, iced with marzipan and adorned with frosted cherries (A. Cronin, *Shannon's Way*), interpreted as frozen cherries, although in fact it is a question of candied cherries. The interpretator did not take into account that the English word frosted is inappropriate for its Ukrainian partial synonym, metaphorically-portable meaning glazed, candied, that is, that only looks like a frozen one.

English and Ukrainian words with the same vocabulary, as E. Skorokhodko notes, may not coincide in all combinatorial meanings, that is, to be multi-language combinatorically non-identical synonyms [16].

The nominative identical words of the English and Ukrainian languages, that is, the multilingual synonyms, as well as the synonyms of the same language, may differ in emotional and associative components, as well as in the sphere of functioning, and occupy a different place in the synonymous series. Compare: eyes (neutr., General) and baths (joke, simple.); conversation (neutr., general) and chatter (irony or neglected); doctor (neutr., general) and vet (neglected., p.).

Does the size and composition of the lexical groups do not coincide with the same area of human experience, that is, groups of one-word words? There is no parallel matching in the means of generic notation. For example, in the Ukrainian

language there is a special word for all kinds of shoes, shoes, boots, etc. (footwear), in English this concept is transmitted by the phrase (foot wear). In English, as M. Tomakhiv notes, there is a word that calls all kinds of hosiery, in Ukrainian there is no such word [19].

Groups of single-word words may differ due to the names of the realities. Realities are fragments of objective reality, reflected as a result of direct experience in the consciousness of only one people. Realities can be events of public life, state and public institutions, national customs and traditions, as well as objects and actions related to the everyday life and life of the people, etc. Thus, as O. Selivanova notes, Soviet realities include "a brigade of communist labor", "soccer", "pioneer towering", "creative evening", etc. [15].

Knowledge of realities is acquired through acquaintance with history, literature, social and cultural life, and the life of the people. Without the knowledge of the realities, the work of an interpreter can not be successful. For example, not knowing the realities, you can not interpretate the following texts:

Rosemary wanted Terry to see the apartment but Terry asked if she could take a rain check.

The decrepit old car drove up to the toll bridge.

"Fifty Cent," cried the gateman.

"Sold," replied the driver.

Tokens required. No agents are on duty. (Announcement in the subway).

Ignorance of the realities can lead to gross interpretation mistakes.

Ukrainian and English words, as O. Hnizdechko notes, can sometimes have a similar form, distinguishing only the specific language of each language specific pronunciation (for example, in the Ukrainian word date consonant sounds – dental, the first vowel – monoflot, in the English word data consonant sounds - alveolar, the first vowel - diphthong) [2]. Thus, the words that are outwardly similar in form are the words of the decade and the decade, conductor and conductor, post and post, poet and poet, etc.

Suggestions containing this kind of words can be semantically transparent and will not make any difficulty interpreting: Tourists like to photograph monuments. The partisans were operating in both sectors of the front. This is a reactionary theory.

However, in coincidence, as T. Kyiak notes, Ukrainian and English words are not always the same [6]. For example, an operator (ie, filming a movie) is not an operator, but a cameraman. Operator is a person working on a car, in particular, a telephone operator, a radio operator or a cinema mechanic. The name of a cinema mechanic, that is, a person demonstrating a movie, in the word mechanic, is inaccurate, since mechanic is a skilled worker who makes or repairs all kinds of devices and apparatus. Diet is not always understood in the medical sense (eg, being on a diet, sticking to a diet), but it can also have a broader meaning: food, table (You've got to watch your diet). The Ukrainian word for the debate is more specific than the English dispute: it can also mean disagreement; problems that require agreement; conflict (to settle international disputes in a peaceful way; a labor dispute).

The English noun routine often does not have a negative shade, as opposed to the Ukrainian word routine, but simply the established order, the existing state of things; schedule. (Such is the daily routine. It corresponds to the Ukrainian disabled. The English noun is invalid, the meaning of which is sick, is not satisfactory; disabled, cripple is a cripple. A schoolboy, scholastic and scholar (all three words – from the Greek schole lecture, the school) are semantically inadequate. Ukrainian nouns have a clearly negative shade; scholar - the word "positive", one of its values - a scientist, educated. To say to man "You are a scholar and a gentleman" means to make him a double compliment.

The institution's noun is very rarely used in relation to educational institutions. The Institute is typically the Gallup Institute, the United States Naval Institute, the London Institute of Contemporary Arts, the Royal Institute of Architecture, the Harlem Institute for Marxist Studies. Educational institutions that are more or less relevant to the institute as an educational institution in our understanding of the word are college (the Royal Naval College, technical college, commercial college),

university (Cambridge University), academy (the Academy of Dramatic Art), school (the London School of Economics, Harvard Medical School).

Similar in the form of the words in Ukrainian and English, as V. Koptilov notes, or they originate from one root (that is, they are etymological doublets), or by chance coincide in form [7]. For example, the etymologically related words are the audience and audience (both go to Latin audio – listen), the champion and the champion (from the Latin campus – a place for games and competitions), and others. The commonality of etymology is in most cases associated with the Greek and Latin roots that occur in many languages, that is, the so-called international words. As a result of casual similarity, as F. Tsytkina notes, the nouns guerrilla - partisans (from the Spanish Guerra - war) and the gorilla (word from the language of one of the African tribes) converge in the form of nouns; campaign (from Latin campania - the plain, the area held during military operations, the time during which the area is held) and the company (from the Latin companium - a common meal) [20].

Thus, similar in the form of the words Ukrainian and English languages are not always identical in meaning. Such words can:

Do not have any semantic community. For example: Danish and Dutch (Dutch), decade and decade (decade), colon and colon (colon).

Do not coincide in all vocabulary values, that is to be multilingual partial synonyms. For example: music and music (1 music, 2 notes), pilot and pilot (1st pilot, 2 pilot), medicine and medicine (1 medicine, 2 medicine).

To belong to one semantic field, but do not coincide with the subject matter, that is to be multilingual false synonyms. For example: routine and routine, operator and operator, disabled and invalid.

Match the subject matter (usually in the case of words neologically-nominative). For example: physics and physics, atom and atom, aviation and aviation.

Different languages, as E. Skorokhodko notes, use different formal means to convey the same content. For example, the variety of values transmitted in verbal prefixes in the Ukrainian language is more often interpreted into English using adverbs [16].

Modern English, as R. Statsiuk notes, is characterized by the widespread use of verbally-adverbial combinations for the expression of one indissoluble concept [18]. For example: turn over, pick up, give up (refuse). Such verbal-adverbial combinations consist of verbs expressing vital concepts and having a high frequency of use, and adverbs that denote the direction of action. R. Statsiuk notes that the components of verbally-adverbial combinations are the verbs be, do, make, bring, carry, give, get, take, put, set, keep, hold, throw, come, go, fall, turn, see, look and adverbs in, out, away, away, off, over, under, under, around, round, round, up, down, forward, back, etc [18]. Using the same verb in conjunction with different adverbs, one can express a large number of concepts.

Verbally-adverbial combinations are different in value. The adverb, as T. Skopiuk notes, can specify the meaning of the verb or change its meaning, forming in conjunction with the verb phraseological unit [17].

The adverb can specify the action of the verb, indicating the direction (in combinations of type come in). For example: come in, go away, go out, step away, step out, put away, put away, go up, take off, turn over.

The adverb can clarify the type of color, forming verbal forms of the type sit down, semantically equivalent to the verb verbs.

The adverb can semantically merge with the verb, forming a phraseological unit. For example: give up - refuse; fall through - fail, will not (plans); take in - deceive; turn in - go to bed

Many verbally-adverbial combinations are synonymous with words. In this case, verbally-adverbial combinations are more spoken.

Active possession of the most used verbally-adverbial combinations is a must for free and natural communication in English.

Different function and specific weight of phonetic means of registration value. For example, emphasis in the Ukrainian language more often serves as a means of differentiating the forms of one and the same word (forest – forests, a sheaf – sheaves). The emphasis in the English language, as T. Maslova notes, is more often a means of semantic differentiation of different words, as well as variables and

permanent (phraseological) combinations [11]. The difference in the place of accent in identical sound composition of words, which are different parts of the language, is called alternating accent. For example: to per'mit - decide, a 'Permit - permission; pass; to in'sult - insult, offend; ap 'insult - an image, an image.

The alternation of emphasis in most cases was due to phonetic reasons. Sometimes, the emphasis change was an additional word-building tool. In modern English, as J. Swales notes, the alternation of accent can serve as a means of differentiation of the verbs and names identical in sound composition [35]. In the case of an alternation of accent, the emphasis in the verb usually falls on the last composition, and in the name – on the first. For example: to con'trast (contrast), a 'contrast' (contrast, contrast); con'vict (condemn), a 'convict (convict); to sus'pect (suspect), a 'suspect (suspect).

Different semantic load carries in Ukrainian and English languages the quality of vowels and consonants (shortness and longitude, deafness and bells, softness and hardness). In Ukrainian, the softness and firmness of the consonants are smear-distinctive (compare: the horse and the horse). In English, semantic significance is the alternation of deaf and voiced consonants, as well as the length and vowel's shortness.

1.2. Modern approaches to the translation of neologisms and occasionalisms in literary text

Modern approaches to the translation of neologisms and occasionalisms in literary text in Ukrainian linguistics were studied by L. Bilozerska [1], V. Karaban [4], V. Koptilov [7] and I. Korunets [8].

In the process of text analysis and its translation into Ukrainian, the continuous sampling method, statistical method, vocabulary definition analysis method, transformational analysis, and distributional analysis were used.

Method of continuous sampling. As L. Bilozerska notes, the selection of neological vocabulary was based on the following principles: thematic selection, compatibility of the term, taking into account the peculiarities of the semantic

structures of foreign and native languages, stylistic neutrality of the term and its frequency characteristics [1].

The statistical method determines the presence of linguistic reality from the point of view of its reliability. The obtained conclusions regarding the analysis of the neology of international transportation are accompanied by statistics and quantitative calculations. As I. Korunets notes, the statistical method allows you to determine the typical features of the studied neology, fixing the specifics of the use of a certain language unit [8].

Transformational analysis, as O. Ilchenko notes, is an experimental technique for determining syntactic and semantic similarities and differences between language objects due to similarities and differences in sets of their transformations [3]. As I. Korunets notes, this type of analysis is used to study the semantics of syntactic units and their components [8]. The essence of this analysis is that the classification of language structures is based on their equivalence to other structures, that is, the ability of one structure to transform into another. Thus, airline neology contains single instances of neological phrases in which the placement of components changes, but the meaning of the entire phrase remains unchanged.

Thus, such changes in the placement of components preserve the lexical composition of the nuclear phrase and the syntactic relationship between lexemes. As V. Koptilov notes, any change in the placement of components in most cases leads to a change in the meaning of the entire phrase [7].

To clarify the definitions of terms in order to organize them, an analysis of dictionary definitions or a thesaurus analysis was used to interpret the meaning of neological units through dictionary definitions of terms.

As V. Koptilov notes, the method of analysis of vocabulary definitions is accompanied by component analysis. To study formal and subject structures, such structural methods as component analysis and distributional analysis were used - a method of language study based on the environment (distribution, distribution) of individual units in the text [7], with the help of which the compatibility of terms and their lexical-semantic relations - synonymy, polysemy, homonymy, etc.

V. Karaban evolves such successive stages of distribution analysis:

1. text segmentation (speech flow) into units of a certain level (morphs, words, etc.);
2. identification of selected units, that is, grouping them into specific classes (morphemes, lexemes, etc.);
3. identification of relations between selected classes [4].

Component analysis is used to determine and describe the semantic structure of the neological units selected for the study and their paradigmatic connections.

The analyzed text is characterized by the spread of mostly simple sentences. The number of complex sentences is significantly less, which, for example, is not characteristic of similar texts in the Ukrainian language. The order of words in sentences is usually direct, but cases of inversion are possible due to the need for a logical connection [15]. Inversion is also often used for the logical selection of individual semantic elements.

The syntactic structure of «A New Way to Think Your Guide to Superior Management Effectiveness» by R. Martin is clear, complete and stereotypical. This, as is known, is explained by the need for intelligibility and a logical sequence of presentation of complex material. The sentences in the analyzed book have the same purpose of expression - they are almost always narrative. Questions are rare and are used to draw the reader's attention to any issue.

The lexical level of «A New Way to Think Your Guide to Superior Management Effectiveness» by R. Martin is reflected in commonly used vocabulary and neology, which is explained with the help of footnotes, clarifications, information in parentheses and is a sign of a scientific style. The meaning of terms and their definitions must obey the rules of logical classification, clearly distinguishing between objects and concepts, allowing for ambiguities or contradictions. And, finally, the term should be a purely objective designation, devoid of any side meanings that distract the specialist's attention and introduce an element of subjectivity [17].

The grammatical aspect of the analyzed text sometimes causes difficulties, since lexical units can be studied or looked up in a dictionary, the rules of reading and spelling can be brought to automaticity by practicing reading texts, while grammatical phenomena and regularities need to be deeply studied and their logic understood.

As N. Rizvanly notes, the syntactic structure of the analyzed text due to various inflections, as well as often book constructions, which sometimes complicates the understanding of the text, poses additional tasks for the analysis [14].

The syntactic structure of the analyzed text is clear, complete and stereotyped. This, as is known, is explained by the need for intelligibility and a logical sequence of presentation of complex material. The sentences in the analyzed text have the same purpose of expression - they are almost always narrative. Questions are rare and are used to draw the reader's attention to any issue.

1.3. Fantasy as an object of translation

Modern approaches to the studying of fantasy as an object of translation in Ukrainian linguistics were studied by L. Bilozerska [1], V. Karaban [4], V. Koptilov [7], I. Korunets [8] and E. Skorokhodko [16].

Transformations are an integral part of translation. The issue of using translation transformations in texts of different functional language styles is also relevant. As F. Tsytkina notes, when translating texts of different functional styles, preference is given to different types of transformations, and therefore it is appropriate to conduct research aimed at identifying those transformations that are most commonly used and characteristic of texts of scientific and technical style of language [20].

As you know, the purpose of translation is to achieve equivalence. Therefore, the main task of the translator is to skillfully apply the necessary translation transformations in order for the translated text to convey as accurately as possible all the information contained in the original text, adhering to the relevant norms of the translated language. As I. Korunets notes, transformations that make the transition

from units of the original language to units of the language of translation are called translation transformations [8]. I. Korunets also proves that translation transformations are a special kind of interlingual paraphrasing, which differs significantly from transformations within one language [8].

Translation is a comparison of two language systems at all their levels. The linguistic level of translation is the lowest in the hierarchy of translation tasks, at the same time it is extremely necessary for the full transfer of the content of the original text. V. Koptilov proves that the translator needs to convey not only the sum of meanings encoded in sentences, but also information about the culture, traditions, tastes of the nation, which requires going beyond a purely linguistic system (higher level of translation) and is called extralingual information or background knowledge [7].

Instead, as L. Bilozerska notes, translation begins from a purely linguistic level [1]. In the process of translation it often becomes impossible to use a literal dictionary equivalent and the translator resorts to the transformation of the internal form of a word or phrase or its complete replacement, i.e. to the translation transformation.

This term is used mostly in many fields of linguistics and has many different definitions. To define the term «translation transformation», it is first necessary to understand the meaning contained in it. Different scientists, including L. Bilozerska [1], V. Karaban [4], V. Koptilov [7], I. Korunets [8], etc., interpret this concept differently.

According to V. Karaban, for example, transformations are techniques of logical thinking that help to reveal the meaning of a foreign word in the context and find a counterpart that does not coincide with the dictionary [4]. In general, translation transformations can be considered interlingual transformations, rearrangement of the source text or replacement of its elements in order to achieve translation adequacy and equivalence [4]. The main characteristics of translation transformations are the interlingual nature and focus on achieving the adequacy of translation. Today, there are many classifications of translation transformations proposed by various authors.

Semenov defines transformation as interlingual transformations in order to achieve equivalence of original and translated texts (in order to preserve the functional influence of the message). The translation cannot be an absolute analogue of the original, which means that the translator's task is to create a text as close as possible to the original in terms of semantics, structure and potential impact on the user of this translation.

The main problem is that between the languages of the original and the translation it is not always possible to find linguistic parallels - semantic and structural analogues: the same models of sentences or phrases, complete coincidence of semantic meanings of words and so on. This is where the translator must apply translation transformations.

I. Korunets [8] sees the reasons for the use of translation transformations in:

1) differences in the systems of the original and translated languages (in one of the languages there may be no category inherent in another language; within the same category of articulation differ; comparable linguistic categories do not completely coincide in scope);

2) the difference between the norms in the languages of the translated text and the original text (violations of the norm are seen in the case when the essence of the statement is clear, but causes the idea of incorrect language, the so-called normative deviations);

3) the mismatch of the *usus* operating in the environment of native speakers of the original and the translation (*usus* is understood as the rules of situational use of language; reflects the language habits and traditions of a particular language community).

In general, the transformations used in translation should be understood on the one hand as paraphrasing the original text by means of another language, and on the other - as adapting the translated text to the conditions of the perception of the message by the recipient of the translation [4].

English neologisms can be rendered into Ukrainian using the following options:

1. Equivalent translation. In the process of translation of neologisms, the problem of choosing an equivalent in the target language which would convey the meaning of a neologism becomes important. If the target language has the direct equivalent to the neologism, then the process of choosing is reduced to the substitution, but if there is no direct equivalent, then a translator must choose one of the equivalents, taking into account a number of linguistic and extralinguistic factors. V. Koptilov believes that the *equivalent* is a lexical analogue, which completely coincides with the meaning of a term of the source language [7]. The use of equivalent translation of neologisms is observed in the following examples:

- *Clean and tidy* – *чистота і порядок*: There were clean and tidy in the house. – Вдома панували чистота і порядок.
- *loud and clear* – *чітко і зрозуміло*: The teacher's explanations were loud and clear. – Учитель пояснював матеріал чітко і зрозуміло.

2. Descriptive translation. As V. Karaban notes, it is used when the neologism in the source language is replaced by the phrase in the target language that conveys the meaning of the neologism. We can use it for both explaining the meaning in the dictionary and for translating neologisms: *null and void* – такий, що втратив будь-яку чинність, скасований; *dos and don'ts* – те, що можна, і те, чого не можна [4].

Also, many scholars distinguish the following requirements for this method of translation:

- the translation should render the main content of the concept designated by neologism;
- the absence of equivalent in the target language;
- the description of the term should not be too detailed;
- the syntactic structure of the description should not be complicated [4].

3. Transcoding. As V. Karaban notes, it is used when the sound or graphic form of the word is translated by means of the source language alphabet [4]. We transcode neologisms, when the target language has no corresponding concept or

translation equivalent and when the translator cannot find words or phrases which would render the meaning of the neologism.

Transliteration is the formal reproduction of the graphic form of the word or phrase in the source language by means of the alphabet of the target language [4]:

- *fifty-fifty — фiфmи-фiфmи*: When we were invited to a dinner party, I was sure then that I would meet old friends there, about fifty-fifty. – Коли нас запросили на звану вечерю, я був упевнений, що зустріну там старих знайомих, примірно фіфті-фіфті..

Transcription is the reproduction of the sound form of the word of the source language using phonemes of the target language [7]:

- *pro et contra – про ет контра*: After reviewing this information, we had to consider all the pro and contra accompanying it. – Після ознайомлення із цією інформацією ми мало розглянути всі про ет контра, що її супроводжували.

Ways of translation combined under transcoding are considered to be quasi-untranslatable due to the fact that when using them, their translation is a process of reproduction of graphic (transliteration) or sound (transcription) forms of neologisms, and at the same time it is the process of borrowing the meaning of neologisms in the source language and in the target language. Although these options of translation are among the oldest, nowadays their usage is a subject to a number of restrictions (language policy, stylistic rules, etc.)

4. Loan translation. As V. Karaban notes, it is the reproduction of words, when components of a word are translated literally by the corresponding equivalents in the target language. Loan translation can also be considered as mechanical copying [4].

Ladies and Gentlemen – леді та джентльмени: Ladies and gentlemen, we welcome you aboard the Princess Victoria transoceanic liner. – Леді та джентльмени, ми раді вітати вас на борту трансокеанського круїзного лайнера «Принцеса Вікторія».

5. Addition. As I. Korunets notes, this grammatical transformation is used in the process of translation in order to compensate for grammatical and semantic losses in the source language [8]: Down and out – Перебувати в безпорадному стані: When Dinkins lost the mayoral election in New York, he was down and out for almost a week. – Коли Дінкінс програв вибори мера Нью-Йорка, він перебував у безпорадному стані примірно тиждень після цього.

6. Transposition. As I. Korunets notes, this grammatical transformation means a change in the word-order of the sentence. It is caused by the structural differences in expressing the theme and the rheme in the source and the target language [8]: Out and about – бути не вдома: She was not at home When the bailiff brought her a court summons she was out and about. – Її не було вдома, коли пристав приніс їй виклик на судове засідання.

7. Transformations of idioms in translation. As I. Korunets notes, the option of translation of neologisms depends on the following factor: the presence of an equivalent in the target language [8]. If neologism has the direct equivalent, therefore it can be rendered by means of substitution with an analogue: ups and downs – злети та падіння: There have been ups and downs in his life, but he has always been the best man in the world. – У його житті були злети та падіння, але він завжди залишався найдобрішою людиною у світі.

When the target language does not have the equivalent, therefore a neologism can be rendered by means of calque translation (or word-for-word translation): Floor to ceiling – від підлоги до стелі: When England missed last penalty in series, all our family has jumping floor to ceiling. – Коли англійці не забили останній пенальті в серії, уся наша родина стрибала від підлоги до стелі.

So, as E. Skorokhodko notes, translation of neologisms is a special type of translation, which aims at transforming of oral and written texts of the source language into the target language [16]. The source language and the target language have differences on the lexical and syntactic level. To perform the translation, a translator makes some changes on these levels. These changes are called

“transformations”. Transformations are divided into lexical, grammatical, lexical and grammatical. Neologisms can be rendered by means of the following options:

- Equivalent translation
- Descriptive translation
- Transcoding
- Loan translation
- Addition
- Transposition
- Substitution with an analogue and calque translation of neologisms.

To make an accurate translation of neologisms it is necessary to be aware of the conceptual organization of neologisms system of the source and the target language and to have a substantive knowledge of neologisms in both languages. Also, it's necessary to take into account the five requirements related to neologisms.

Conclusions to the 1st chapter

Objective reality is reflected in the minds of people united by the cultural-historical community and those who speak the same language, and in different ways presented in the language. Objects of objective reality are united in languages on different grounds, and for the names of the same objects different numbers of words that do not coincide in terms of volume and content of meaning are used. The interrelation of language and culture is obvious. Language is a mirror of culture, it reflects not only the real world surrounding the person, not only the real conditions of her life, but also the social consciousness of the people, his mentality, national character, way of life, traditions, customs, morals, system of values, attitude, vision of the world. Language is an integral part of culture, and culture, in turn, is the result of human activity in all spheres of his life.

The appearance in the system of the language of new lexical units as the main exponent of objective reality is caused by the need to identify concepts for disclosing the content of which there is no full equivalent in the language. The main factors in

the emergence of lexical innovations are constant changes in public life, therefore the functioning of neologisms is a consequence of the development of various spheres of human activity.

CHAPTER 2. PATTERNS OF UKRAINIAN TRANSLATION OF NEOLOGISMS AND OCCASIONALISMS OF MODERN AMERICAN FANTASY

2.1. Lexical strategies of translating of neologisms and occasionalisms of modern American fantasy into Ukrainian

In the practical part, the regularities of the translation of «A New Way to Think Your Guide to Superior Management Effectiveness» by R. Martin were analyzed.

Let's begin the analysis by considering the regularities of the use of translation transformations when reproducing an English-language text in the Ukrainian language and its stylistic features.

Consider the following example of using translation transformations:

And beverages?

We offer the following version of the translation of the specified sentence:

А як щодо напоїв?

In this example, such a type of grammatical transformation as addition was used during the translation. Fragment *and beverages* was translated by adding a construction *як щодо* to its literal reproduction. Adding here meant introducing into the translation elements that were absent in the original, with the aim of correctly conveying the original content and observing the speech norms inherent in the culture of the translation.

Consider the following example of using translation transformations:

*In this environment, leadership must be **focused squarely** on figuring out how the organization can mobilize its assets and resources to deliver the biggest bang at the front line.*

We offer the following version of the translation of the specified sentence:

*За таких умов керівництво має бути **зосереджене** на з'ясуванні того, як саме організація може мобілізувати свої активи та ресурси, щоб досягти найбільшого результату на ринку.*

In this case, we have an example of the use of such a type of grammatical translation strategy as omission. Thus, in the fragment *must be focused squarely*, the component *squarely* was omitted during the translation, as a result of which the complex syntactic construction, which contained a redundant meaning, was simplified and replaced by the construction *має бути зосереджене*.

Consider the following example of using translation transformations:

*Consequently, **firms** become complex organizations.*

We offer the following version of the translation of the specified sentence:

*Отже, **корпорації** стають складними організаціями.*

In this case, we should talk about the use of such a type of lexical transformation as modulation. We are talking about the lexeme *firm* used in the analyzed passage, which is polysemic and can have completely different meanings depending on the context. In this case, the dictionary equivalent was replaced *фірма* by contextual – *корпорація*, which shows a logical connection with the source word. In this case, it should become clear to the recipient that it is about corporations, and not about another kind of organizational structures.

Consider the following example of using translation transformations:

*But in business, where **competition** is between products rather than companies, the line of sight between a CEO's decisions and whether a customer will buy a product at any given time is much less clear.*

We offer the following version of the translation of the specified sentence:

*Але в бізнесі, де **конкуренція** відбувається між продуктами, а не компаніями, точка зору, на основі якої формуються рішення генерального директора та точка зору, якою керується покупець при придбанні продукту в конкретний момент, постають набагато менш пов'язаними.*

In this case, we should talk about the use of such a type of lexical transformation as modulation. We are talking about the lexeme *competition* used in the analyzed passage, which is polysemic and can have completely different meanings depending on the context. In this case, the dictionary equivalent was replaced *змагання* by contextual – *конкуренція*, what shows a logical connection

with the source word. In this case, it should become clear to the recipient, that it is specifically about competition between brands and corporations, and not about competition as a phenomenon in general.

Consider the following example of using translation transformations:

The individual outcomes of customers' decisions are far from easy for executives, removed from the front line, to predict and control.

We offer the following version of the translation of the specified sentence:

Керівникам, віддаленим від безпосередньої участі у практичній реалізації стратегій продажу продукції бренду, далеко не завжди легко передбачити та контролювати індивідуальні результати рішень клієнтів.

Thus, we observe a rearrangement within the analyzed sentence, because the construction used in the original text closer to its middle *executives, removed from the front line* is moved closer to the beginning of the sentence in the translated text. If in the original sentence this construction, is in postposition relative to the subject *it*, then during translation, the order of their location in the sentence changes, and the construction *керівникам, віддаленим від безпосередньої участі у практичній реалізації стратегій продажу продукції бренду* already preceding subject. Therefore, we have a variant in the translation: *Керівникам, віддаленим від безпосередньої участі у практичній реалізації стратегій продажу продукції бренду*.

Consider the following example of using translation transformations:

*Hair Care needs to **add** net competitive value to Pantene, whether by doing scale-effective hair care **R&D** across the six major hair care brands globally or in some other way.*

We offer the following version of the translation of the specified sentence:

Догляд за волоссям має **збільшити** чисту конкурентоспроможність Pantene, чи то шляхом виконання масштабних **науково-дослідних робіт** із догляду за волоссям серед шести основних глобальних брендів засобів для догляду за волоссям, чи в якийсь інший спосіб.

The following translation strategies were used in the given sentence.

In this case, we should talk about the use of such a type of lexical transformation as modulation. We are talking about the lexeme *to add* used in the analyzed passage, which is polysemic and can have completely different meanings depending on the context. In this case, the dictionary equivalent was replaced *додати* by contextual – *збільшити*, what shows a logical connection with the source word. In this case, it should become clear to the recipient, that it is in the translation, it is about increasing competitiveness, and not about adding any additional components to its characteristics..

Let's pay attention to the translation of the fragment: *scale-effective hair care R&D*. For an adequate reproduction of the original text, we used such a type of lexical-grammatical transformation as compensation. Its use was due to the need to replace the original element with a similar or any other element that compensates for the loss of information and is able to have a similar effect on the reader. So, in particular, the English constructions *R&D* were replaced in the Ukrainian translation by constructions more familiar to the Ukrainian language *науково-дослідних робіт*. The constructions chosen during the translation are more characteristic of the grammar of the Ukrainian language, their use makes it possible to compensate for the inevitable losses that occur during translation.

Consider the following example of using translation transformations:

*The same rule **applies** to each subsequent level of aggregation.*

We offer the following version of the translation of the specified sentence:

*Те саме правило «**працює**» на кожному наступному рівні виробництва.*

In this case, we should talk about the use of such a type of lexical transformation as modulation. We are talking about the lexeme *to apply* used in the analyzed passage, which is polysemic and can have completely different meanings depending on the context. In this case, the dictionary equivalent was replaced *застосовуватися* by contextual – *працювати*, what shows a logical connection with the source word. In the same way, we tried to bring the text closer to conversational intentions, which could help the reader better understand its content

and draw conclusions about the effectiveness of the rules for conducting marketing work proposed by the author of the book.

Consider the following example of using translation transformations:

*In every case, if a **layer** is not generating **net value** that ultimately helps the product win at the front line, then that layer is at best superfluous and worst makes the product less competitive.*

We offer the following version of the translation of the specified sentence:

*У будь-якому випадку, якщо певний **рівень бізнесу** не генерує **чистої вартості**, яка зрештою допомагає продукту здобути популярність серед покупців, тоді цей рівень у кращому випадку зайвий, а в гіршому – робить продукт менш конкурентоспроможним.*

The following translation strategies were used in the given sentence.

In this example, such a type of grammatical transformation as addition was used during the translation. Fragment *a layer is not generating* was translated by adding a lexeme *бізнесу* to its literal reproduction: *рівень бізнесу*. Adding here meant introducing into the translation elements that were absent in the original, with the aim of correctly conveying the original content and observing the speech norms inherent in the culture of the translation.

The phrase *net value* was translated by us using such a type of transcoding as semantic tracing: *чиста вартість*. This approach makes it possible to achieve equivalence in translation by means of literal translation of the word combination in form and content that correspond to the meanings of both words that are part of the specified word combination.

Consider the following example of using translation transformations:

*The **value** that the **higher layers** need to provide is considerable, because having a level above the front line will automatically and unavoidably add two costs to the front line.*

We offer the following version of the translation of the specified sentence:

Цінність продукту, створювана вищими підрозділами корпорації, є значною, оскільки наявність кожного з рівнів над безпосередніми продажами неминує формує два додаткові напрямки витрат.

The following translation strategies were used in the given sentence.

In this example, such a type of grammatical transformation as addition was used during the translation. Lexeme *the value/цінність* was translated by adding a lexeme *продукту* to its literal reproduction: *цінність продукту*. Adding here meant introducing into the translation elements that were absent in the original, with the aim of correctly conveying the original content and observing the speech norms inherent in the culture of the translation.

In other example, such a type of grammatical transformation as addition was used during the translation. Construction *the higher layers / вищі підрозділи* was translated by adding a lexeme *корпорації* to its literal reproduction: *вищі підрозділи корпорації*. Adding here meant introducing into the translation elements that were absent in the original, with the aim of correctly conveying the original content and observing the speech norms inherent in the culture of the translation.

In other case, we should talk about the use of such a type of lexical transformation as modulation. We are talking about the lexeme *layer* used in the analyzed passage, which is polysemic and can have completely different meanings depending on the context. In this case, the dictionary equivalent was replaced *рівень* by contextual – *підрозділ*, what shows a logical connection with the source word.

Consider the following example of using translation transformations:

*So, what can the layers above do to earn their place **in the chain**?*

We offer the following version of the translation of the specified sentence:

Отже, що можуть зробити вищі керівні рівні, щоб заслужити своє місце в корпоративному ланцюжку?

In this example, such a type of grammatical transformation as addition was used during the translation. Lexeme *the chain/ланцюжок* was translated by adding a lexeme *корпоративний* to its literal reproduction: *корпоративному ланцюжку*. Adding here meant introducing into the translation elements that were absent in the

original, with the aim of correctly conveying the original content and observing the speech norms inherent in the culture of the translation.

Consider the following example of using translation transformations:

In distribution, for example, Frito-Lay can cost-effectively deliver Smartfood popcorn and Grandma's Cookies directly to stores because it is already delivering Lay's potato chips and Doritos corn-chip brands to a multitude of stores this way.

We offer the following version of the translation of the specified sentence:

Наприклад, система доставки Frito-Lay може рентабельно доставляти попкорн Smartfood і бабусине печиво безпосередньо до крамниць, оскільки таким чином вона вже доставляє картопляні чіпси Lay's і кукурудзяні чіпси Doritos у безліч магазинів.

In this case, let's pay attention to the strategy of translating the names of well-known international brands. In our view, brands like Lay's and Doritos are global, that is, they are known all over the world. Therefore, when reproducing them in the translated text, we used zero transcoding, that is, direct inclusion of the foreign language fragment in Latin letters. But for the translation of the brand name, semantic tracing was chosen, as a result of which a literal translation was obtained: *бабусине печиво*.

In other case, we observe a rearrangement within the analyzed sentence, because the construction used in the original text closer to its beginning *in distribution* is moved closer to the middle of the sentence in the translated text, and construction *for example*, however, was after *in distribution* in original text, and moved closer to the beginning of the sentence in the translated text. Therefore, we have a variant in the translation: *Наприклад, система доставки*.

2.2. Grammatical strategies of translating of neologisms and occasionalisms of modern American fantasy into Ukrainian

Let's consider methods of translation of neologisms and occasionalisms in the analyzed text.

Consider the following example of using translation transformations:

*At P&G, this trimming happened with the geographic level of **region presidents**.*

We offer the following version of the translation of the specified sentence:

*У корпорації P&G таке скорочення відбулося на географічному рівні **регіональних директорів**.*

In this case, we should talk about the use of such a type of lexical transformation as modulation. We are talking about the lexeme *president* used in the analyzed passage, which is polysemic and can have completely different meanings depending on the context. In this case, the dictionary equivalent was replaced *президент* by contextual – *директор*, what shows a logical connection with the source word, thanks to which the reader can determine that it is about the directors of the regional branches of the corporation mentioned in the text.

Consider the following example of using translation transformations:

*To actually create shareholder value, put customers before **shareholders**.*

We offer the following version of the translation of the specified sentence:

*Щоб збільшити акціонерну вартість, ставте клієнтів вище за **акціонерів**.*

Consider the following example of using translation transformations:

*Smart **CEOs** do this instinctively.*

We offer the following version of the translation of the specified sentence:

*Розумні **керівники** роблять це інстинктивно.*

In this case, we should talk about the use of such a type of lexical transformation as generalisation. We are talking about replacing the specific name *CEO* with the generic name – *керівник*, what shows a logical connection with the source word.

Consider the following example of using translation transformations:

*These are **only examples** of utilizing operating scale and cumulative investment to provide a service to the front line at a lower cost than it would cost at the front line alone.*

We offer the following version of the translation of the specified sentence:

Це лише поодинокі приклади використання операційного масштабу та сукупних інвестицій для надання послуг під час продажів за нижчою ціною, ніж це коштувало б у разі наявності лише рівня продажів.

In this example, such a type of grammatical transformation as addition was used during the translation. Construction *only examples /лише приклади* was translated by adding a lexeme *поодинокі* to its literal reproduction: *лише поодинокі приклади*. Adding here meant introducing into the translation elements that were absent in the original, with the aim of correctly conveying the original content and observing the speech norms inherent in the culture of the translation.

Consider the following example of using translation transformations:

The ability to go-to-market (GTM) with a broad and important portfolio of products delivered by way of multifunctional, customer-located teams (like the P&G Walmart team in Bentonville, Arkansas).

We offer the following version of the translation of the specified sentence:

*Можливість виходу на ринок із широким і важливим портфоліо продуктів, що постачаються шляхом співпраці багатofункціональних команд, які тісно взаємодіють із клієнтами (наприклад, команда P&G Walmart у Бентонвіллі, **штат Арканзас**).*

In this example, such a type of grammatical transformation as addition was used during the translation. Fragment *in Bentonville, Arkansas* was translated by adding a lexeme *штат* to its literal reproduction. Adding here meant introducing into the translation elements that were absent in the original, with the aim of correctly conveying the original content and observing the speech norms inherent in the culture of the translation.

Consider the following example of using translation transformations:

*His visit to the bank of a river in **rural** western China to speak to the village women who washed their **clothes** there became legendary.*

We offer the following version of the translation of the specified sentence:

*Його візит на берег річки в сільській місцевості на заході Китаю, щоб поговорити з сільськими жінками, які там прали **білизну**, став легендарним.*

In this example, such a type of grammatical transformation as addition was used during the translation. Lexeme *rural* /*сільський* was translated by adding a lexeme *місцевість* to its literal reproduction: *сільський місцевості*. Adding here meant introducing into the translation elements that were absent in the original, with the aim of correctly conveying the original content and observing the speech norms inherent in the culture of the translation.

In other case, we should talk about the use of such a type of lexical transformation as modulation. We are talking about the lexeme *clothes* used in the analyzed passage, which is polysemic and can have completely different meanings depending on the context. In this case, the dictionary equivalent was replaced *одяг* by contextual – *білизна*, what shows a logical connection with the source word.

Consider the following example of using translation transformations:

*Because **each diversified** corporation already has a **portfolio**, the status quo is the practical place to start.*

We offer the following version of the translation of the specified sentence:

Оскільки **кожна** корпорація вже має **власний інвестиційний портфель**, логічно розпочати із поточного стану речей.

In this case, we have an example of the use of such a type of grammatical translation strategy as omission. Thus, in the fragment *each diversified corporation*, the component *diversified* was omitted during the translation, as a result of which the complex syntactic construction, which contained a redundant meaning, was simplified and replaced by the construction *кожна корпорація*.

In this example, such a type of grammatical transformation as addition was used during the translation. Lexeme *portfolio/портфель* was translated by adding lexemes *власний інвестиційний* to its literal reproduction: *власний інвестиційний портфель*. Adding here meant introducing into the translation elements that were absent in the original, with the aim of correctly conveying the original content and observing the speech norms inherent in the culture of the translation.

Consider the following example of using translation transformations:

And then the next level and the next, until you get to the level directly above the front line.

We offer the following version of the translation of the specified sentence:

*Після цього **опрацьовуються наступні рівні**, аж до **рівня взаємодії з клієнтами**.*

In this example, such a type of grammatical transformation as addition was used during the translation. Lexemes *the next level and the next/наступні рівні* were translated by adding lexeme *опрацьовуються* to its literal reproduction: *опрацьовуються наступні рівні*. Adding here meant introducing into the translation elements that were absent in the original, with the aim of correctly conveying the original content and observing the speech norms inherent in the culture of the translation.

When translating the phrase *front line*, we used such a translation strategy as total reorganization. The use of this translation strategy was determined by the need to express the meaning of the English-language term using the means of the Ukrainian language, which were neither dictionary nor contextual equivalents of the specified term. So, the following translated version was obtained: *рівень взаємодії з клієнтами*.

Consider the following example of using translation transformations:

*With the acquisition of Gillette, P&G entered **grooming**, a new category that benefited from all of P&G's key capabilities.*

We offer the following version of the translation of the specified sentence:

*Із придбанням Gillette P&G увійшла на ринок **засобів для гоління**, створивши нову категорію, яка скористалася всіма ключовими можливостями P&G.*

In this case, we chose to achieve adequacy in translation of lexeme *grooming* such a type of lexical-grammatical transformation as descriptive translation. This translation strategy made it possible to correctly explain the meaning of a foreign language unit, adapting it to the understanding of Ukrainian speakers as *засоби для гоління*. In our opinion, such clarification with the help of a description was

necessary, because in the modern Ukrainian language, as a result of borrowing, a homonymous lexeme for the word *grooming* with the meaning of hairdressing services provided to dogs was established. However, the text we translated is not about haircuts for animals, but about the market for shaving products, which a large global corporation has entered. Therefore, in order to avoid ambiguities and errors in the perception of the translated text, the formation of incorrect meanings, we chose a descriptive translation in this version in order to decipher the primary meaning.

In this case, we should talk about the use of such a type of lexical transformation as modulation. We are talking about the lexeme *shareholder* used in the analyzed passage, which is polysemic and can have completely different meanings depending on the context. In this case, the dictionary equivalent was replaced *shareholder* by contextual – *акціонер*, what shows a logical connection with the source word.

Consider the following example of using translation transformations:

The idea caught on.

We offer the following version of the translation of the specified sentence:

Ідея прижилася.

In this case, we should talk about the use of such a type of lexical transformation as modulation. We are talking about the lexeme *caught on* used in the analyzed passage, which is polysemic and can have completely different meanings depending on the context. In this case, the dictionary equivalent was replaced *to caught on* by contextual – *прижитися*, what shows a logical connection with the source word.

2.3. Lexical-grammatical strategies of translating of neologisms and occasionalisms of modern American fantasy into Ukrainian

Let's consider methods of translation of special lexicon in the analyzed text.

Consider the following example of using translation transformations:

*While there certainly continued to be **owner CEOs**, professional managers came to dominate the corner office.*

We offer the following version of the translation of the specified sentence:

Незважаючи на те, що власники-виконавчі директори продовжували існувати в офісах, стали домінувати професійні менеджери.

In this case, we should talk about the use of such a type of lexical transformation as modulation. We are talking about the lexeme *CEOs* used in the analyzed passage, which is polysemic and can have completely different meanings depending on the context. In this case, the dictionary equivalent was replaced *CEOs* by contextual – *виконавчі директори*, what shows a logical connection with the source word.

Consider the following example of using translation transformations:

Over the past decade, the average yearly price earnings multiple for the S&P 500 has been 22x, meaning that current earnings represent less than 5 percent of stock prices.

We offer the following version of the translation of the specified sentence:

За останнє десятиліття середньорічний мультиплікатор ціна-прибуток для індексу S&P 500 становив 22 рази, що означає, що поточний прибуток становить менше 5 відсотків від ціни акцій.

In this example, such a type of grammatical transformation as addition was used during the translation. In our opinion, in this case, the use of addition is maximally justified, because we are talking about realities that are not generally known. Yes, the S&P 500 is the reality of the American markets, so for the reader there, at whom the original text is aimed, this reality does not need clarification, because he is familiar with it. For the Ukrainian reader of the translated version of the text, such a reality is not at all obvious, so we decided to use the addition of the lexeme *індекс* in the translation, to make it clear to the recipient that it is about the market index. Adding here meant introducing into the translation elements that were absent in the original, with the aim of correctly conveying the original content and observing the speech norms inherent in the culture of the translation.

Consider the following example of using translation transformations:

Most executives figure this out.

We offer the following version of the translation of the specified sentence:

Більшість керівників це розуміють.

In this case, we should talk about the use of such a type of lexical transformation as modulation. We are talking about the lexeme *executive* used in the analyzed passage, which is polysemic and can have completely different meanings depending on the context. In this case, the dictionary equivalent was replaced *виконавчий директор* by contextual – *керівник*, what shows a logical connection with the source word, thanks to which the reader can determine that it is about the directors of the regional branches of the corporation mentioned in the text.

Consider the following example of using translation transformations:

Consider Johnson & Johnson.

We offer the following version of the translation of the specified sentence:

Розглянемо кейс корпорації Johnson & Johnson.

In this example, such a type of grammatical transformation as addition was used during the translation. Fragment *Johnson & Johnson* was translated by adding a construction *кейс корпорації* to its literal reproduction. In this case, the recipient of the translated text needs to clarify what exactly he should pay attention to, referring to the example of the Johnson & Johnson corporation. After all, if you simply say: «Look at Johnson & Johnson», the general meaning of such a proposal will not be enough to fully understand its essence. Therefore, we decided to specify that he should pay special attention to the specific case of this corporation, which is discussed later in the text. Adding here meant introducing into the translation elements that were absent in the original, with the aim of correctly conveying the original content and observing the speech norms inherent in the culture of the translation.

Consider the following example of using translation transformations:

*The credo bluntly spells out the pecking order: customers **come first**, and shareholders **last**.*

We offer the following version of the translation of the specified sentence:

У цьому кредо чітко прописана ієрархія: клієнти **на першому місці**, а акціонери – **на останньому**.

In this case, let's pay attention to the translation of the fragment: *customers come first, and shareholders last*. For an adequate reproduction of the original text, we used such a type of lexical-grammatical transformation as compensation. Its use was due to the need to replace the original element with a similar or any other element that compensates for the loss of information and is able to have a similar effect on the reader. So, in particular, the English constructions *come first* and *come last* were replaced in the Ukrainian translation by constructions more familiar to the Ukrainian language *на першому місці* and *на останньому місці*. The constructions chosen during the translation are more characteristic of the grammar of the Ukrainian language, their use makes it possible to compensate for the inevitable losses that occur during translation.

Consider the following example of using translation transformations:

The Principle at Work.

We offer the following version of the translation of the specified sentence:

Принцип, який працює.

In this case, we observe a grammatical replacement within the sentence component: *at work*. It is about replacing the syntactic construction, namely the conjunction *at work* with the construction *який працює*.

Consider the following example of using translation transformations:

It peaked at about \$60 in August 2000, a year before Welch retired with a record \$417 million payoff.

We offer the following version of the translation of the specified sentence:

У серпні 2000 року цей індекс досягнув свого максимуму в 60 доларів за рік до того, як Велч пішов на пенсію з рекордною виплатою в 417 мільйонів доларів.

In this sentence, we observe some cases of the use of different translation strategies.

Thus, we observe a rearrangement within the analyzed sentence, because the construction used in the original text closer to its middle *in August 2000* is moved closer to the beginning of the sentence in the translated text. If in the original sentence this construction, is in postposition relative to the subject *it*, then during translation, the order of their location in the sentence changes, and the construction *у серпні 2000 року* already preceding subject. Therefore, we have a variant in the translation: *У серпні 2000 року цей індекс.*

In the fragment *it peaked*, you should pay attention to the context of the message, without which it will be unclear what exactly reached its maximum. That is why we chose such a type of translation transformation as addition, supplementing the literal meaning of the translation with a lexeme *індекс*. This approach, in our opinion, makes it possible to make the translated text clearer and convey the intentions that were laid down in its original.

Звернімо також увагу на фрагмент *Welch retired*. The lexeme *to retire* in the English language denotes the action associated with the fact that a person leaves his place of work. However, it is clear that a person can leave his workplace for a number of reasons – for example, to move to another company, resign or retire. After clarifying the details of the biography of the manager mentioned in the original text, we decided to choose варіант *ніти на пенсію*, using such a translation strategy as modulation.

We are talking about the lexeme *to retire* used in the analyzed passage, which is polysemic and can have completely different meanings depending on the context. In this case, the dictionary equivalent was replaced *ніти з посади* by contextual – *ніти на пенсію*, what shows a logical connection with the source word, thanks to which the reader can determine that it is about the fact that the manager decided to retire, and not to resign of his own free will.

Consider the following example of using translation transformations:

Launched in August 2003, MySpace became America's number one social networking site.

We offer the following version of the translation of the specified sentence:

MySpace, запущений у серпні 2003 року, за два роки став американською соціальною мережею номер один.

In this case, we observe a rearrangement within the analyzed sentence, because the verb construction used in the original text closer to its beginning *launched in August 2003* is moved closer to the middle of the sentence in the translated text. If in the original sentence this verb construction, which performs the function of a predicate, is in preposition relative to the subject *MySpace*, then during translation, the order of their location in the sentence changes, and the predicate *запущений* already is in postposition to subject. Therefore, we have a variant in the translation: *MySpace, запущений у серпні 2003 року.*

Consider the following example of using translation transformations:

Why did MySpace fail?

We offer the following version of the translation of the specified sentence:

Чому MySpace зазнав невдачі?

In this case, we should talk about the use of such a type of lexical transformation as modulation. We are talking about the lexeme *fail* used in the analyzed passage, which is polysemic and can have completely different meanings depending on the context. In this case, the dictionary equivalent was replaced *fail* by contextual – *зазнати невдачі*, what shows a logical connection with the source word, thanks to which the reader can determine that it is about the directors of the regional branches of the corporation mentioned in the text.

Consider the following example of using translation transformations:

He succeeded, earning the nickname CrackBerry for the device.

We offer the following version of the translation of the specified sentence:

Йому це вдалося, а смартфон отримав прізвисько CrackBerry через свою здатність формувати залежність у користувачів, подібну в жартівливому контексті до наркотичної (від слова crack – наркотик).

In this example, we used the possibilities of such a variety of lexical-grammatical transformations as addition. So, in the original text there is a token *CrackBerry*, which denotes an unofficial name, a kind of nickname for the new

smartphone, which was given to it by users due to a number of qualities inherent to this smartphone. In particular, it is known from the context that the developers of this phone equipped it with numerous features that cause users to get used to it quickly.

Because of this, the phone got the nickname *CrackBerry*, derived from the English word *crack*, which means «drugs» in slang communication. Accordingly, for an English-speaking reader, the semantics of the nickname *CrackBerry* is completely transparent, because he is a carrier of the language culture in which this nickname was directly formed.

On the other hand, for the Ukrainian recipient, the possibility of reading this cultural code is not obvious, therefore, in our opinion, it needs clarification. We decided to provide such an explanation by adding the necessary information directly to the literal text of the translation. So, we decided to update the etymology of the name involved in the analysis, deciphering it and giving a link to the word, the basis of which, in combination with the second part of the *Blackberry* smartphone brand name, became a creative nickname created by the imagination of customers: *через свою здатність формувати залежність у користувачів, подібну в жартівливому контексті до наркотичної (від слова crack – наркотик)*. So, Ukrainian-speaking readers had the opportunity to associate the characteristics of the smartphone mentioned in the text with its original nickname. Adding here meant introducing into the translation elements that were absent in the original, with the aim of correctly conveying the original content and observing the speech norms inherent in the culture of the translation.

Consider the following example of using translation transformations:

As Art Markman, a psychologist at the University of Texas, has pointed out, certain rules should be respected in designing for habit.

We offer the following version of the translation of the specified sentence:

Як зазначає Арт Маркман, психолог із Техаського університету, слід дотримуватися певних правил, створюючи дизайн, що викликає звичку.

In this case, we observe a rearrangement within the analyzed sentence, because the verb construction used in the original text closer to its middle *has pointed* is

moved closer to the beginning of the sentence in the translated text. If in the original sentence this verb construction, which performs the function of a predicate, is in postposition relative to the subject *Art Markman*, then during translation, the order of their location in the sentence changes, and the predicate *зазначає* already preceding subject. Therefore, we have a variant in the translation: **Як зазначає Арт Маркман, психолог із Техаського університету.**

We will analyze the frequency of use of individual translation strategies.

According to the results of the study, the most frequent translation strategies used in the translation of «A New Way to Think Your Guide to Superior Management Effectiveness» by R. Martin into Ukrainian were outlined. The following translation strategies were most often used: addition (43% of translation cases), modulation (21% of translation cases), permutation (10% of translation cases), tracing (10% of translation cases), omission (6% of translation cases), omission (6% of translation cases), grammatical replacement (5% of translation cases), descriptive translation (3% of translation cases), generalization (2% of translation cases).

A more detailed ratio of the applied translation strategies is presented in Figure 2.1.

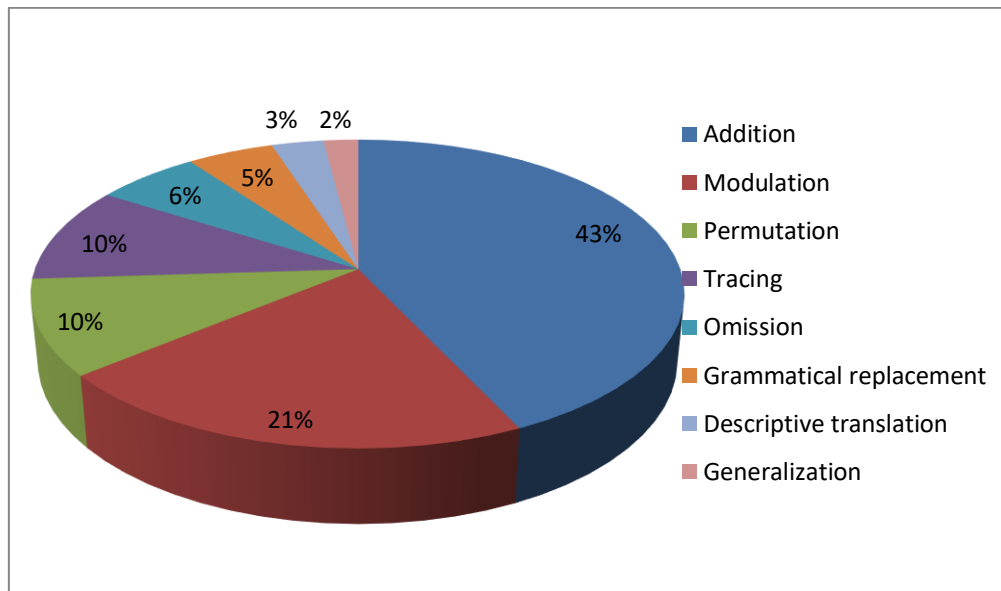


Figure 2.1. Correlation of applied translation strategies

So, the choice of one or another method of transmitting English-language modern fantasy texts in Ukrainian depends on many factors, including the structure of the text, traditions of adaptation of certain groups of neological units.

Conclusions to the 2nd chapter

In the practical part, the regularities of the translation of «A New Way to Think Your Guide to Superior Management Effectiveness» by R. Martin were analyzed.

The analyzed text is characterized by the spread of mostly simple sentences. The number of complex sentences is significantly less, which, for example, is not characteristic of similar texts in the Ukrainian language. The order of words in sentences is usually direct, but cases of inversion are possible due to the need for a logical connection. Inversion is also often used for the logical selection of individual semantic elements.

The syntactic structure of «A New Way to Think Your Guide to Superior Management Effectiveness» by R. Martin is clear, complete and stereotypical. This, as is known, is explained by the need for intelligibility and a logical sequence of presentation of complex material. The sentences in the analyzed book have the same purpose of expression - they are almost always narrative. Questions are rare and are used to draw the reader's attention to any issue.

The lexical level of «A New Way to Think Your Guide to Superior Management Effectiveness» by R. Martin is reflected in commonly used vocabulary and neology, which is explained with the help of footnotes, clarifications, information in parentheses and is a sign of a scientific style. The meaning of terms and their definitions must obey the rules of logical classification, clearly distinguishing between objects and concepts, allowing for ambiguities or contradictions. And, finally, the term should be a purely objective designation, devoid of any side meanings that distract the specialist's attention and introduce an element of subjectivity.

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The choice of one or another method of translation of «A New Way to Think Your Guide to Superior Management Effectiveness» by R. Martin into Ukrainian depends on many factors, including the structure of the economic term, traditions of adaptation of certain groups of neological units. Cases of translation of English-language neological units that do not have equivalents in the international and neological lexicon are particularly difficult.

CONCLUSIONS

Objective reality is reflected in the minds of people united by the cultural-historical community and those who speak the same language, and in different ways presented in the language. Objects of objective reality are united in languages on different grounds, and for the names of the same objects different numbers of words that do not coincide in terms of volume and content of meaning are used. The interrelation of language and culture is obvious. Language is a mirror of culture, it reflects not only the real world surrounding the person, not only the real conditions of her life, but also the social consciousness of the people, his mentality, national character, way of life, traditions, customs, morals, system of values, attitude, vision of the world. Language is an integral part of culture, and culture, in turn, is the result of human activity in all spheres of his life.

The appearance in the system of the language of new lexical units as the main exponent of objective reality is caused by the need to identify concepts for disclosing the content of which there is no full equivalent in the language. The main factors in the emergence of lexical innovations are constant changes in public life, therefore the functioning of neologisms is a consequence of the development of various spheres of human activity.

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ANNEX

№	English original	Ukrainian translation
1	She is the job. She is the essence of your duty. Loving her. Protecting her. Of course, you'll miss your career. But doing this for her, doing this for me... here may be no greater act of patriotism. Or love.	Вона – твоя робота. Вона – сенс твоєї служби. Любити її. Захищати її. У цьому весь сенс. Звичайно, ти сумуватимеш за своєю кар'єрою. Але, роблячи це для неї, роблячи це для мене, ти виявиш себе як найщиріший патріот. І найбільш закохана людина у світі.
2	To do nothing is the hardest job of all. And it will take every ounce of energy that you have.	Бездіяльність – це найважча, найтяжча робота. Адже вона відбирає всі сили, які тільки в тебе є.
3	The people look to a monarchy for something bigger than themselves. An inspiration. A higher ideal. If you put it in their homes, allow them to watch it with their dinner on their laps.	Люди вбачають у монархії вияв чогось високого, вони шукають у ній натхнення, свій високий ідеал, а ти хочеш, аби вони дивилися церемонію, коли заскочать додому чогось перехопити.
4	And the job of drawing that line falls to Cabinet, ma'am. Not to you. Something your dear late papa would certainly have taught you had he been granted more time to complete your education.	Робота зі встановки кордонів лежить на міністерстві, а не на Вас. Ваш шановний батько сказав би Вам про це, якби приділив більше уваги Вашій освіті.
5	Well, no, that's the point, Mummy. I know almost nothing.	— У тому й річ, матінко. Я нічого не знаю. — Облиш, ти знаєш, коли можна мудро

	You know when to keep your mouth shut. That's more important than anything.	промовчати. Це найбільша чеснота.
6	But you have no mind of your own. That's why everyone's so thrilled with you. The last royal to have a mind of his own was me and that's why they threw me out.	Ви нічого самостійно не вирішуєте, тому-то вас так і люблять. Останнім монархом, який був собі на умі, був я, тому мене й вигнали.
7	People like you don't get to insult people like me. You get to be eternally grateful.	Вам не можна мене ображати. Вам слід безмежно цінувати мою підтримку.
8	Oh, it's really one of the great paradoxes of being in a position where I have to talk to a great many people, but deep down, I'm happiest with animals. That makes two of us.	— Найбільший парадокс мого життя полягає в тому, що я повинна спілкуватися з безліччю людей, але, зізнаюся вам, я б віддала перевагу тваринам. — Цілком згодна.
9	Well, what do you think. I said I could follow it, I didn't say I cared.	Добре, скажи вже, що ти думаєш із цього приводу? Я казав, що можу про це думати, але не говорив, що мене це хвилює.
10	I thought you weren't interested in me.	Я не думав, що тебе цікавлю.
11	Semiotics. The study of signs and	Мені потрібна твоя думка із семіотики.

	symbols, it's a branch of philosophy related to linguistics.	Вивчення знаків та символів – це розділ філософії, пов'язаний із лінгвістикою.
12	What does it mean? Oh, come on, you went to college. Yes, but I was eleven.	Що це означає? Та годі, ти ж навчався в коледжі. Так, але мені тоді було одинадцять.
13	Well what did she mean by that? Was that just a generic platitude or was that a subtle bid for attention?	Що вона мала на увазі? Це було банальне співчуття або спроба привернути увагу?
14	I didn't have to, the dates just happened to coincide.	Мені не довелося, просто дати співпали.
15	Okay, uh, what exactly do you think's going on between us?	Добре, а як ти гадаєш, що саме відбувається між нами?
16	Something you'd like to share? A tale of woe perhaps.	Може, тебе щось турбує, і ти хочеш цим із нами поділитися? Це може бути сумна історія.
17	I just came by to say hello. But you've never come by to say hello. Well, up until now I've had better things to do.	Я просто прийшов привітатися. Але до цього ти жодного разу не приходив, щоб привітатися. Ну, до сьогодні в мене були й цікавіші справи.
18	What exactly is it you do? I know you chatter on about it all the time, but I've never really paid attention.	Чим саме ти зараз займаєшся? Я знаю, що ти весь час про це говориш, але ніколи не звертав уваги, про що саме.
19	Huh. It can't be a coincidence. There must be some causal link I'm missing.	Це не може бути співпадінням. Має бути якийсь причиновий зв'язок, який я щоразу не помічаю.
20	Go away. Curiouser and curiouser.	Іди звідси. Все цікавіше й цікавіше.

21	Is he here? If he were, I wouldn't be.	Він тут? Якби він був тут, мене б тут не було.
22	Is that even possible? As it turns out, yes.	Це взагалі можливо? Як виявилось, так.
23	We don't have to go that far, there are other means available.	Не слід заходити занадто далеко. Є ж інші способи.
24	Are you crying? No, I have allergies.	Ти плачеш? Ні, маю алергію.
25	So, are we celebrating anything special tonight?	Отже, у вас сьогодні якась особлива дата?
26	Give me a minute. I'm gonna go wash up.	Дай мені хвилинку. Я піду помію руки.
27	I'm striking up a casual conversation with you. S'u'up?	Я починаю з тобою звичайну розмову. Чи не так?
28	I could think about you. Fine, whatever works.	Я можу подумати про тебе. Чудово, все працює.
29	Well, what about me? The statement stands for itself. Well, aren't you sweet?	А що скажеш про мене? Заява говорить сама за себе. Ну хіба ти не диво?
30	Do you understand that this was supposed to be a date? I do. Do you? Because frankly, you've been in a foul mood since I sat down.	Ти розумієш, що це мало бути побачення? Звичайно. А ти? Бо щойно я сів, ти був у поганому настрої.
31	She doesn't mean it. She's just being nice.	Вона не це мала на увазі. Це звичайна ввічливість.
32	Well, this is very pleasant.	Так, це дуже приємно.

	I'm glad you're enjoying yourself.	Я радий, що тобі подобається.
33	You know, you don't have so many friends that you can afford to start insulting them.	Знаєш, у тебе не так багато друзів, щоб ти міг дозволити собі почати їх ображати.
34	Are you even listening to me?	Ти мене взагалі слухаєш?
35	Okay then. You know, you can grow the ingredients for soup.	Ну, нехай. Знаєш, а інгредієнти для супу цілком можна вирощувати.
36	You can't let this kid get to you. You always knew that someday someone would come along who was younger and smarter.	Тобі боляче від того, що цей малий наздоганяє тебе. Ти ж завжди знав, що колись тобі на зміну прийде хтось молодший і розумніший.
37	So, you've got a bit of competition, I really don't see what the big deal is.	Отже, у тебе з'явився якийсь конкурент, але я до кінця не розумію, в чому проблема.
38	I don't understand, exactly how did he get any friends in the first place?	Я не розумію, як він взагалі знайшов друзів?
39	Huh? Would it work if I just punched you in the face? Yes, actually it would, but let's see how the lid goes.	Дійсно? А спрацювало б, якби я просто дав тобі у пику? Так, звичайно, але давай поглянемо, як це працює із кришкою.
40	Do you want some help with that? No, no, no, I got it.	Тобі потрібна допомога? Ні, ні, я зрозумів.
41	Oh, okay, yeah, hang on a sec.	Добре, зачекай-но хвилинку.

43	I can't remember a time when you weren't talking.	Не пригадую час, коли ти б мовчав.
44	Uh, no, I think that you probably need to rest.	Ні, гадаю, тобі слід відпочити.
45	Well, you seem like a perfectly pleasant person. I just can't understand why women have such a hard time loving you.	Ну, ти виглядаєш цілком приємною людиною. Я просто не можу зрозуміти, чому жінкам так важко тебе полюбити.
46	Seriously? You went first, after only two weeks? That's bold.	Серйозно? Ти зважився на це всього за два тижні? Це сміливо.
47	Mourning the inevitable is a complete waste of time.	Оплакувати невідворотне – дурна трата часу.
48	Give me one good reason why not.	Назви мені бодай одну вагому причину, чому ні.
49	Wait here, I'll find us seats.	Чекайте тут, я знайду місця.
50	Does he always do this?	Він завжди так поводитьсья?

РЕЗЮМЕ

Курсову роботу присвячено дослідженню способів перекладу неологізмів та okazіоналізмів (на матеріалі роману Р. Мартіна «Новий день розуміння»). У ході роботи висвітлено основні етапи наукового дослідження функціонування неологізмів та okazіоналізмів, описано наявні способи перекладу неологізмів та okazіоналізмів у художньому творі, проаналізовано зразок тексту, насиченого неологізмами та okazіоналізмами, та здійснено перекладацький аналіз фактичного матеріалу дослідження (випадків уживання неологізмів та okazіоналізмів, усього 50 одиниць). Крім того, у курсовій роботі складено таблицю, що містить можливі способи перекладу неологізмів та okazіоналізмів.

Ключові слова: переклад, перекладацький аналіз, лексика, неологізми, okazіоналізми, способи перекладу